

Dear Neighbor,

Flying in a small plane over Great Salt Lake I saw the end of a river for the first time. It took my breath away. It just stopped — *The Dry Mouth of the Bear River*, parched and shy of its destination, Great Salt Lake.

With real estate, we know the importance of location is paramount – **location, location, location**. Zooming out to gain perspective, we see that our most populous counties are neighbors to Great Salt Lake, and we know that the state of our neighbor's property directly impacts the value of our own. Our homes, businesses and landscapes.

For those of you not familiar with the “big rocks” parable made popular by Stephen R. Covey in *The 7 Habits of Highly Effective People*, the moral of the story is that by prioritizing the most important “big rock” elements in our lives we are assured to have time and space for these most important things, while also knowing that the less important “pebbles and sand” elements will find their place as they fill the gaps between. **It's Habit Number Three: Put First Things First.**

Looking at a map of Utah it's clear that Great Salt Lake is one of our state's “big rocks”.

Here's an unconventional idea that will exercise your perspective; **No Diversion Days** — One rolling day per week throughout the summer when we allow Great Salt Lake's tributary rivers to flow unimpeded to the lake. *It's a celebratory event, not sacrificial!* A time to elevate and appreciate our farmers and our ranchers, our mineral extractors and our brine shrimpers, our water districts, our heritage. Ensuring that Great Salt Lake is getting ample water to be vibrant and healthy, as it was when the first inhabitants and pioneers in the region chose to call this place Home.

One rolling day per week with rivers flowing to the lake equates to a 14% increase in water delivered, with an equitable contribution from each user up stream, and with each user empowered to manage the modest reduction at their hyper-local discretion.

Beyond the myriad benefits of tending to the health and life of Great Salt Lake, it's this kind of **Common Sense Solution** that will allow us to fill the lake over the next 8 summer seasons as we prepare to celebrate the XXVII Olympic Winter Games on the world's stage. Let's show the world what we can do. Let the games begin!

With Gratitude and Appreciation,



Kelly Hannah
Principal Broker



Autumn Portrait of
The End of The Bear River

K14