



The Liaison

FDRLO Begins 2011 Strategic Planning Process

"First say to yourself what you would be; and then do what you have to do." **Epictetus**

What will FDRLO be in 2012, in 2015 or in 2025? What must we do to get there?

Mike Plummer of Future Visions International has teamed up with Frederick "Fritz" Hager of Strategic Planning Advisors, LLC to meet the project objectives as outlined in the FDRLO's Request for Proposals for development of a new Strategic Plan. (See Spring Liaison for list)



After reviewing the five RFP responses and interviewing two potential consultants, FDRLO's Strategic Planning Steering Committee recommended Future Visions International as the best choice to assist the organization through the 2011 Strategic Planning Process. With both the Steering Committee and the Executive Committee's endorsements, the Board officially awarded the contract at its September 8th meeting.

Over the summer, the steering committee, the consultants and FDRLO staff compiled names and contact information for nearly 200 community leaders. The list includes board members, task force leaders, corporate, individual and retiree members familiar with FDRLO, its mission, goals and objectives. It also includes many community leaders – elected officials, county department managers from the tri-county region, corporate leaders, and representatives from tourism venues and from the not-for-profit arena. Some of these people have had limited direct interaction with FDRLO. Input from this latter group is important to validate the views and expectations of the community-at-large regarding Fort Drum and to document the broader community's attitude towards the post expansion and Drum Country as a defense community. More than thirty "one-on-one" interviews and eight focus groups are being conducted as part of this information gathering stage.

Thank you to all who have responded to the invitations to participate in these sessions.



You are helping to determine ***what we would be!***

The next step is to determine ***what we have to do.***

Watch for more as the story unfolds!

Congratulations

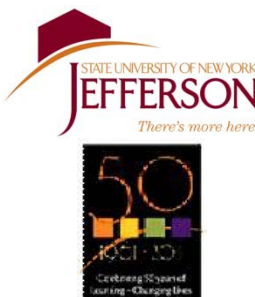
to

Watertown Daily Times - 150th Anniversary

Lewis County General Hospital - 80th Anniversary

Jefferson Community College - 50th Anniversary

Jefferson County Industrial Development Agency- 40th Anniversary



FDRLO extends sincere congratulations to Kevin Jordan on his move to Cornell Cooperative Extension of Jefferson County as its new Executive Director. Kevin's leadership on the Housing Task Force and with the Regional Marketing partners aka DrumCountry Business has been extremely important to FDRLO. We know that in his new position at Cornell, he will continue to work for improving the quality of life we all enjoy.

Welcome aboard to Lynn Pietroski, new President/CEO at Greater Watertown-North Country Chamber of Commerce. Lynn brings experience of community involvement from her years with the Jefferson County Children's Home. We also want to send out a fond farewell to Peter Whitmore, Lynn's predecessor. We expect to see Peter maintaining his awesome volunteer spirit within the military support community.

Drum Country Business Promotion Underway



"It is our goal to spread the word about Drum Country and our excellent business climate," explains Michelle Capone, a member of the Drum Country Business Regional Marketing team. To do that Drum Country Business is going to Washington D.C. to promote our region's workforce and economic assets. Business cards with the Drum Country Business logo and website with

yellow ribbon pins attached will be given out at the Northern New York-Fort Drum Association of the United States Army (AUSA) hospitality suite on the evening of October 11. This event draws hundreds of participants from across the country with ties to defense companies and the Army.

In addition, the cards and pins will be given out at the Veteran's Day Celebration to be held at the Syracuse Fairgrounds November 5. This event plans to draw thousands of veterans from across New York State to Syracuse. Again, many of the participants will be associated with the Army and defense contractors.