Crossetter to serve the land conservation community of Wisconsin

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Welcome! New Staff





gathering waters conservancy

And The Winners Are...

On October 1st at our 2009 Land Conservation Leadership Awards Celebration, we will honor some exceptional people who have advanced land conservation that benefits everyone who loves Wisconsin. We throw an awfully nice party for the occasion, so mark your calendars and plan to help celebrate:



Land Trust of the Year-Kinnickinnic River Land Trust

For the past 15 years the Kinnickinnic River Land Trust has worked to protect nearly 2,100 acres of critical lands within the Kinnickinnic River Watershed of Northwest Wisconsin. This year, KRLT became the first land trust in Wisconsin to be accredited through the Land Trust Accreditation Commission. Accreditation is a notable accomplishment in itself. While preparing their extensive application, KRLT also managed to close significant conservation deals and initiate an ambitious capital campaign that will help them protect up to 1,000 more acres in the Kinnickinnic watershed.

Policy Maker of the Year-Richard Stadelman

As the Executive Director of the Wisconsin Towns Association since 1987, Rick Stadelman has become one of Wisconsin's most trusted and influential voices in land use policy. Two years ago, he served DATCP Secretary Nilsestuen on the Steering Committee for the Working Lands I nitiative. Last year, to help see the tenants of that initiative through, the Towns Association sponsored numerous workshops on the Working Lands Initiative throughout Wisconsin. On June 29, the Initiative was signed into law. His efforts have been an irreplaceable asset to the success of this program.



Conservationist of the Year-Lynde B. Uihlein

As the president and founder of the Brico Fund, Lynde Uihlein has invested considerable passion and resources advocating for water quality, land conservation and sustainable food systems. Her leadership has fostered a growing awareness within Milwaukee's business community and among policy makers of the importance of preserving water quality, conserving land and protecting agricultural resources.

Harold "Bud" Jordahl Award Winners—Ben Logan, Paul and Kathy Fairchild & Peter Annin

This year's Jordahl award goes to four individuals whose actions and ethics led to the permanent protection of Seldom Seen Farm, the setting of Ben Logan's book, *The Land Remembers*. Logan donated a conservation easement on the farm that will keep it available for farming forever and fulfill his own hope to see the landscape of his childhood preserved. His gift was made possible because of the generous commitment of his neighbors Paul and Kathy Fairchild, and fellow Wisconsin author Peter Annin. Come hear their story and toast the preservation of an iconic Driftless area farm.



Photo by Josh Feyen



Gathering Waters Conservancy's mission is to help communities, land trusts and landowners protect the places that make Wisconsin special. Our goal is to increase the amount of protected land in the state through private voluntary action.

Gathering Waters Conservancy

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From the Executive Director's Desk...

I felt privileged this spring to host all five of Gathering Waters Conservancy's founders at lunch in our office to thank them for their vision and initiative. They reminisced about the breakfast conversations 15 years ago that begat Gathering Waters and talked about the future of the land trust movement. All five are still active, admired land trust leaders and supporters. I, for one, admire the wisdom of their vision. They founded an organization with a mission essential and simple enough to remain as relevant today as it was fifteen years ago: help people protect Wisconsin's special places. Do that by strengthening Wisconsin land trusts.

One Gathering Waters board member once described our organization as a "land trust pit crew," an efficient team of technicians working to keep Wisconsin land conservation running smoothly. Some of what we do might well be illustrated as our staff and land trust leaders leaning under the hood together, engineering great land trust performance. As I type, in fact, our "pit crew" is scheduling in-depth organizational assessments with land trusts and planning a workshop for land trust board members.

But to equip Wisconsin land trusts for excellence, it has been increasingly important that our "crew" also be high up in the press boxes, if you will, watching the road ahead. We invested heavily and ran a successful campaign to see a statefunded program for farmland protection become

state law because we know that will offer new opportunities for landowners and new resources to land trusts. We've been



resolute in our efforts to keep future Stewardship dollars available to fund locally important land conservation. Our Government Relations Director, Mike Carlson and I recently returned from Washington DC where we pointed out to our delegation and the Land Trust Alliance particular ways they can and should help protect the places that make Wisconsin special.

I don't know if our founders imagined Gathering Waters staff in Washington, or expected they were starting an organization that would fifteen years later be humming along at what has felt like pit crew pace this summer. But they did found an organization with a mission tied to the essence of life in Wisconsin – the health of the land we all live on. We expect Gathering Waters' work will be relevant for a long time yet to come.

Michael Strigel, Executive Director



Board Member Profile: Kimberly Gleffe

Kimberly Gleffe has for 7 years been the Executive Director of the River Revitalization Foundation, dedicated to improving the quality of Milwaukee's river basins. With degrees in Psychology, Sociology, a Master's in Cultural Foundations of Education and a certification in nonprofit management, Kimberly has devoted her entire career to nonprofit organizations in southeastern Wisconsin. She joined Gathering Waters' Board last year, and is excited "to be more involved at the state level, strengthening the land trust movement as a whole." Kimberly is often focused on the interesting issues of land conservation in an urban center, and appreciates her work with Gathering Waters and the "opportunity to gain a broader perspective on the movement." When she's not crusading for a clean, green, healthy Milwaukee, she enjoys traveling, film, birding, and kayaking.

We couldn't do it without you.

Thank You to: Vicky Jones, Joan Fischer & Bill Berry for their time and expertise • 3rdwave for donated data analytics • Frank & Mariana Weinhold and the Natural Heritage Land Trust for a kayaking outing • The Awards Selection Committee: Ellen Drought, Trish Stocking, Bryan Pierce & Eric Schumann • The sage advice of our Finance Committee: Dana Chabot, Chuck Haubrich & Eric Schumann (again!) • Josh Feyen for photos of Seldom Seen Farm • Alex Kendrick, Kristin Redman & Jon Baier for html emergency services • Trish Stocking (again!) for interviewing our Land Trust Program Director • Tom & Barbara Lyons for hosting Vicki Elkin

Land Conservation in State Budget

Legacy Legislation for Working Lands

One day last spring, Vicki Elkin and I were visiting the office of a state lawmaker, pitching the Working Lands Initiative in the state budget. We told the lawmaker this package of tools to protect working lands was truly legacy legislation. The lawmaker agreed and actively supported the package. The Working Lands Initiative received the same kind support from people all across the state. Last month, Governor Doyle signed into law the most significant package of legislation to protect Wisconsin working lands in decades.

Gathering Waters Conservancy and land trusts across the state played important roles in the success, and we can all take pride in helping to establish a new conservation legacy in a state so well known for its rich conservation history.

Of special interest to land trusts, the new tools include a state Purchase of Agricultural Conservation Easements grant program to help local communities and land trusts strategically protect our best and most important working lands.

For several years, Gathering Waters has devoted time, talent and resources to the Working Lands Initiative. Advancing the program has been a specific goal of the organization's strategic plan. In partnership with American Farmland Trust, Gathering Waters led a statewide campaign to see the Working Lands Initiative become law. Campaign director Vicki Elkin showed, once again, that Gathering Waters can deliver when it comes to good conservation policy.

We certainly don't want to claim all the credit for success. This was a grassroots campaign that involved countless individuals and organizations. Land trusts across the state threw their weight behind the Initiative. They marshaled support from their members, hosted workshops to educate the public, conducted media campaigns and worked to keep their local lawmakers informed. Groups like the Wisconsin Towns Association and the Farmer's Union played key roles, too. All the more reason to celebrate the coming together of so many diverse groups behind a common cause.

Legacy legislation? You bet.

Bill Berry, Gathering Waters Board of Directors

The Knowles-Nelson Stewardship Fund

Since our last newsletter, we have been busy – very busy! – defending the Stewardship Fund. We have been advising the DNR as they craft administrative rules and visiting legislators to advocate for the long-term interests of the land trust community and the Stewardship Fund.

The coming months will be no less eventful, as the DNR will soon be seeking public comments on administrative rules guiding public access requirements on new Stewardship properties. When the specific details of these rules are made public, we'll be encouraging all citizens who care about land in the state to comment.

You may have heard that the Wisconsin Legislature's Joint Finance Committee recently proposed modifying the current access provision during the state budget process. We were not party to that proposed change to the law, but we were one of approximately fifty organizations that signed on to a letter supporting it. While that proposal was ultimately removed by the legislature, we were impressed by this widespread support, which included

dozens of local governments, land trusts and several statewide conservation organizations. Those groups agree: Stewardship works best for Wisconsin when local governments and land trusts have the flexibility to accommodate the recreational demands of their communities.

For fifteen years we have consistently advocated that the Stewardship Fund should be used to protect key natural areas and to create public access to natural lands for a wide range of nature-based recreation. Over its 18-year history, the Stewardship Fund has provided unprecedented increases in public access across the state; Gathering Waters, the land trust community and everyone in Wisconsin should be proud of this enduring legacy.

For more information about the recent legislative attention to Stewardship and opportunities for public comment on the upcoming rules, visit **www.gatheringwaters.org/policy**.

Mike Carlson,

Government Relations Director

Barn Dance!

Come celebrate the great news for working lands! Join host Karl Klessig of Saxon Homestead Farm on Saturday, September 26th in Cleveland, Wisconsin (between Manitowoc and Sheboygan) for a barn dance and fundraiser to support Wisconsin's Working Lands Initiative. Benefiting organizations include Gathering Waters Conservancy, the Council for Rural Initiatives and the Lakeshore Natural Resource Partnership.

Attire: black ties and blue jeans. For more information or to add your name to the invitation list, contact Sara DeKok at $608.251.9131 \times 10$ or email sara@gatheringwaters.org.



Field Notes: land trust news around Wisconsin

In Western Wisconsin

This summer the Kinnickinnic River Land Trust pooled Knowles-Nelson Stewardship funds with resources from Ducks Unlimited, the North American Conservation Council and two chapters of Pheasants Forever to acquire some prime wildlife habitat in St. Croix County. What will become the Nagel Wildlife Management Area is a 204-acre parcel of restored wetlands and grasslands considered critical production and migration habitat for a variety of waterfowl and wetland and upland wildlife. For 15 years landowners Becky and Vern Nagel labored to restore the property to native grasses and habitat. Selling the land to KRLT was in keeping with their vision that the property would be conserved for the benefit of future generations. The land trust plans to donate the property to the WI-DNR for inclusion in the Western Prairie Habitat Restoration Area. It is also part of the first Pheasants Forever Build a Wildlife Area campaign in Wisconsin. The folks at "Kinni River," as they're known in our office, are also receiving our Land Trust of the Year Award. So come raise a glass to the Nagel Wildlife area at our October 1st Celebration!



In photo: Seated, Becky &, Vern Nagel; Back: KRLT Staff and Board members: Dan Wilkening, Vice President; Eric Forward, Conservation Programs Manager; Nelson T. French, Executive Director; Michelle Bredahl, Treasurer; Brent Johnson, Secretary.

Just North of Milwaukee

In Ozaukee County, one of the last undeveloped sections of the Lake Michigan shoreline has begun its transformation from golf course to nature preserve and birders' paradise. Last November, the **Ozaukee Washington Land Trust** purchased the 142-acre Squires Country Club using a grant from the Knowles-Nelson Stewardship Fund.

Now the Forest Beach Preserve, the property includes 160 feet of shoreline and bluff top views of the lake. Land trust volunteers have started their systematic efforts to restore wetlands and woods and plant grasslands on the property. Although the goal of many restoration projects is often to return the land to its natural state, Land Trust Executive Director Shawn Graff said, "We've decided to go in a much different direction. Our goal is to create a first-class migratory bird hotel." Experts are hopeful that the restored land and diverse habitat will attract as many as 250 species of migratory birds.

Conservationist of the Year Award winner, Lynde Uihlein was instrumental in the purchase of the Forest Beach Preserve. While waiting for the approval of Stewardship funding, Lynde's generous support allowed OWLT to secure the purchase of the property, which will provide great opportunities for hunting, trapping, fishing, hiking, and birding.



Representatives from OWLT, the Fish and Wildlife Service and DNR discussing a dam removal project as what was a golf course becomes the Forest Beach Preserve.

Up North

With working lands preservation measures secured in the recent state budget, we are noticing local farmland conservation interest and action simmering all over the state. Earlier this summer in St. Croix County, **The Star Prairie Land Preservation Trust** dedicated a donated conservation easement on Paul and Sherrill Schottler's Christmas tree farm. The easement ensures that the 162 acre Somerset farm, its lake front and prairie will remain undeveloped for future generations. "The longer we owned this land," said Paul Schottler, "the longer we recognized that it was valuable to our family and this area in ways far beyond the dollar value of



Sherrill and Paul Schottler describing the importance of the conservation easement on their Somerset Farm that they donated to the Star Prairie Land Preservation Trust earlier this summer

the real estate, and we wanted those non-monetary values preserved."

Pete Kling, St. Croix County UW-Extension Resource Agent, explained that the Schottler's donation coincided with growing local interest in working land protection. Kling, who participated in the Ultimate Land Use Tour last fall, has long been in conversations with a core group of local leaders including county board members, planning department staff, farmers and city council members about the future of working lands in the region. "The easement dedication was a good occasion to have a public conversation about what's next for farmland in our community," Kling said.

So they did. The Schottler family welcomed nearly 45 people to celebrate protection of the farm and discuss the future of working lands. Vicki Elkin, who led the successful campaign to see the Working Lands Initiative included in the budget, was on hand to share information about new opportunities for working land protection. Paul Schottler offered a tour of the farm now preserved for the enjoyment of generations to come.

"I applaud Quad/Graphics and its vision and commitment to preserving the character of this unique tract of land," says Tall Pines Conservancy opportunity to be part of the effort to safeguard and manage such an

And in Waukesha

ecological treasure."

On Earth Day this year, Joel Quadracci, CEO of Quad/Graphics, announced that the company donated a conservation easement on its 325-acre Camp/Quad property in the Town of Erin to Tall Pines Conservancy.

The company purchased the land from the Boy Scouts in 1997 as an educational and recreational nature center for Quad/Graphics employees and their families. "We always intended for it to remain in its pristine condition," said Mr. Quadracci. "[the easement] is an ironclad way to ensure the land can never be developed... and that it will continue to serve as an environmental showpiece and education center for generations to come."

Photo courtesy of Tall Pines Conservancy. Camp/Quad is situated in an especially scenic, pristine and geologically significant area. It's a link in the "Mid-Kettle Moraine" - an area extending between the northern and southern units of Kettle Moraine State Forrest. Camp/Quad features the Little Oconomowoc River, valuable wetlands, large hardwood forests and several rare plants. Along with the easement donation come some big restoration plans: Tall Pines Conservancy volunteers and Carroll University students and staff will work to contain invasive plant species and enhance some of the existing educational and recreational features.

"I applaud Quad/Graphics and its vision and commitment to preserving the character of this unique tract of land," says Tall Pines Conservancy Executive Director Susan Buchanan. "Tall Pines is immensely grateful for the opportunity to be part of the effort to safeguard and manage such an ecological treasure."

Carroll University already uses the site as an outdoor classroom.



Families fishing on now-protected Camp/Quad.



News from the Lake Michigan Basin: Greenprinting

Gathering Waters has begun an exciting new project in the Lake Michigan basin called a Greenprint, a comprehensive conservation plan incorporating both science (ecosystem data and GIS mapping tools) as well as community values around conservation.

This Greenprint is a project of the Lake Michigan Shorelands Alliance (nine land trusts working in Wisconsin's Lake Michigan basin, or LMSA) and follows the work created from LMSA's strategic planning conversations at the Wingspread Conference Center last fall. At that meeting, member land trusts and their partners from all sectors: government, economic development, regional planning and philanthropy, crafted a plan to guide the Alliance's work in the next three years. One key component of that plan is to update their report and map of key conservation opportunities in the basin, "Landscapes of Opportunity."

This fall, thanks to grants from the National Fish and Wildlife Foundation and the Joyce Foundation, Gathering Waters and LMSA have teamed up with the Trust for Public Land (TPL) to Greenprint Wisconsin's Lake Michigan Basin.

The Greenprinting process is unique because it incorporates multiple disciplines. Species-specific data can indicate where crucial habitats lie, but might not reveal that working land protection and non-point source water pollution are important economic and quality of life issues in the basin. TPL's tool uses community input to create maps that help identify the best opportunities for land conservation.

Right now, Gathering Waters is working with TPL staff to collect current data sets and information about the basin and its importance. In the next few months, TPL will interview LMSA members and community leaders in order to create a comprehensive picture of the basin from which new maps, reports and tools can be created, leading to real land conservation.

Check out **www.gatheringwaters.org** for a Greenprint sneak peak this winter.

Kate Zurlo-Cuva, Land Trust Program Director



Welcome!



We are excited to welcome **Kate Zurlo-Cuva**, our new Land Trust Program Director. Most recently, Kate was the Operations Coordinator for the Wisconsin State Park System: before that she headed up coordination of State Park Friends Groups – all of them! She's a great proponent of the incredible, varied landscapes of our state. Before her years at the DNR, Kate used her dual degrees in Spanish and English Literature in Puerto Rico, where she began her non-profit career as an Americorps Volunteer.

Nelson French has joined our Board of Directors. Nelson is the Executive Director of the Kinnickinnic River Land Trust. Under his leadership, KRLT has become the first accredited land trust in the state. Nelson has devoted his entire career to conservation in northern Wisconsin and Minnesota. Prior to joining KRLT, he served as State Director of The Nature Conservancy of Minnesota, Executive Director of Friends of the Minnesota Valley, and Director of Legislative Affairs at the Minnesota Pollution Control Agency. Not surprisingly, Nelson is an avid outdoorsman and enjoys visiting the North Shore of Lake Superior and Lake Vermilion. His hobbies include bird watching, canoeing, fishing, hiking, cross country skiing and swimming and listing to Bob Dylan perform live.



Thanks to **Mal Hepburn** for his service. Mal stepped down from our board in July.

Summer Interns



Theresa Morgan will spend part of her summer helping GWC collect stories of protected lands throughout Wisconsin and assist with member relations. Theresa is currently pursuing her Master of Environmental Science & Management at UC-Santa Barbara, but is thrilled to be back closer to her Wisconsin roots for a few months.

Joe's back! Joe Babler worked with us last summer as a Membership Intern. He's here this year as a deputy for our public policy staff. A Wisconsin native, Joe spent the spring semester studying in Sri Lanka and will be returning to Bowdoin College in Brunswick, Maine as a senior in the fall.



A Very Generous Birthday Gift Anniversary Campaign If you've visited our website recently or read the last issue of Crosscurrents, then you have probably noticed that we're celebrating an important milestone this year: our 15th anniversary. Gathering Waters Conservancy was established in 1994 to strengthen Wisconsin's land trust community. To honor the acheivements of the land trust movement in our first 15 years, and to ensure that we have the resources to continue to strengethen Wisconsin's land trusts over the next 15 years and beyond, we have launched our 15th Anniversary Campaign. The keystone of the campaign is an opportunity for 15 donors to give \$15,000 or more in honor of our 15th anniversary. In May, the Forest County Potawatomi Community Foundation announced a lead gift of \$20,000 to the campaign. In addition to the Potawatomi's generous pledge, we have secured just over half of our 15 donor goal. Long-time supporters of Gathering Waters, the Forest County Potawatomi community's former chairman, Gus Frank, was the co-recipient of our 2004 Conservationist of the Year Award for the community's work protecting the Wolf River. "The Forest County Potawatomi

support: we also want to recognize the profound generosity of our widespread and diverse membership who have fueled 15 successful years of lasting conservation of treasured places. We invite anyone who cares about land in Wisconsin to help us celebrate

have a history of environmental stewardship

and we are pleased to continue our advocacy with this gift," said Chairman Phil Shopodock.

"I'd like to extend my thanks to tribal members

for making this gift possible and to Gathering

Waters Conservancy for their tireless work to

ensure Wisconsin lands will be preserved for

We are grateful to our lead donors for their

and join the campaign.

future generations to enjoy."

Sara DeKok, Member Relations Director

GWC members, Mariana Weinhold and Joy Dohr, in woods protected by the Natural Heritage Land Trust.

Thank You!

A special thank you to our 15th Anniversary Campaign contributors so far! Our goal is to secure 15 gifts at the \$15,000+ level by the end of 2009.

\$15,000+ Campaign Supporters:

Lead supporter

Forest County Potowatomi Foundation

Brico Fund Tom & Carol Ehrsam **Enbridge Energy Corporation** The Joyce Foundation National Fish & Wildlife Foundation Wisconsin Department of Natural Resources

Wisconsin Energy Foundation

Benefits of Campaign Support

Lead donors to our 15th Anniversary Campaign receive:

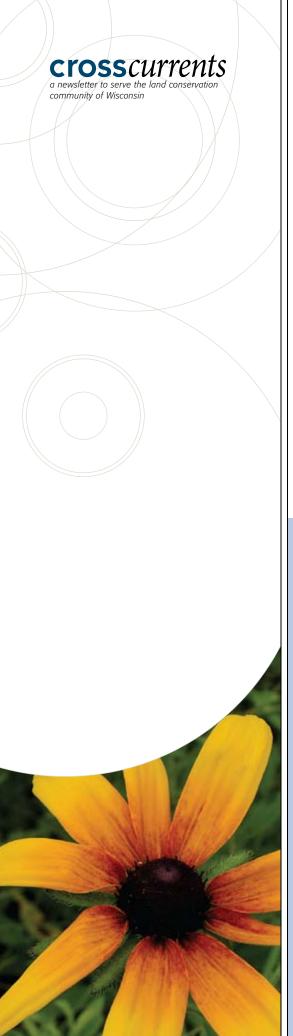
- · Invitations for you and your family and friends to visit protected land with GWC board members and staff
- · Regular updates on the work your gift makes possible
- Recognition in GWC's publications as a supporter of our 15th Anniversary Campaign
- A commemorative gift honoring your support of Wisconsin's natural
- An invitation to an Anniversary dinner at which you will be an honored

Ways of Giving to the Campaign

We want to make supporting GWC and the lands you love easy and enjoyable. Please consider any of these giving options:

- Make a one-time gift using a check or credit card
- Fulfill your pledge with installments donated over a period of time
- Donate a gift of stock
- · Pledge a planned gift
- · Make a group or family gift

If you are interested in being one of our campaign supporters, please contact Mike Strigel, Executive Director, at mike@gatheringwaters.org or call 608.251.9131 x 14.





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It's our Birthday!

For our Birthday we have a few requests.

First, **enjoy Wisconsin!** There are opportunities every week this summer to get out on protected land. To make it easy, we've listed land trust field trips on our web page **www.gatheringwaters.org/parade**

Second, join the **15th Anniversary Campaign**. See p. 7 for details. Whether you can give \$15 or \$15,000, Wisconsin land trust will be stronger for your gift.

Third, join us for an opportunity to put Wisconsin land conservation in a global context. **Travel with GWC to Costa Rica** in February 2010. For more information, including a detailed itinerary, visit our website.

Finally, **a very unique opportunity to support land conservation.** For our 15th Birthday, we bought ourselves a nice new camera. Now we could use a nice new (to us) camera case. If you have a camera case that you're not using, and that will accommodate an extra lens (55-250mm) and battery, please consider donating it to Gathering Waters. We would be honored and appreciative.



Like any modern teenager, we're on Facebook. We're using our facebook page to share great land trust stories and images of people protecting Wisconsin. Become a fan!

