

# **69<sup>th</sup> ANNUAL CONFERENCE**

**March 2-4, 2022 | Online**

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## CONNECT IN THE NETWORKING ROOM

Catch up with colleagues throughout the conference through this easy to use networking tool that was so successful during last year's conference. WI Land+Water staff and Board members will be on-hand from 9:00-9:45 am before the conference kicks off on Wednesday, March 2.

Use [this link](#) anytime during the conference and schedule to connect with friends and colleagues in a fun "Zoom-like" setting.

## CONTINUING EDUCATION UNITS

All conference sessions offer CEUs. Certified Crop Advisors who plan to earn CEUs at the conference, please plan to self-report your CEUs. [Certified Crop Advisor](#) has an app which quickly and easily gets the CEUs from our conference onto your CEU report. A sheet with the QR code will be shown at the end of each session. Use your smart phone to scan the QR code to report. [Plan ahead and get the app on your phone](#). If you are unable to scan the QR code, email [chris@wisconsinlandwater.org](mailto:chris@wisconsinlandwater.org).

## ENGINEERING PROFESSIONAL DEVELOPMENT HOURS

Both Technical Roundtables are offering a PDH. Unless you are a Professional Engineer (PE), [plan to self-report the PDH\(s\)](#). PEs who wish to receive a certificate should email [chris@wisconsinlandwater.org](mailto:chris@wisconsinlandwater.org) to request your certificate(s). Certificates will be provided the week after the conference.



# WELCOME

Welcome to the 2022 WI Land+Water Annual Conference—our 69th as an organization! Though we are not convening in person, we are still together, and we gather in the spirit of sustaining and improving the land and water of Wisconsin. As demonstrated by the conference agenda, the presentations and conversations that will take place here are unique in that they encompass the full suite of partners and players who are critical to solving the complicated challenges we are facing in today's conservation landscape. Not only that, partnerships between these entities are on full display, and offer us a template for charting the course for a positive future for the land and water of Wisconsin. On behalf of the entire WI Land+Water organization, we thank you for being here, and for engaging fully with us over these three days.



## 65<sup>TH</sup> Annual Poster & Speaking Contest



As part of the National Association of Conservation Districts' annual poster contest, students from across Wisconsin designed posters around this year's theme: *Healthy Soils, Healthy Life*. Registered conference attendees had the opportunity to vote on their favorite posters last week.

Students from across the state submitted recorded speeches that addressed a relevant, soil and water conservation issue, with emphasis on the impact of the issue in their locality or in Wisconsin. Speeches were judged by a panel prior to the start of the conference.

[VIEW POSTER & SPEAKING CONTEST WINNERS](#)

## BIDS ARE FOR THE KIDS!

The WI Land+Water Conservation Association Youth Education Committee holds a silent auction to support the Youth Education programs like the [Conservation Poster and Speaking contests](#), [Wisconsin Envirothon](#) and [Middle School and High School Youth Conservation Camps](#). All money raised from the silent auction will go to support our Youth Education programs.

**VISIT THE  
SILENT AUCTION**

[32auctions.com/  
wilandandwater](https://32auctions.com/wilandandwater)

# SCHEDULE AT-A-GLANCE

## WEDNESDAY, MARCH 2

- 9:00-9:45 Coffee Social with WI Land+Water Board and Staff
- 10:00-11:00 Welcome and Keynote: *Fostering Life* with Soil Health Expert Jay Fuhrer**
- 11:15-Noon Soil Health Expert Jay Fuhrer - *Armor Up!*
- 12:30-1:15 Land and Water Conservation Board Candidate Speeches
- 1:20-2:15 Climate Resiliency in Wisconsin: How Counties are Responding
- 2:30-3:00 Beyond the Field Edge: Forest Management and Water Quality
- 3:15-4:30 Technical Roundtable #1: Manure Storage Abandonment Procedures & Manure Composting

## THURSDAY, MARCH 3

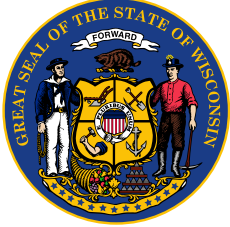
- 8:00-8:45 Multi Discharge Variance Funding. How's It Working?
- 9:00-10:00 Hydrological Restoration 101: A Primer for Land Conservation Committee Members
- 10:15-11:30 Technical Roundtable #2: Natural Flood Management Utilizing "Slow the Flow" Practices to Promote Floodplain Connectivity and Maximize Wetland Storage
- Noon-1:00 Groundwater Session: Four Counties, Three Studies
- 1:15-2:00 Mapping Your Environment with LiDAR
- 2:15-3:30 Wisconsin's Changing Climate, Impacts, and Adaptation Strategies
- 3:45-4:30 Wisconsin Soil Health 101

## FRIDAY, MARCH 4

- 8:00-8:45 Invasive Species and County Funding Updates
- 9:00-9:45 From Fields to Features: Telling the Stories of Conservation
- 10:00-10:45 Floodplain Management Workshop
- 11:00-Noon County Presentations
- 1:00-1:45 Outside the Box: Creative Ways to Leverage Partnerships, Funding, and Resources to Further Conservation Efforts
- 1:45-2:15 REGISTER FOR ANNUAL BUSINESS MEETING (must be done prior to meeting start)
- 2:15-3:45 Annual Business Meeting



## STATE LAND & WATER CONSERVATION BOARD



The State Land and Water Conservation Board (LWCB) advises the Department of Agriculture, Trade, and Consumer Protection (DATCP) and the Department of Natural Resources (DNR). The state LWCB is comprised of three state agency leaders and three members of the county land conservation committees.

Six candidates are running to be the WI Land+Water delegates to the LWCB and will have the opportunity to address the membership. The candidates are:

- **Yogesh Chawla**, Dane County, Southern Area Association
- **Rebecca Clarke**, Sheboygan County, Lake Michigan Area Association
- **Tom Mandli**, Marinette County, Lake Michigan Area Association
- **Monte G. Osterman**, Racine County, Southeastern Area Association
- **Russell Rindsig**, Barron County, West Central Association
- **Robert Thome**, Oneida County, North Central Area Association

[VIEW CANDIDATE BIOS](#)

## ELECTION DETAILS

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- CANDIDATE SPEECHES will take place **Wednesday, March 2, from 12:30-1:15 pm.**
- VOTING will be done entirely electronically. Per WI Land+Water LWCB Election Policy, each county is allowed to submit one ballot, so please make a plan on how to accomplish this in a way best suited for your county.
- COMPLETE THE BALLOT, save it as a Word or PDF document, and email it to [chris@wisconsinlandwater.org](mailto:chris@wisconsinlandwater.org) by **Friday, March 4, 8:00 am.** To be considered a complete ballot, three candidates must be selected, and the name of the voter and the voter's county must appear on the ballot.
- WINNERS will be announced during the Annual Business Meeting on Friday, March 4, 2:15-3:45.

To learn more about the LWCB or the election process, visit:  
[wisconsinlandwater.org/members-hub/lwcb](https://wisconsinlandwater.org/members-hub/lwcb)

# WEDNESDAY, MARCH 2

9:00 - 9:45

Coffee Social with WI Land+Water Board and Staff

Join staff and board members from WI Land+Water via Wonder before our key session. This networking space will remain open throughout the conference. We welcome attendees to use the space and schedule to connect with friends and colleagues in a fun “Zoom-like” setting. [Use this link to access the virtual networking room.](#)

10:00 - 11:00

Welcome and Keynote with Soil Health Expert Jay Fuhrer

## Welcome

Matt Krueger

*Executive Director, WI Land+Water*

## Introduction of Keynote Speaker

Bob Micheel

*President, WI Land+Water*

## Fostering Life

Jay Fuhrer

Soil Health Expert, *Menoken Farms*



Learn more about Jay's work with Menoken Farm.

[menokenfarm.com](http://menokenfarm.com)

We are honored to welcome Jay Fuhrer as our conference's keynote speaker. Fuhrer is a soil health specialist, who worked with the Natural Resources Conservation Service in Bismarck, ND from 1980-2020. He has boots-on-the-ground experience over the last 38 years working with cropping systems, grazing systems, cover crops and gardens.

Jay also has an extensive background working with groups and entities such as soil and water conservation districts, national and international no-till organizations, watersheds, farm organizations, urban groups, and more.

Recently, Jay spends his time at the Menoken Farm minimizing soil disturbance, adding soil armor, maximizing plant diversity, maintaining living roots in the soil and integrating livestock.

*Our keynote session was made possible thanks to the generous support of the [USDA-Natural Resources Conservation Service.](#)*

11:15 - Noon

Soil Health Expert Jay Fuhrer - *Armor Up!*

Learn more from Jay in this technical session. | 0.5 Soil & Water Management CEU

*This session was made possible thanks to the generous support of [Petenwell and Castle Rock Stewards \(PACRS\).](#)*

**12:30 - 1:15**

## **Land and Water Conservation Board Candidate Speeches**

Six candidates are running to be the WI Land+Water delegates to the State Land and Water Conservation Board (LWCB) and will have the opportunity to address the membership. Learn more about the LWCB and our the election process at [wisconsinlandwater.org/members-hub/lwcb](https://wisconsinlandwater.org/members-hub/lwcb)

**1:20 - 2:15**

## **Climate Resiliency in Wisconsin: How Counties are Responding**

*Presenter: Bob Micheel, Monroe County Land Conservation Department Director*

The Monroe County - Climate Change Task Force (CCTF) was launched in 2019 after a series of devastating floods. Led by the county land conservation department, the Monroe County - CCTF is taking a proactive approach to climate change by installing Weather Monitoring Stations, assessing crossings (bridges/culverts), helping landowners relocate out of the floodplain, and identifying land use changes to limit the impacts of extreme weather in Monroe County.

*Presenter: Kathy Kuntz, CC-P, is Director of the Dane County Office of Energy & Climate Change in Madison and has almost 30 years of experience implementing programs focused on resource efficiency and climate action.*

Climate Action in Dane County. In 2020 Dane County issued an ambitious county-wide Climate Action Plan and now the priority is on implementing the plan, which means reducing GHG emissions and increasing natural carbon sequestration. Attend to learn more about these efforts, including how Dane County is leveraging its existing land and water quality initiatives to support climate priorities.

*1.0 Sustainability CEU*

**2:30 - 3:00**

## **Beyond the Field Edge: Forest Management and Water Quality**

Join *Tony Johnson, Natural Resources Educator-Forestry, UW-Madison Division of Extension*, and hear about ways to integrate forestry into whole farm planning and management, as well as resources to help landowners. | *0.5 Soil & Water Management CEU*

**3:15 - 4:30**

## **Technical Roundtable #1: Manure Storage Abandonment Procedures & Manure Composting**

### **Manure Storage Abandonment**

*Travis Buckley, DATCP*, will discuss the current manure storage abandonment procedures and go through recommendations from counties with experience with this.

### **Manure Composting**

*Buckley* will also lead a discussion on current manure composting methods.

*1.0 Nutrient Management CEU | 1 Engineering Professional Development Hour (PDH)*



# THURSDAY, MARCH 3

**8:00 - 8:45**

## **Multi Discharge Variance Funding. How's It Working?**

MDV funding has been around for a few years and has been an important money stream for counties to implement best management practices. How's it working in Wisconsin? This two-part presentation is from both a county's and the WDNR's perspectives. Fond du Lac County was an early recipient of MDV monies, and they'll discuss how they were able to use their monies in their county. They'll also share their experience with fluctuating annual amounts. WDNR will provide an update from the statewide perspective, including a summary of program accomplishments and insights into the future of MDV funding.

*Presenters: Paul Tollard, Fond du Lac County; Matthew Claucherty and Andrew Craig, WDNR | 0.5 Soil & Water Management CEU*

**9:00 - 10:00**

## **Hydrological Restoration 101: A Primer for Land Conservation Committee Members**

This interactive session will help participants better understand opportunities to repair hydrology to solve problems in their communities. Following short presentations on hydrology fundamentals and how loss of storage, infiltration, connectivity, and flow contribute to water related concerns, presenters will lead a series of exercises to help participants think about how and why to elevate consideration of hydrologic condition in county plans and policies. The session will wrap up with examples of Wisconsin-based efforts to restore hydrology to reduce flooding, conserve groundwater, and improve stream health; and details on efforts to improve integration of hydrologic assessment and restoration in state sponsored programs.

*The session is hosted and facilitated by Erin O'Brian, Wisconsin Wetlands Association and was developed in collaboration with DATCP Conservation Engineering Section staff. | 1.0 Soil & Water Management CEU*

**10:15 - 11:30**

## **Technical Roundtable #2: Natural Flood Management Utilizing "Slow the Flow" Practices to Promote Floodplain Connectivity and Maximize Wetland Storage**

This roundtable will discuss the ongoing project in Ashland County which will utilize wetlands and stream connectivity to decrease the flow volumes during severe storm events. We will discuss planning options to date and provide insight into the project showcasing our planning idea and the obstacles that we had to work through.

*Presenters: Stacy Dehne, DATCP and Kyle Magyera, Wisconsin Wetlands | 1.0 Soil & Water Management CEU | 1 Engineering Professional Development Hour (PDH)*

**Noon - 1:00**

## **Groundwater Session: Four Counties, Three Studies**

New findings and lessons from Kewaunee research and the Southwest WI Groundwater and Geology Study (SWIGG).

*Presenters: Mark Borchardt and Tucker Burch, USDA Agricultural Research Service; and Joel Stokdyk, USGS | 1.0 Soil & Water Management CEU*

**1:15 - 2:00**

## **Mapping Your Environment with LiDAR**

Processing and analyzing LiDAR is difficult but developing countywide environmental LiDAR layers can help land managers quickly locate and mitigate risks, perform preliminary design, plan efficient site visits, and much more. Access to culvert inventories, EHD, countywide hydro-enforced DEMs, closed depressions, modeling accumulated flow paths and catchments, or assessing risk of erosion, can put your data to work to save time and money. Dive into the use case for these Lidar derived products.

*Presenters: Adam Derringer, GISP and Bruce Riesterer, Ayers Associates | 0.5 Professional Development CEU*

**2:15 - 3:30**

## **Wisconsin's Changing Climate, Impacts, and Adaptation Strategies**

In recent years, extreme weather linked to climate change has been battering communities more and more across the globe. Meanwhile, the Wisconsin Initiative on Climate Change Impacts (WICCI) has been doing its part to address these challenges at home in Wisconsin. WICCI is a nationally recognized collaboration of scientists and stakeholders working together to help Wisconsin policymakers and citizens understand the impacts of climate change.

WICCI is set to launch its new comprehensive assessment report on climate change in Wisconsin, focusing on science, impacts, and solutions. In this session, WICCI members will describe how Wisconsin's climate has changed and is likely to change in the future, along with an overview of climate impacts and adaptation strategies across Wisconsin's people, land, water, and the built environment.

*Presenter: Dr. Steve Vavrus, Co-Director of WICCI and Senior Scientist, Nelson Institute Center for Climatic Research, UW-Madison | 1.0 Sustainability CEU*

**3:45 - 4:30**

## **Wisconsin Soil Health 101**

Learn the basics on the principles of soil health, resource concerns, soil health practices, assessing soil health, and success stories with examples of economic benefits.

*Presenter: Andy Paolucci, USDA-NRCS | 0.5 Soil & Water Management CEU*

*This session was made possible thanks to the generous support of [Michael Fields Agricultural Institute](#).*

# FRIDAY, MARCH 4

**8:00 - 8:45**

## **Invasive Species and County Funding Updates**

This session will cover general identification of high priority and newer invasives, as well as some of the more common aquatic and terrestrial invasives. We will discuss the importance of early detection monitoring and a successful eradication story. Additionally, there will be an overview of the new Lake Monitoring and Protection Network noncompetitive AIS funding available for each county.

*Presenter: Chris Hamerla, Golden Sands RC&D. 0.5 Professional Development CEU*

**9:00 - 9:45**

## **From Fields to Features: Telling the Stories of Conservation**

*Zach Laughlin, Fond du Lac County LWCD's Outreach and Education Coordinator*, will show how social media is a free and easy tool to promote projects, and provide tips on what type of equipment is most useful for taking photos and videos in the field. *WI Land+Water's Communications Manager, Kristin Teston*, will then talk about how to connect with the Public Outreach Committee, and highlight the resources and tools available on WI Land+Water's website.

*0.5 Professional Development CEU*

**10:00 - 10:45**

## **Floodplain Management Workshop**

Hear the latest on federal, state, and local roles; understanding the Flood Insurance Rate Maps (FIRMs); Letters of Map Change (LOMC): LOMA, LOMR, LOMR-F, CLOMA, CLOMR, CLOMR-F; Hydrologic and Hydraulic Analyses; Zone AE and Zone A Development Scenarios; and Floodplain Management.

*Presenter: Brian Cunningham, WDNR | 0.5 Soil & Water Management CEU*

**11:00 - Noon**

## **County Presentations**

First, *Marie Raboin and Chelsea Zegler, Dane County LWCD*, will present on some of the work their producer-led watershed group is doing in the cover crop world, including interseeding, planting green, alternative forage systems, or grazing cover crops.

*Jeremy Freund, Outagamie County LCD*, recently received final monitoring data for their Ag Runoff Treatment Systems (ARTS). Based on the data, they installed a phosphorus removal filter to further treat the dissolved P part of the runoff. He'll share the setup, project, and lessons learned from the ARTS.

*Ashley Vande Voort, Douglas County LWCD*, will then share information about a groundwater testing and education program created in 2017 to address an overall lack of groundwater quality data in partnership with UW-Stevens Point Center for Watershed Science and Education. Learn about the goals, implementation, accomplishments, and challenges of the project over the past four years. | *1.0 Soil & Water Management CEU*



**1:00 - 1:45**

### **Outside the Box: Creative Ways to Leverage Partnerships, Funding, and Resources to Further Conservation**

First, *Greg Baneck, Outagamie County*, shows that in this day and age, it unfortunately isn't a one size fits all approach to fund their local programs... it takes a host of funding sources to make it work. As they say... you don't necessarily want to see how the sausage is made!

Next, *Kyle Minks, Dane County LWRD*, will share how Dane County worked collaboratively with six different organizations and agencies to secure a \$1.8 million Regional Conservation Partnership Program (RCPP) award from USDA-NRCS to improve soil health and water quality. He'll share lessons learned on successfully working with partners to secure funding and implement the project.

Then, *Jim Arch, Clark Co. LCD*, and *Greg Leonard, Eau Claire Co. LCD*, will present on the Eau Claire River Watershed Coalition and their creative ways to get watershed-wide grants and projects going, including working with West Central Wisconsin Regional Planning to write grants that apply across county lines, as well as a county assisting in grant writing to help another county obtain a grant that time and workload would prevent them from getting by themselves. | 0.5 Professional Development CEU

**1:45 - 2:15**

### **Business Meeting Registration**

LCC and LCD voting delegates, please arrive during registration to check in.

Upon arrival, please "rename" yourself in Zoom to reflect your name, county, LCC/LCD and an asterisk at the end of your name to indicate that you are the official delegate for your county. [Example: Monte Osterman, Racine, LCC\*]

**2:15 - 3:45**

### **Annual Business Meeting**

Join us for our Annual Business Meeting where we will be presenting information on the finances, initiatives, and policy highlights of the past year. Due to the meeting occurring virtually, we will wait until our in-person 2023 Annual Business Meeting to take up bylaws revisions that have been proposed and discussed over the past year. Similar to the 2021 virtual Annual Business Meeting, we plan on taking a membership vote to suspend our bylaws to allow us to meet virtually.

[View the agenda.](#)

# SPONSORS

## GOLD



**United States  
Department of  
Agriculture**

**Natural Resources Conservation Service**

## SILVER



**Wisconsin  
Department of  
Agriculture, Trade,  
& Consumer Protection**

**MICHAEL FIELDS  
AGRICULTURAL INSTITUTE**



## BRONZE



TRUSTED CARE OF LAND & WATER



WISCONSIN ASSOCIATION OF PROFESSIONAL  
AGRICULTURAL CONSULTANTS

## NONPROFIT



Center for Watershed Science and Education  
College of Natural Resources  
**University of Wisconsin-Stevens Point**



**DISCOVERY  
FARMS**  
UW - Madison Division of Extension



**GrassWorks Inc.**



nature.org/wisconsin



**SAVANNA INSTITUTE**



WISCONSIN  
STANDARDS  
OVERSIGHT  
COUNCIL



WISCONSIN'S  
**greenfire**  
VOICES FOR CONSERVATION

## Links & Resources

## Producer-Led Program Conservation Outcomes





**United States  
Department of  
Agriculture**

**LOCAL  
SERVICE CENTER**

## **Natural Resources Conservation Service**

### **Helping People Help the Land**

The Natural Resources Conservation Service is a federal agency that provides America's farmers and ranchers with financial and technical assistance to voluntarily put conservation on the ground, not only helping the environment but agricultural operations, too. NRCS conservationists work in partnership with farmers and landowners to provide technical expertise and conservation planning to make conservation improvements on private lands. USDA Service Centers are located in almost every county in Wisconsin.

#### **Mission:**

We deliver conservation solutions so agricultural producers can protect natural resources and feed a growing world.

#### **Vision:**

A world of clean and abundant water, healthy soils, resilient landscapes and thriving agricultural communities through voluntary conservation.



Meet the USDA NRCS in Wisconsin, who we are, what we do, and how we help private landowners put conservation on the ground one farm partnership at a time. Join us in the effort. For more info, visit [www.wi.nrcs.usda.gov](http://www.wi.nrcs.usda.gov).

*Video made in partnership with Dan Hagenow Video Creation, LLC.*

## Links & Resources

### What programs are available?

#### Landscape Initiatives

These initiatives accelerate the benefits of voluntary conservation programs, such as cleaner water and air, healthier soil and enhanced wildlife habitat. Conservation programs help agricultural producers improve the environment while maintaining a vibrant agricultural sector. Contact your local USDA Service Center to see which landscape initiatives are active and available in your area. Some examples of landscape initiatives include the following:

**Mississippi River Basin Healthy Watershed Initiative—MRBI** provides assistance to selected watersheds in the Mississippi River Basin to voluntarily implement conservation practices that avoid, control, and trap nutrient runoff; improve wildlife habitat; and maintain agricultural productivity.

**Great Lakes Restoration Initiative—GLRI** addresses urgent issues such as cleaning up Great Lakes areas of concern, reducing nutrient runoff that contributes to harmful or nuisance algal blooms, and restoring habitat to protect native species.

**National Water Quality Initiative—NWQI** improves impaired waterways throughout the nation. NRCS manages the initiative by making funds available to farmers and forest landowners in selected watersheds, to accomplish needed conservation practices to reduce sediment and nutrient runoff on agricultural lands.

#### Conservation Stewardship Program

CSP helps agricultural producers maintain and improve their existing conservation systems and adopt additional conservation activities to address priority resource concerns. The program provides assistance to landowners who practice good stewardship on their land and are willing to take additional steps over the next five years.

#### Environmental Quality Incentives Program

EQIP provides voluntary conservation to promote agricultural production, forest management, and environmental quality to help install or implement structural, agronomic, or management conservation practices to protect soil and water quality. NRCS evaluates each application, with higher priority given to practices that address local resource concerns and provide the most environmental benefit. Special initiative opportunities include honey bee pollinator, soil health, organics, energy, and high tunnel. Special rates are available for socially disadvantaged, beginning and limited resource farmers.

#### Regional Conservation Partnership Program

RCPP uses partnerships to multiply conservation investments and reach goals on a regional or watershed scale, promoting coordination between partners to deliver assistance to producers and landowners. NRCS provides assistance through partnership agreements and program contracts or easement agreements. NRCS and its partners help producers install and maintain conservation activities in selected project areas.

#### Agricultural Conservation Easement Program

ACEP provides financial and technical assistance to help conserve agricultural lands, wetlands, and their related benefits. Wetland Reserve Easements provide technical and financial assistance directly to private landowners and Indian tribes to restore, protect, and enhance wetlands through purchasing easements. Agricultural Land Easements provide financial assistance to eligible partners for purchasing easements that protect the agricultural use and conservation values of eligible land.

**18,333 acres** of grazing land with conservation applied to improve resources.

**45,212 acres** of cropland with conservation applied to improve soil health and sustainability.

**460,020 acres** of conservation applied to improve environmental quality.



Wisconsin Annual Report | 2021

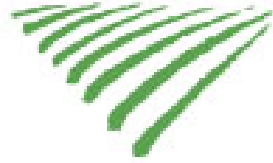


Wisconsin Successes from the Field | 2021

- [Publications and Fact Sheets](#)
- [Farm Bill Programs](#)
- [Technical Resources](#)

- [NRCS-Wisconsin Twitter](#)
- [USDA Facebook](#)
- [NRCS Wisconsin YouTube](#)

## MICHAEL FIELDS AGRICULTURAL INSTITUTE



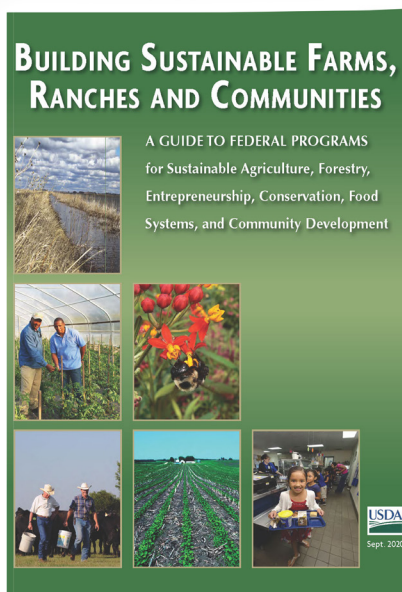
Michael Fields Agricultural Institute helps rural and urban farms and agricultural communities in Wisconsin (and beyond) to be healthy environmentally, economically, and socially. Our founders were farmers who believed deeply in the values of anthroposophy and the benefits of biodynamic agriculture. Our mission and guiding principles are rooted in their passion and vision for a healthy world. By serving the needs of agriculture in our region, we serve all who share our belief that resilient, healthy food and farm systems are possible.

**We Answer Questions** - Our programs are nimble and dynamic. We address questions producers are asking today, so they can make informed choices tomorrow.

**We Build Communities** – Agriculture crosses boundaries. We bring people together to restore the health of the food system.

**We Champion Healthy Systems** - We help policymakers and community members understand what actions help food and farming systems thrive.

## Links & Resources



Building Sustainable Farms, Ranches  
and Communities Guidebook

- ▶ [Wisconsin Women in Conservation \(Upcoming Events\)](#)
- ▶ [Iowa County Uplands Watershed Group](#)
- ▶ [Grasslands 2.0 Learning Hub](#)
- ▶ [Grants Advising](#)
- ▶ [Kernza Research Project](#)
- ▶ [Midwest GRIT \(Grains Resource & Immersive Training\)](#)



# PETENWELL & CASTLE ROCK STEWARDS (PACRS)



## "REGULAR PEOPLE WHO LOVE THESE LAKES"

The mission of the Petenwell and Castle Rock Stewards (PACRS) is to coordinate and facilitate a diverse group of people focused on improving the water quality and the fishery of Petenwell and Castle Rock Flowages of the Wisconsin River, and the watersheds, lakes and rivers connected with those water bodies.

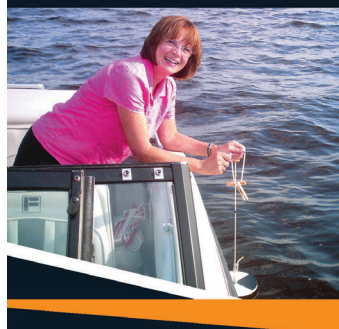
### WHO WE ARE

PACRS, is a tax exempt, nonprofit organization that coordinates and facilitates a diverse group of people focused on improving the water quality and recreational experience of the Petenwell and Castle Rock lakes of the Wisconsin River.



"REGULAR PEOPLE WHO LOVE THESE LAKES"

### WHAT WE DO



The PACRS organized in 2007 to address water quality issues on the lakes and upstream in the Wisconsin River watershed. We believe in working together with upstream citizen's groups, municipalities, DNR, Wisconsin River Power Company, elected officials, and many others to make a positive change. In order for positive change to take place it is very necessary that trust and partnership be the cornerstone of any relationship. It's important that working together becomes the way, not the exception. These two attributes, trust and partnership played a significant role in the accomplishments and projects completed to date.

### WHAT WE'VE ACCOMPLISHED

- Worked with area legislators to secure funding for water quality studies of the Wisconsin River.
- Installed 3,000 native plants to help take up nutrients and provide habitat.
- Organized three "Pontoon and Politics" tours of Petenwell and Castle Rock Lakes with area legislators, and county and Wisconsin DNR officials to highlight the negative impacts of algae blooms.
- Implemented Clean Boats, Clean Waters program to educate the public and help prevent the spread of invasive species.
- Collected data on water clarity, and blue-green algae for federal, local and state agencies making management decisions about the Wisconsin River.
- Partnered with Friends of Mill Creek to tour farms in Wood and Portage counties to learn about water quality challenges in agriculture.
- Succeeded in getting a new winter "drawdown" established for Lake Petenwell, designed to improve water quality and fish habitat, by working with Wisconsin DNR and Wisconsin River Power Co.

For a full list of what we have accomplished please visit:  
[pacrs.org/what-we-do/](http://pacrs.org/what-we-do/)

### HOW TO GET INVOLVED

Join PACRS as an individual or organizational member and get involved with our organization through any of the following methods:

- PARTICIPATE** in a PACRS event
- ATTEND** a monthly PACRS meeting
- JOIN** a committee, Board of Directors or simply become a member of PACRS
- INVITE** the PACRS to present at your community or association meeting
- ENCOURAGE** your homeowner's or condo association to become a member of the PACRS
- GIVE** on our website at: [pacrs.org/join-give/](http://pacrs.org/join-give/)
- LIKE** us on [facebook.com/PACRS](https://www.facebook.com/PACRS)

[PACRS.ORG](http://PACRS.ORG)

[Download the Full Brochure](#)

[Membership Form](#)

Join other regular people, local business, home owner's associations, and conservation clubs to help PACRS improve the water quality of the lakes we love.



## ILM ENVIRONMENTS



### We Give Nature a Helping Hand!

ILM makes natural areas healthier. Whether it's a pond, lake, wetland, woodland or prairie - we provide the ecological skill and expertise needed to care for each place holistically.

#### Our services include:

- Aquatic plant control
- D.A.S.H.
- Shoreline restoration
- Sediment removal
- Natural area restoration
- Consulting
- Permitting
- Stormwater solutions
- Aeration

#### Learn more:

- [Service: Diver Assisted Suction Harvesting - D.A.S.H.](#)
- [Service: Lake Management Plans](#)
- [ILM on YouTube](#)

## PFAFF PUBLIC AFFAIRS

Pfaff Public Affairs (PPA), founded in 2013, is a public and media affairs firm that assists clients from across Wisconsin with their government relations interactions with state leaders and agency officials. PPA has nearly a decade of government relations experience working with numerous state-wide clients by advocating and coordinating legislative, policy and media strategy on their behalf in the State Capitol. PPA currently represents the Wisconsin Land + Water Conservation Association at the State Capitol.



#### RECORD OF SUCCESS

PPA has worked in a bipartisan manner on several "hot" topics that have been debated in the State Capitol over the past several legislative sessions. Specific to conservation issues, PPA has worked to increase funding for county conservation staffing grants, expansion of the state's farmland preservation program and on several bills to improve the state's water quality.



#### ABOUT SHAWN

Shawn Pfaff is the President of Pfaff Public Affairs - a lobbying and media relations firm. Pfaff Public Affairs works closely with several leading state-wide organizations primarily agriculture-related. Pfaff advises and advocates for his clients at the State Capitol and with agency officials.

Prior to opening his own firm in 2013, Pfaff worked for seven years for Capitol Consultants, a bipartisan lobbying firm,

representing a myriad of agricultural, health care and business clients. He also worked for three and a half years in the Office of Governor Jim Doyle as an Agency Affairs advisor from 2003 to 2006, as the Governor's Deputy Campaign Manager for Doyle's successful 2006 re-election campaign.

Before joining the Doyle Administration, Shawn spent three years in Washington, D.C. serving as a legislative aide for U.S. Representative Earl Pomeroy (D-ND) and U.S. Senator Tim Johnson (D-SD) working on agricultural and trade issues.

Shawn grew up on a dairy farm in northern La Crosse County and has a Master of Public Administration from the University of Wisconsin-Madison's La Follette School of Public Affairs (2002) an undergraduate degree from the University of Wisconsin-Eau Claire (1994).

Shawn lives in Fitchburg, Wisconsin, with his wife, Monica, and their dog, Macy, and is also agent with First Weber Realtors. He served as the City's Mayor for two terms from 2011 to 2015 where he focused on economic development and promoting diversity. Shawn was a Director on the Madison Area Technical College District Board from 2013 to 2019 and is Vice-President of the Fitchburg Lions Club.

## RIVER ALLIANCE OF WISCONSIN



Formed in 1993, River Alliance of Wisconsin is a statewide nonprofit, nonpartisan advocacy organization that empowers people to protect and restore Wisconsin's waters. The organization's membership includes more than 1,500 individuals, businesses, and local watershed groups. We believe that a thriving community, economy and habitat can be achieved through access to clean, abundant water.

### Mission:

Empowering people to protect and restore water.

### Vision:

Thriving community, economy, and habitat through access to clean, abundant water.

### Links & Resources:

- ▶ [The Clear Water Farms Programs](#)
- ▶ [Our Work on Key Issues](#)
- ▶ [Read the Blog](#)
- ▶ [Get the Newsletter](#)
- ▶ [Connect on Facebook](#)
- ▶ [Connect on Twitter](#)

## WISCONSIN ASSOCIATION OF PROFESSIONAL AGRICULTURAL CONSULTANTS



WISCONSIN ASSOCIATION OF PROFESSIONAL  
AGRICULTURAL CONSULTANTS

### We're doing great things...check us out!!

WAPAC was formed in 1987 to provide a unified voice for professionals advising farmers in Wisconsin. We have a strong Trade Advocacy Group working to make sure the voices of our Consultants have a seat at the table when important rules are being made. In turn, we are able to help our farmers wade through a myriad of regulations they face daily in order to protect the environment.

WAPAC's diverse membership includes crop consultants, animal nutritionists, farm managers, educators, engineers and a wide array of farm service industry advisors, giving the Association many sources of experience from which to draw for problem solving. WAPAC's annual meeting provides forums for the exchange of ideas of a technical nature as well as the more practical matters of operating a consulting business.

Experience great networking opportunities with consultants, engineers, nutritionists and others from across the entire state.

### Would you like to be a part of this great organization?

If so, please contact: Michelle Hoffman, WAPAC Executive Secretary

[wapac1987@gmail.com](mailto:wapac1987@gmail.com)

[www.wapac.info](http://www.wapac.info)

## CENTER FOR WATERSHED SCIENCE AND EDUCATION



Center for Watershed Science and Education  
College of Natural Resources  
**University of Wisconsin-Stevens Point**

The Center works across the state of Wisconsin and beyond to support watershed stewardship, assist citizens with lake, river & drinking water quality problems, promote strategies for water resource protections, provide water quality assessments and support, and prepare students for careers as water resource professionals. The Center is a partnership between the UW-Stevens Point, College of Natural Resources and the UW-Madison, Division of Extension.

### Links & Resources

- ▶ [2021 Annual Report](#)
- ▶ [Water Testing Services](#)
- ▶ [Find well water quality data in your county](#)
- ▶ [Learn how counties are investigating well water trends](#)

## GRASSWORKS, INC.



**GrassWorks Inc.**

GrassWorks is a grassroots membership organization that provides leadership and education to farmers and consumers for the advancement of managed grass-based agriculture to benefit present and future generations. As a 501(c)3 non-profit organization, GrassWorks links farmers with the resources they need to be successful graziers. Managed Grazing is an economically and environmentally sound method of livestock agriculture. For nearly thirty years, managed grazing has been a foundation of the sustainable agriculture movement in the upper Midwest and we are proud of the role that GrassWorks has played in its development. We provide leadership, education and resources for grass-based farmers and regional organizations that support graziers.

### Links & Resources

- ▶ [Connect on Facebook](#)
- ▶ [Membership Form](#)
- ▶ [GrassWorks Overview](#)
- ▶ [View Upcoming Events](#)
- ▶ [GrassWorks Grazing Conference](#)

## DISCOVERY FARMS



**DISCOVERY FARMS**

UW – Madison Division of Extension

Discovery Farms®, a program of UW-Madison Division of Extension, is a farmer-led research and outreach program focused on the relationship between agriculture and water quality. The program is unique in that it conducts research on privately-owned farms throughout Wisconsin.

### Links & Resources

- ▶ [The Tree Discovery Farms Program Newsletter](#)
- ▶ [Connect on Facebook](#)
- ▶ [Connect on Twitter](#)

## THE NATURE CONSERVANCY



[nature.org/wisconsin](https://nature.org/wisconsin)

The Nature Conservancy is a global conservation organization dedicated to conserving the lands and waters on which all life

depends. Guided by science, we create innovative, on-the-ground solutions to our world's toughest challenges so that nature and people can thrive together. In Wisconsin, we work with farmers to improve soil health and protect clean water while sustaining profitability. We also collaborate with communities and other partners to protect Wisconsin's most outstanding natural areas, address climate change and its impacts, and help cities become more sustainable.

### Links & Resources

- ▶ ["Roadmap Supports Collaborative Approach to Dairy Sustainability"](#)
- ▶ [Get the monthly Nature News e-newsletter](#)
- ▶ [Connect on Facebook](#)
- ▶ [Follow on Instagram](#)
- ▶ [Contact The Nature Conservancy in Wisconsin](#)

## SAVANNA INSTITUTE



The Savanna Institute is a 501(c)(3) nonprofit organization that works with farmers and scientists to lay the groundwork for widespread agroforestry adoption in the Midwest US. Inspired by the native savanna ecosystems that once covered much of this region, the Savanna Institute conducts research, education, and outreach to support the growth of diverse, perennial agroecosystems.

### Links & Resources

- ▶ [Resources](#)
- ▶ [Programs](#)
- ▶ [Connect on Facebook](#)
- ▶ [Connect on Twitter](#)

## WISCONSIN'S GREEN FIRE



Wisconsin's Green Fire: Voices for Conservation was founded in 2017 to promote science-based practices and a long-term vision in environmental protection and natural resources management. Through our strong and growing membership of conservation professionals and committed citizens, Wisconsin's Green Fire seeks to restore and strengthen Wisconsin's tradition as national conservation leader.

### Links & Resources

- ▶ [WGF Publications](#)
- ▶ [WGF Newsletters](#)
- ▶ [WGF Science Council](#)
- ▶ [Contact WGF](#)

## STANDARDS OVERSIGHT COUNCIL



We are an inter-agency collaboration that facilitates a team approach in developing and maintaining technical standards for soil and water conservation practices in Wisconsin.

#### Our Mission:

Overseeing a collaborative process for developing effective technical standards that protect Wisconsin's natural resources.

### Links & Resources

- ▶ [Standards in Development](#)
- ▶ [SOC Brochure](#)
- ▶ [Sign up for the SOC emails for news about things like new teams, updated standards, or review periods](#)

## WI LAND+WATER WOULD LIKE TO SAY

*thank  
you*

to the participants, sponsors, and  
agency partners for helping  
make our 69<sup>th</sup> Annual Conference  
possible!

We hope to see you again next year:

**70th Annual Conference**  
March 1-3, 2023  
Chula Vista Resort  
Wisconsin Dells, WI



# CONSERVATION AWARDS

The WI Land+Water Conservation Awards recognize those who have gone above and beyond with their leadership and made significant contributions to county land and water conservation across the state.

Awards offered include:

- Outstanding Conservation Employee (three categories)
- Outstanding LCC Supervisor
- Farm Family of the Year
- Conservation Steward
- Special Recognition/Friend of Conservation
- The Brad Matson Youth Education Award/Outstanding Youth Educator

To learn more about our Conservation Awards, visit: [wisconsinlandwater.org/conservation/awards](https://wisconsinlandwater.org/conservation/awards)

## 2022 WINNERS



### Special Recognition/ Friend of Conservation

The Fox/Wolf Watershed Alliance is an incredibly strong ally in working to improve the waters of NE Wisconsin. The Fox-Wolf Watershed Alliance is a non-profit organization that works with partners to protect and restore the water resources of the Fox-Wolf River Basin. Believing that a wholistic approach to watershed management is necessary in order to meet water quality goals. Fox-Wolf is focused on finding cost effective, science-based solutions, and working with partners to maximize efficiencies bringing resources to those who are already doing great work and utilizing their strengths to fill the gaps when needed.



## The Brad Matson Youth Education Award for Outstanding Youth Educator

### Anne Bartels, Marinette County

*"Since Anne became the Marinette County Education Specialist in 2007 she has shown tremendous commitment to youth education. If I had to describe Anne with one word, I would pick joyful. With her collection of weird hats and puppets, encyclopedic knowledge of obscure movies, and ready wit, Anne keeps our entire staff laughing."*



## Outstanding Conservation Employee Technician/Agronomist/Planner

### Travis Tulowitzky, Bayfield County

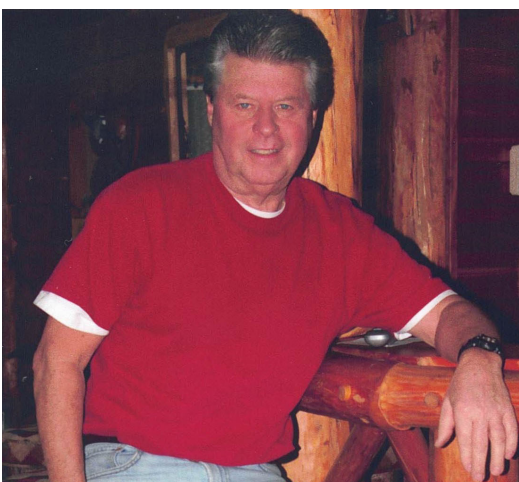
*"If you have the pleasure of knowing Travis Tulowitzky you know he is kind, intelligent, and a good listener. His humble attitude, combined with an enthusiastic can-do attitude, inspires others, and makes him ideally placed as Bayfield County's Conservation Technician helping landowners solve problems from farm land to shorelines."*



## Outstanding Conservation Employee Administrative/Clerical

### Becky Arneson, Trempealeau County

*"Every department needs that 'go to' person for grant requirements, courthouse procedures, budget info, and everything else. Becky Arneson is that person for the Trempealeau County Department of Land Management. This office would not run nearly as efficiently if Becky was not here. She is a wonderful asset to the team and has made sure everyone feels welcome."*



## Outstanding Supervisor

### Larry Sommer, Forest County

*"With heavy rainfall and high water levels adjacent to the Lake Lucerne Boat Landing, water had overflowed the town road. Larry, acting as a Town of Lincoln supervisor, spearheaded the project to raise the level of the road and prevent flooding. With his leadership, the road project was completed in four days and traffic flow resumed."*



# SESSION LINKS APPENDIX

## WEDNESDAY, MARCH 2

### Welcome and Keynote: *Fostering Life* with Soil Health Expert Jay Fuhrer Soil Health Expert Jay Fuhrer - Armor Up!

- Menoken Farm: <https://menokenfarm.com/>

### Land and Water Conservation Board Candidate Speeches

- Board Candidate Bios: <https://wisconsinlandwater.org/members-hub/lwcb>

### Climate Resiliency in Wisconsin: How Counties are Responding

- Monroe County Climate Change Task Force: <https://www.co.monroe.wi.us/government/county-board-of-supervisors/boards-committees/climate-change-task-force>
- Dane County: <https://daneclimateaction.org/climate-action-plan>

### Beyond the Field Edge: Forest Management and Water Quality

- Extension forestry website: <https://woodlandinfo.org/>
- Extension publications: <https://learningstore.extension.wisc.edu/>
- DNR forester locator: <https://dnr.wi.gov/fal>

## THURSDAY, MARCH 3

### Multi Discharge Variance Funding. How's It Working?

- County Resources: <https://dnr.wisconsin.gov/topic/Wastewater/phosphorus/CountyResources.html>

### Hydrological Restoration 101: A Primer for Land Conservation Committee Members

- Little Plover River Watershed Enhancement Project: <https://www.ploverwi.gov/328/Little-Plover-River-Watershed-Enhancement>
- Lake Superior Basin Natural Flood Management Initiative: <https://www.wisconsinwetlands.org/wp-content/uploads/2021/11/REM-NFM-Report-11-8-21.pdf>

### Technical Roundtable #2: Natural Flood Management Utilizing “Slow the Flow” Practices to Promote Floodplain Connectivity and Maximize Wetland Storage

- Exploring the Relationship between Wetlands and Flood Hazards in the Lake Superior Basin: [https://wisconsinwetlands.org/wp-content/uploads/2018/06/WetlandsFloodHazards\\_WWA\\_web.pdf](https://wisconsinwetlands.org/wp-content/uploads/2018/06/WetlandsFloodHazards_WWA_web.pdf)

### Groundwater Session: Four Counties, Three Studies

- Sources and risk factors for nitrate and microbial contamination of private household wells in the fractured dolomite aquifer of northeastern Wisconsin: <https://doi.org/10.1289/EHP7813>
- Quantitative Microbial Risk Assessment for Contaminated Private Wells in the Fractured Dolomite Aquifer of Kewaunee County, Wisconsin: <https://doi.org/10.1289/EHP7815>

### Mapping Your Environment with LiDAR

- Ayres Contacts: [DerringerA@AyresAssociates.com](mailto:DerringerA@AyresAssociates.com), [RiestererB@AyresAssociates.com](mailto:RiestererB@AyresAssociates.com)

### Wisconsin's Changing Climate, Impacts, and Adaptation Strategies

- WICCI report: <https://wicci.wisc.edu/>

### Wisconsin Soil Health 101

- NRCS WI Soils Homepage: <https://www.nrcs.usda.gov/wps/portal/nrcs/main/wi/soils/>
- NRCS Wi Soils Soil Health: <https://www.nrcs.usda.gov/wps/portal/nrcs/main/wi/soils/health/>
- Web soil survey: <https://websoilsurvey.sc.egov.usda.gov/App/WebSoilSurvey.aspx>
- UC Davis SoilWeb Apps: <https://casoilresource.lawr.ucdavis.edu/soilweb-apps/>

### **Invasive Species and County Funding Updates**

- Lake Monitor & Protection Network (LMPN) funds: <https://dnr.wi.gov/Aid/documents/SurfaceWater/LMPNCountyAllocations.pdf>
- Golden Sands RC&D's AIS Fact Sheets: <https://www.goldensandsrcd.org/ais-fact-sheets>

### **From Fields to Features: Telling the Stories of Conservation**

- Fond du Lac County Facebook Page: <https://www.facebook.com/FDLLandandWater>
- WI Land+Water Outreach Committee: <https://wisconsinlandwater.org/members-hub/committees/outreach>

### **Floodplain Management Workshop**

- DNR Floodplain Management and Mapping: <https://dnr.wisconsin.gov/topic/FloodPlains>
- DNR Model Ordinances: <https://dnr.wisconsin.gov/topic/FloodPlains/modelZoningOrdinances.html>
- DNR Surface Water Data Viewer: <https://dnr.wisconsin.gov/topic/SurfaceWater/swdv>
- FEMA National Flood Hazard Layer Viewer: <https://hazards-fema.maps.arcgis.com/apps/webappviewer/index.html?id=8b0adb51996444d4879338b5529aa9cd>
- FEMA Flood Map Changes Viewer: <https://fema.maps.arcgis.com/apps/webappviewer/index.html?id=e7a7dc3ebd7f4ad39bb8e485bb64ce44>
- DNR Floodplain Contacts: [https://dnr.wisconsin.gov/topic/FloodPlains/staff\\_flood.html](https://dnr.wisconsin.gov/topic/FloodPlains/staff_flood.html)

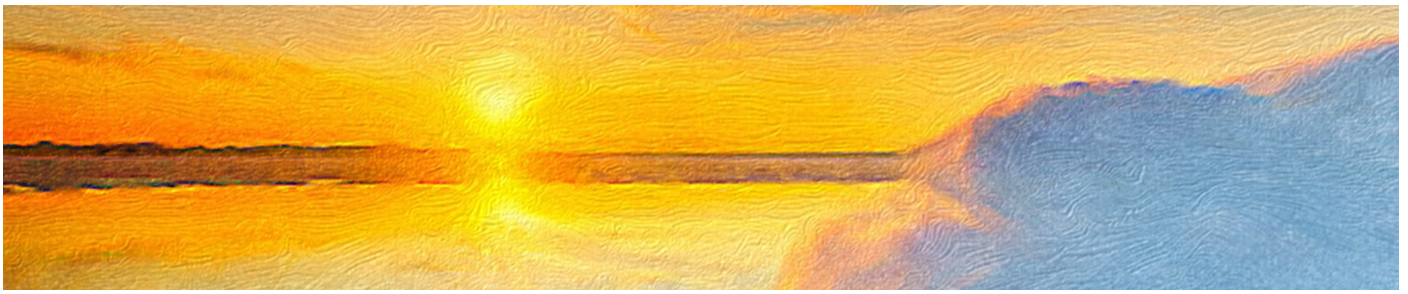
### **County Presentations**

- Douglas County
  - Douglas County Well Water Website: <https://www.douglascountywi.org/1036/Groundwater-Program>
  - UWSP Well Water Quality Viewer: [https://gissrv3.uwsp.edu/webapps/gwc/pri\\_wells/](https://gissrv3.uwsp.edu/webapps/gwc/pri_wells/)

### **Outside the Box: Creative Ways to Leverage Partnerships, Funding, and Resources to Further Conservation Efforts**

- Dane County
  - RCPP Press Release: <https://www.countyofdane.com/PressDetail/10852>
  - Yahara Watershed Drainage Network: <https://lwr.d.countyofdane.com/what-we-do/watershed-management/yahara-watershed-map>
  - Continuous Cover Program: <https://lwr.d.countyofdane.com/what-we-do/agriculture/agricultural-conservation-programs/ccp>
- Eau Claire & Clark County
  - Eau Claire River Watershed: <https://www.eauclaireriverwatershed.org/>
  - Eau Claire River Map Viewer: <https://wcvrpc.maps.arcgis.com/apps/Shortlist/index.html?appid=ad69c1fe6f9b4cc2a991e7bb849dcf93>





# THE POWER OF EXPERIENCE

**4,853 years**

of combined conservation  
experience by LWCD staff

That's...

**1.26 million**

work days

which is over...

**50.5 million**

work hours

**Who is the wisest  
County LWCD?**

(avg. years of experience)

**Jackson County**

33.6 years

**Richland County**

27.6 years

**Washington County**

26.9 years

**Who has the most combined experience?**

**Dane County**

246 years

To see the full list highlighting the service milestones of  
county land and water conservation staff, visit our [Conference Hub](#).



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