



Exercise 2.1

Who Lives in the Interface?



In order to be efficient and effective, natural resource professionals must understand the needs, motivations, and concerns of interface landowners. These elements will help define the market segments of interface landowners. Once these market segments are defined, this information can be used to define target audiences and create appealing language and services (**Exercise 2.2: Creating a Department of Interface Resources** and **Exercise 2.3: Advertising Interface Services**).

Objectives: Participants will be able to do the following:

1. Know the different landowner market segments which exist in the interface.
2. Develop and practice a language useful for interacting with interface landowners.

Materials:

Fact Sheet 2.1: Who Are Interface Landowners?
Presentation 2.1
Markers or chalk
Flip charts or chalkboard to facilitate group discussion

Time: 40 minutes (15 minutes in small groups, 25 minutes in group discussion)

1. Distribute **Fact Sheet 2.1: Who Are Interface Landowners?** and review **Presentation 2.1**. This exercise focuses on the differences among interface landowners based on studies done in rapidly urbanizing counties in Virginia.
2. Assign each group one of the six market segments described in *Table 6 of Fact Sheet 2.1*—Absentee Investors, Career Professionals, Wildlife Preservationists, New Pioneer Farmers, Planners, and Young Families. Ask each group to review the tables and develop an image of this element of the interface audience. With that image in mind, they should answer the following questions and summarize their responses on flip-chart paper. Post the questions as a visual.
 - What type of professional service and agency program would best serve your landowners?
 - How do you make these landowners aware of your services and programs?
 - Is this landowner worth your time or should you focus your scarce energies elsewhere? Why or why not?
 - Do you have similar interface residents or market segments in your area? Try to describe a different market segment that is found in your area.

3. Ask each group to describe its market segment and summarize its responses to these questions.
4. After all six groups have presented their summaries; ask the following questions of the entire group.
 - Which of the six market segments is most in need of natural resource advice? Why?
 - Which market segment would be the most difficult to advise? Why?

Summary

Natural resource professionals who work in the interface need to understand the motives and concerns of the interface landowners. This research indicates there are six distinctly different types of interface motives and values. This information should help resource professionals communicate effectively with landowners and consider how to develop programs and services.