

## Extension Wildlife and Fisheries Take-A-Ways

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Never underestimate the power of policy, whether it be –

- Wildlife
- Fisheries
- Tax
- Land

Joint venturing doesn't have to be costly in time or money.

Backyards are becoming more plentiful than back fortys – think urban wildlife.

Appeal to multiple values when selling wildlife and fisheries conservation (father, son, mother, daughter).

The extension demonstration method is still a very effective communication technique.

Third party testimony is more effective than personal advocacy.

Build consensus: all of us are smarter than any of us.

Enjoy your extension career. It is one of the very best in the natural resources field.

### *Desiderata*

*Max Ehrmann (1872-1945); written in 1927*

Go placidly amid the noise and haste, and remember what peace there may be in silence. As far as possible without surrender be on good terms with all persons. Speak your truth quietly and clearly; and listen to others, even the dull and ignorant; they too have their story.

Avoid loud and aggressive persons, they are vexations to the spirit. If you compare yourself with others, you may become vain and bitter; for there will always be greater and lesser persons than yourself. Enjoy your achievements as well as your plans.

Keep interested in your own career; however humble; it is a real possession in the changing fortunes of time. Exercise caution in your business affairs; for the world is full of trickery. But let this not blind you to what virtue there is; many persons strive for high ideals; and everywhere life is full of heroism.

Be yourself. Especially, do not feign affection. Neither be cynical about love; for in the face of all aridity and disenchantment it is as perennial as the grass.

Nurture strength of spirit to shield you in sudden misfortune. But do not distress yourself with imaginings. Many fears are born of fatigue and loneliness. Beyond a wholesome discipline, be gentle with yourself.

You are a child of the universe, no less than the trees and the stars; you have a right to be here. And whether or not it is clear to you, no doubt the universe is unfolding as it should.

Therefore be at peace with God, whatever you conceive Him to be, and whatever your labours and aspirations, in the noisy confusion of life keep peace with your soul. With all its sham, drudgery and broken dreams, it is still a beautiful world. Be careful. Strive to be happy.