



Money Just Might Grow on Trees: Five techniques for finding it

Technique 5: Know Yourself, Know Your Competitors

Discussion: Water, water everywhere and not a drop to drink. Common in arid parts of our country, the concern about water availability is relatively new to our area. The economic difference between water sources has created a sense of turmoil and competition as various agencies and communities seek to secure their viability. It has fallen upon the utilities to develop and implement plans for providing reliable and affordable water. The very economic life of our communities may rely upon adequate plans and the ability to stay aware of trends and competitors in this environment.

Good news? We're all in this together. Partner with knowledgeable consultants, cooperating peers, and stay tuned. If you're dry, you die.

