

And Now You Know the Rest of the Story

How our motto “Caring for the Land and Serving People” came to be

There have been lots of stories of when and where it began. There was a brochure that came out in 1985 that explained the significance of the motto and what it means, but it didn't tell the story behind the making of the slogan. Now, here is the story of how the U.S. Forest Service's enduring motto was born, how it was introduced, how it grew into prominence and was adopted, and why it has endured almost 30 years.



Lou Romero addresses the more than six hundred attendees at the 2013 Rendezvous in the Rockies, the national Forest Service retiree reunion in Vail, Colorado.

Here's a link to the article about "[Caring for the Land and Serving People](#)" that Lou Romero recently penned for the Forest History Society's publication, *Forest History Today*.

About Lou: Lou Romero started with the U.S. Forest Service as a GS-3 forestry technician and retired 32 years later as the only Internal Facilitator and Change Consultant in the agency.

In recognition of his outstanding contributions to the agency, Romero received the Organizational Leadership Award. The award was created soon after the Forest Service was established; he is one of only three persons to ever receive it.

USDA FOREST SERVICE • ROCKY MOUNTAIN REGION

COLORADO: Arapaho Roosevelt NF & Pawnee NG • Grand Mesa, Uncompahgre, & Gunnison NFs
Pike-San Isabel National Forests and Cimmarron-Comanche NGs • Rio Grande NF • San Juan NF • White River NF
NEBRASKA: Nebraska & Samuel R. McKelvie NFs • SOUTH DAKOTA: Black Hills NF
WYOMING: Bighorn NF • Medicine Bow-Routt NFs & Thunder Basin NG • Shoshone NF

