

Snohomish County Executive
AARON REARDON



Priorities in Action



Latest News & Upcoming Events

Friday, October 29, 2010

www.snoco.org

 **Focus on Farming speakers to educate, enlighten and entertain**

Next week's seventh annual Focus on Farming Conference brings three top keynotes to the Tulalip Tribes Resort and Conference Center.

Futurist Bob Treadway, rancher and author Jim Gerrish and Damian Mason, a comedian with an enthusiasm for the agricultural industry, will educate, enlighten and entertain participants at this year's conference with its "Get Up and Grow!" theme.

"Each year, we work to bring cutting edge speakers to our Focus on Farming Conference," said Snohomish County Executive Aaron Reardon. "This year's speakers meet that goal."

Opening keynote Bob Treadway is in his 25th year as a forecaster, strategy consultant and foresight advisor. He serves large organizations such as Berkshire Hathaway, Motorola, Gillette, Syngenta, Farm Credit Services, the Federal Reserve, AT&T and the National Corn Growers Association. His work has taken him to eight countries and 139 cities during the past two years.

Treadway will speak to the forces, factors and trends affecting agricultural operations and how to turn them to your advantage. He'll forecast consumer markets and trends and show how to overcome economic uncertainties.

During lunch, Gerrish will discuss his work, which includes more than 20 years of beef-forage systems research while at the University of Missouri. Gerrish, author of "The Grassroots of Grass Farming," also has spent 20 years raising commercial cattle and sheep on his family farm in northern Missouri.

Gerrish also is well known for his work on a three-day grazing management workshop program at the University of Missouri's

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How are we doing?

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Forage Systems Research Center.

The model has been taught to more than 3,000 producers and educators from 39 states and four Canadian provinces since its inception in 1990. He has been recognized for his work by organizations such as the American Forage and Grassland Council, the National Center for Appropriate Technology and Progressive Farmer.

Mason will wrap up the evening with a comedic act worthy of any hard-working farmer. He graduated from Purdue University with a degree in agricultural economics and has since studied comedy writing and improvisation at the prestigious Second City in Chicago. Mason combines his farm background and knowledge with a brilliant sense of comedic timing. The result is a funny, relevant and uplifting presentation that resonates with today's ag professional.

Yet, Mason puts his money where his mouth is. He and his wife raise all-natural beef, grow hay and manage timber on their 200-acre mixed-use farm in Indiana. The farm also produces corn and soybeans through an arrangement with an outside operator.

This year's conference will run from 8 a.m. to 7 p.m. Thursday, Nov. 4. To register for Focus on Farming VII, go to www.focusonfarming.org. For conference questions, contact Linda Neunzig, the county's agriculture project coordinator, at 425-388-7170 or linda.neunzig@snoco.org.

Halloween DUI patrols to keep trick-or-treaters safe

Additional law enforcement will be on the watch for impaired drivers on Snohomish County roads during the Halloween holiday, joined by law enforcement officers from all over the Puget Sound region in the "Surround the Sound" traffic safety emphasis patrol.

"Surround the Sound" has been conducted for more than 10 years in an effort to prevent deaths and serious injuries caused by vehicle crashes. To ensure Halloween plans don't become a nightmare, use a designated driver, call a cab, and if you're hosting a party, do not let guests drive when they are impaired.

Halloween can be a particularly deadly night due to the high number of impaired drivers on the roads. In 2008, 58 percent of all highway fatalities across the nation on Halloween (6 p.m. Oct. 31 to 5:59 a.m. Nov. 1) involved a driver or a motorcycle rider with a Blood Alcohol Content of .08 or higher.

meeting its performance goals?

The SnoStat system tracks how well the County is delivering services, the costs of those services, and the efficiency and effectiveness of service delivery.

Simply visit our [SnoStat website](#).

Contact me:

3000 Rockefeller Ave.
M/S #407
Everett, WA 98201

Phone: 425.388.3460
Fax: 425.388.3434

Or, [send me an email](#).

Sincerely,

Aaron Reardon

“Halloween is fast approaching and police will be working to make sure everyone’s holiday is a safe one,” said Tracy McMillan, Snohomish County’s DUI and Target Zero Task Force manager.

“Surround the Sound” emphasis patrols will be conducted in Clallam, Jefferson, King, Kitsap, Mason, Pierce, Skagit, Snohomish, Thurston and Whatcom Counties. This activity is coordinated by Target Zero Traffic Safety Task Forces and is supported by the Washington Traffic Safety Commission.

County’s tourism plan available for review, comment

Snohomish County, along with its consultant team led by FRAUSE, is seeking input on draft recommendations for the 2011-2015 Strategic Tourism Plan.

During the next five years, the Snohomish County Tourism Strategic Plan will serve as a roadmap as the county moves to harness its true tourism potential. The plan will guide actions and investments by Snohomish County, the Snohomish County Tourism Bureau, and the multitude of partners across the county, including local tribes, municipalities, ports, and many other user and affinity groups.

Six overlying strategies have been recommended along with tasks and resources to support each strategy. The plan helps the county use its resources for the greatest impact by focusing attention on key strategic areas, such as:

- Encouraging the promotion of primary draw clusters and anchor attractions while building visibility for supplementary assets and clusters.
- Employing strong cross-promotional efforts to connect visitors with assets in other clusters, extending and deepening their experience.
- Building a strong infrastructure that helps visitors understand the range of attractions available to them in Snohomish County and then to easily travel from place to place.

To read a copy of the report and to comment, go to www.snocobiz.org/news.php?nid=45. Comments also can be sent to Wendy Becker, Economic and Cultural Development Officer, at wendy.becker@snoco.org. Deadline for comments is 5 p.m. Friday, Nov. 5.

Funding for the Strategic Plan comes from the Snohomish County

Hotel/Motel Lodging Tax Fund, a dedicated fund authorized by state and county statutes with the purpose of developing and promoting tourism in Snohomish County.

 **In pictures**



On Wednesday, Executive Aaron Reardon, Councilman John Koster, Parks staff, firefighters and community members rededicated the playground at Lake Goodwin Community Park. The playground was severely damaged by arsonists in July. About \$30,000 in donations allowed Parks to rebuild the playground.

Thank you very much for taking the time to read my electronic newsletter.

If you would like to send me your comments and feedback, or if you would like to unsubscribe, simply reply to this message.

You may also contact me directly by phone at 425.388.3460.