

Columbia Blue Mountain Resource Conservation and Development

Community Profile

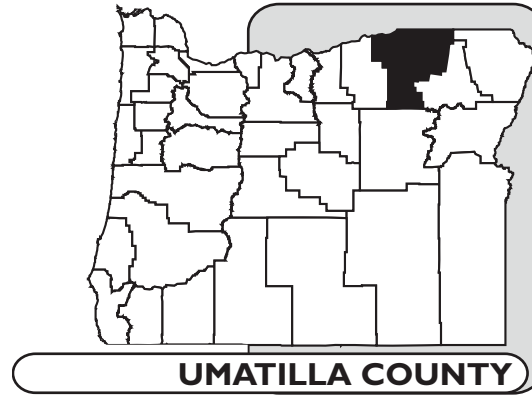
Population 17,260

Location Pendleton

Position Description

Sponsor Columbia Blue Mountain
Research Conservation
and Development

Supervisor Kathy Ferge,
Coordinator



Assignment In the first project, the RARE participant will be responsible for developing a formal marketing and public relations plan, developing outreach materials for both Anglo and Hispanic audiences, implementing the marketing and public relations plan and producing a final product that is an evaluation of plan's effectiveness and recommendations for the next year. The project is designed to expand upon the research work conducted this year identifying potentially underserved audiences within our region. The plan is to educate these audiences as to the various USDA Natural Resource Conservation Service & Resource Conservation & Development programs that may be of assistance to them.

The second project is a Community Based Agriculture/ Community Food Systems. The participant will research and document educational opportunities currently offered to the community foods audience in the region, develop an educational plan to fill unmet needs and may include developing and implementing a series of workshops with specific topic areas. There are a variety of community-based agriculture start-up groups in the region who need assistance with educating themselves in terms of new business development, marketing and promotion, farming practices, etc. The CBM RC&D is developing an education and outreach strategy to engage these groups and well as individuals who may be interested in participating with these groups.

The last project is Energy Efficiency Outreach & Promotion. The RARE participant will develop a strategic plan for working with individual agricultural landowners and small business owners to provide program guidance, grant writing and/or packaging assistance. This work may include researching and identifying those professional who can provide audit assistance at a reasonable cost to participants. The final product will be an evaluation of the effectiveness of the program that was developed and implemented, with recommendations for next year. Currently, CBMRC&D is in the beginning stages of developing services to assist agricultural land-owners and rural small business with developing and packaging of 9006 Renewable Energy Grants.

Columbia Blue Mountain Research Conservation and Development

RARE Participant



Aaron Reyna

Aaron grew up in Oregon and graduated from the University of Oregon with a degree in Geography. During college Aaron was co-director of the Native American Student Union, as well as an employee of the Office of Multicultural Academic Support and the Office of Indigenous Cultural Survival. Aaron's other experience includes service in the Northwest Youth Corps where he assisted with trail maintenance and invasive species removal.

Aaron is working at the Columbia Blue Mountain Resource Conservation and Development District in Pendleton.

First, Aaron is responsible for developing a formal marketing and public relations plan, developing outreach materials for Anglo and Hispanic audiences, implementing the marketing and public relations plan and producing a final product that is an evaluation of plan's effectiveness and recommendations for the next year. The plan is to educate audiences as to the various USDA Natural Resource Conservation Service & Resource Conservation and Development programs that may be of assistance to them.

Aaron's second project is to research and document educational opportunities on community foods systems in the region and to develop an educational plan to fill unmet needs. There are a variety of community-based agriculture start-up groups in the region who need assistance with educating themselves on new business development, marketing and promotion, farming practices, etc. The CBM RC&D is developing an education and outreach strategy to engage these groups and well as individuals who may be interested in participating with these groups.