From Campaign Headquarters

Gathering Waters’ campaign to see the Knowles-Nelson Stewardship Fund renewed and strengthened is in full swing. Since 1989, Stewardship has helped the state, local governments and non-profit organizations purchase and permanently protect more than 480,000 acres of woodland, prairies, shoreland, parks and trails for the public to use and enjoy. The program is due to expire in 2010 unless reauthorized by the legislature. We have made it our goal to ensure the future of the Stewardship Fund.

Governor Doyle’s proposed state budget includes a strong Stewardship Fund. He proposes to extend Stewardship through 2020 and increase the funding from $60 to $105 million. Of that, $14.5 million would be available every year as matching grants to non-profits. For the land trust community, that’s fantastic news.

These increases are designed to help the Stewardship Fund keep pace with rising land values in the next decade. Since the Stewardship Fund was established, the average value of forested and open land in Wisconsin has risen over 650%. We have a tight window of opportunity to protect the best remaining parcels of outdoor Wisconsin, and the governor is asking us to keep Stewardship sufficiently funded to be competitive in that window.

The legislature needs to approve this proposal, and debates over funding levels are smoldering among lawmakers. We have been working hard to make sure that they hear from their constituents about how important the Stewardship Fund is to them.

So far our campaign has marshaled many supporters around the state. Many of you attended meetings of the Joint Finance Committee to testify in favor of a fully-funded Stewardship Fund. Since January, Wisconsin media has been blanketed with pro-Stewardship articles, op-eds and letters to editors. To all of you who contacted lawmakers and media, many thanks!

Stewardship has many friends and we are spreading our important message well thus far, but we still need your help. The currents of the budget debate shift rapidly, and we post regular updates and calls to action on our web page. Please spend some time there! In coming weeks we may ask you to help deliver key, timely messages about the Stewardship Fund. Please, visit www.gatheringwaters.org/stewardship to stay informed and involved!

This campaign won’t stop with reauthorization. Gathering Waters’ goal extends into a future when the Stewardship Fund is well known, broadly celebrated, and beyond the reach of political sparring. We aim to make the Stewardship Fund something widely celebrated about our state: we have wild lakes, fabulous beaches, world class trout streams, miles of trail and the Stewardship Fund to keep it that way.

– Vicki Elkin, Stewardship Campaign Director

Ten Ways to Save Stewardship

1. Write your legislators about Stewardship. Personal, heartfelt letters are best.*
2. Copy the Joint Finance Committee on letters to your legislators. This powerful committee will craft the version of the state budget that the full legislature will consider in June.
3. Meet with your legislators, shake their hands and tell them how much Stewardship matters.
4. Send a letter to the editor or an op-ed to your newspaper in favor of Stewardship.*
5. Get on record - Have the board of your organization adopt a resolution supporting Stewardship reauthorization.*
6. Spread the word among your friends, neighbors and colleagues about what Stewardship has done for them and enlist their support.
7. Get outside! Organize a field trip to a local Stewardship property. You can find Stewardship lands in your area by visiting www.gatheringwaters.org/stewardship.
8. Join our email listserv to receive updates and alerts on Stewardship.*
9. Send Gathering Waters copies of your letters and clippings from local papers and keep us up-to-date on your activities on behalf of Stewardship.
10. Enlist our help. Contact our Stewardship Campaign Director Vicki Elkin to help you set up meetings with legislators, organize mailings, review letters, etc. at (608)441-8819 or stewardship@gatheringwaters.org.

*To get started on your Stewardship to-do list, please visit our website www.gatheringwaters.org/stewardship. We have sample documents, including letters, resolutions and op-eds, and others to make supporting Stewardship easy.
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.

From the Executive Director’s Desk…

Who is he and what’s he going to do with Gathering Waters? As I try to imagine what our members are looking for in this Executive Director’s column, I expect those two questions are common. In this limited space I’ll try to give you a feel for the answers. I’ll also ask you to look to our actions over the months and years ahead, as I believe our work will speak volumes about who we are and where Gathering Waters is headed.

I’m a Wisconsin kid, and while I was growing up I had a chance to see the range that Wisconsin offers. My father was a consulting engineer helping growing communities design and build wastewater treatment systems. By the time I was seventeen we’d lived along the shores of Lake Michigan in Sheboygan, across the street from the Fox River in Kaukauna, just outside Madison, and in suburban Milwaukee. Those experiences coupled with regular fishing trips to Eagle River and canoeing down the Wisconsin River set me up with a sense that Wisconsin was special. After college and some traveling, I came back to attend graduate school studying land resources at UW—Madison. Fortunately for me my experiences there set me on a career path in Wisconsin’s nonprofit community with stops in the field and in the office that has finally landed me here.

I’m here because this organization is at the very center of the next generation of natural resources conservation. Gathering Waters has been a leader in private land conservation by supporting communities and individuals who protect the places that make Wisconsin special. I believe that the most essential element in the success of conservation in the next 25 years and beyond will be each of us taking responsibility for the places we live, hunt, hike, fish, birdwatch, and care about. Gathering Waters will continue to marshal the grass roots energy of conservation around the state to great ends – whether that will mean new policy initiatives, innovative marketing, or cutting edge technical support to land trusts. For 13 years, Gathering Waters has been fueled by all of you who love Wisconsin. I’m grateful to be entrusted with such a strong legacy and I’m eagerly looking forward to building on that legacy with your help.

Since coming aboard in February I’ve met with many of Gathering Waters Conservancy’s members and partners. These conversations with people who care deeply about our mission and are excited to help us reach our potential have been invigorating. I’ll continue these meetings over the next several months as I seek to understand the full range of people and organizations we work with and why they value Gathering Waters. I do hope you’ll take the time to contact me and let me know why you value our work and where you’d like to see us go from here.

Mike Strigel, Executive Director

Board Member Profile

Gathering Waters is fortunate to have Bryan Pierce on our board, particularly because his time is precious. When Bryan’s not riding his horse, or hand-crafting fly rods, or hunting grouse, he spends many hours running the Northwoods Land Trust. His wife, Gail Gilson Pierce, is similarly multi-talented.

She is the Northern Rivers Advocate for the River Alliance of Wisconsin and an award-winning fiber artist.

Bryan has only himself to blame for his busy workload – he was the driving force behind the formation of the Northwoods Land Trust. As the UW-Extension Resource Agent for Vilas County, he saw the growing need for protection of lake and river shorelines and majestic forests of the region. He pulled together a Board of Directors to establish the land trust in 2002.

In 2004 he left the UW-Extension to become the full time Executive Director. Though he is the only paid staff person, under his adept leadership, the Land Trust has protected six miles of lake shoreline on eleven wild lakes and a total of 2,130 acres.

Bryan joined Gathering Waters Conservancy as a Board member in 2000 and serves on our Outreach and Land Protection Committees. He provides the organization with great insights and perspectives into northern Wisconsin conservation issues, and about the needs of emerging land trusts.
What About Working Lands?

The governor-appointed Working Lands Committee, on which Gathering Waters served, hoped to see a much-needed statewide Purchase of Development Rights (PDR) program included in the governor’s budget. Unfortunately, the proposal was omitted from the budget, but we continue to work to encourage the passage of this program, either as a budget amendment or as independent legislation.

A statewide PDR program is a policy priority for Gathering Waters. We are not alone: we witnessed an outpouring of support for a statewide program in February, when UW-Extension and the Department of Agriculture, Trade, and Consumer Protection (DATCP) co-hosted a series of forums called Growing Wisconsin: A Workshop on How to Sustain Our Working Lands. Over 600 people attended three workshops, and almost 200 more had to be turned away. The forums drew farmers, planners, town and city officials, land trust supporters, and many others who care about the health of Wisconsin farming.

Stay tuned for updates as Gathering Waters continues to work to make a statewide PDR program a reality. To learn how you can help, visit Gathering Waters’ website (www.gatheringwaters.org/pdr) or contact Althea Dotzour at althea@gatheringwaters.org.

Purchase of Development Rights Demystified

About once a month, someone calls our office wanting to know what “PDR” really means. For our readers and pro-conservation ambassadors, here’s a brief explanation.

Most Purchase of Development Rights programs are government-supported, voluntary land protection plans. Often established to relieve development pressure on agricultural land, a government can give itself the power to hold conservation easements and create a pool of money to buy development rights on important property. Funding sources for PDR programs vary widely; many make use of federal matching funds.

Typically, conservation easements are the legal tools used to protect land in PDR programs. The conservation easements limit land use to activities consistent with the goals of the PDR program—farming but not residential development, or sustainable timber harvest but not subdivision, for instance. Each PDR program around the country is unique, and the ways they limit future property use vary depending on the goals of each one.

PDR programs give landowners some cash for their asset and keep land in private ownership while permanently protecting important landscapes. After selling their development rights, participants in PDR programs continue to own and use their land. They can farm it, will it to their children, or sell it. Land protected through PDR programs remains on local tax rolls. Conservation easements are held in perpetuity by the organization that purchased them; the development rights cannot be resold or regranted.

Around the country, many non-profit land trusts work side-by-side with governments to make PDR programs succeed. Land trusts co-hold easements, broker transactions and sometimes bring additional grant money to the table. Here in Wisconsin, land trusts are integral partners of PDR programs in the Town of Dunn, the City of La Crosse, and the Town of Bayfield. We are working toward a future with many more such examples!
**Field Notes:** Conservation News from Around the State

**The Urban Planning Angle** While land trusts often get press (and kudos!) for owning land or holding easements, those are hardly the only implements in a land conservation tool box. Around the country and our state, land trust practitioners are engaged in land use planning to help make sure development honors the important natural places in their communities. Here are two of many examples:

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**Inner City Conservation Planning**

The typical landowner working with a land trust usually owns several acres of undeveloped land, for generations, and has strong sentimental ties to the places they protect. Those kinds of landowners are hard to find in downtown Milwaukee.

The River Revitalization Foundation (RRF) works in a landscape of investment-oriented property owners, small lots, few willing sellers and even fewer land donors. Despite that, the Foundation has closed impressive deals – three years ago they purchased almost five acres of riverfront using Stewardship funds – but as many land trust practitioners know, corralling funding and negotiating real estate deals even with interested landowners can take a long, long time. What’s an urban land trust to do?

In pragmatic pursuit of their mission – to ensure pleasant public access to healthy rivers – RRF is investing their energy in urban planning. In particular, they are partnering in an effort to introduce a zoning overlay district in the City of Milwaukee to establish setback rules, riverbank buffers and height restrictions for buildings in the Milwaukee River valley.

With the Urban Ecology Center and Friends of Milwaukee’s Rivers, the Foundation is part of a “river work group” guiding this planning process. They will provide input to the City’s Northeast Side Planning effort, which defines current conditions and identifies measures the city can take to protect the integrity of the river corridor. They will also convene public meetings to collect input from neighbors.

Kimberly Gleffe, RRF Executive Director, explains their urban planning approach: “If we can help the city accomplish land protection through zoning, then we don’t have to continually approach the hundreds of individual private property owners along the river for easements. It’s a better use of our time and energy than knocking on landowners’ doors again and again.”

For information about RRF’s current activities, visit [www.riverrevitalizationfoundation.org](http://www.riverrevitalizationfoundation.org)

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**The Baird Creek Greenway Master Plan**

Ten years ago, a developer purchased 35 acres of old growth forest in the heart of Green Bay along Baird Creek, and the City got an earful. The Baird Creek Greenway is nearly 500 natural acres winding through the city. Friends of the creek – hikers, skiers, cyclists, birdwatchers – pushed the City to buy the property, instead. The City did, thanks to a Stewardship grant and a citizen-powered fundraising campaign. Avid friends of Baird Creek coalesced into the Baird Creek Preservation Foundation. They realized that public ownership wouldn’t protect the creek. Green Bay was growing, and the increased recreation along the creek, runoff in the watershed and nearby development threatened the health of the Greenway. The City agreed that Baird Creek deserved special attention, but as Steve Lambert, Past President of the Foundation explained, “two planners for the whole city simply had too many demands on their time.” So, the Foundation marshaled citizen passion and dollars to advocate for Baird Creek.

Last year, this all-volunteer non-profit presented the City with the Baird Creek Greenway Master Plan. Supporters donated $50,000 to hire a consultant to produce a plan for the entire 500-acre Greenway. Lambert explains that when the City Parks Committee unanimously approved the plan, “they were so impressed they actually applauded.” The Master Plan focuses on sustaining the thriving public use of the Greenway while safeguarding its unique ecological characteristics. Guided by this plan, the City continues to use Stewardship grants to acquire land in the watershed; the school board is designing runoff controls on a new building; the Foundation will lead volunteer restoration crews to combat invasive species and rebuild trails. Thanks to the efforts of the Foundation, this irreplaceable community asset has a bright future.

To download the Master Plan or for Baird Creek Preservation News, visit [www.bairdcreek.org](http://www.bairdcreek.org)

“The Baird Creek Preservation Foundation has become an important partner with the City of Green Bay. They are leading the way as we seek to balance the recreational use with the need for preservation and education. The future is in good hands.”

– Bill Landvatter, Director of Green Bay Parks, Recreation and Forestry
Land Trust Accreditation Update – Spring 2007

Great news for Wisconsin – the Land Trust Accreditation Commission has selected our own Geneva Lake Conservancy to participate in the pilot application program.

The pilot program participants are on a fast track – their applications were due on April 20th. (This compressed timeline will not apply to applicants in the final program, but it does offer the advantage of focusing the applicant’s attention on the project, rather than doing a bit at a time over a longer period). The Commission plans on two rounds of pilot applications this year, and will announce the second round of participants in June.

The Geneva Lake Conservancy has identified a lead staff person to pull together their extensive application. Gathering Waters is “shadowing” their progress to learn how we might best assist other organizations through the application process. What will land trusts need to commit to paper to prepare for accreditation? What did pilot groups wish they had on hand? We invited staff from Geneva Lake Conservancy and other pilot participants in the Midwest to give an overview of their experience at the annual Land Trust Staff Retreat this month.

Gathering Waters’ intends to help Wisconsin land trusts move smoothly through accreditation, and to keep our member organizations on the forefront of national land trust trends.

For additional information about the Accreditation Program, visit www.lta.org or contact Karen Bassler, karen@gatheringwaters.org

A Changing of the Guard

We bid goodbye and good luck to Conor Moran, our loyal membership intern. For three years, Conor dutifully dispatched with the most redundant, thankless tasks of our membership program and graced the office with his wit. Conor started at Gathering Waters the week he began law school. It’s fitting, then, that his last day with us was also his last day of class. Conor and his wife are bound for Washington DC this summer and we wish them well! We also welcome Kyle Barber as the new membership intern. Kyle is a UW-LaCrosse graduate who has spent recent years energizing voter registration and environmental justice campaigns in Nevada and here in Wisconsin. Welcome aboard, Kyle!
Big Plans on the St. Croix

We at Gathering Waters interpret our role as a land trust service center to include more than just direct technical assistance to Wisconsin land trusts. Increasingly, we have acted as a catalyst for regional collaborations of land trusts and other conservation organizations, where the combined work of many groups may be more effective than the sum of several independent organizations’ activities. Among these collective efforts are the Lake Michigan Shorelands Alliance, nine land trusts working together to increase their capacity for land protection work in the Lake Michigan Basin, and the Blufflands Alliance, six land trusts from four states coordinating their efforts to protect the bluffs of the Mississippi River.

Most recently, I have been part of the St. Croix Conservation Collaborative, a bi-state group whose goals are to protect their shared resource, the St. Croix River watershed, by identifying important natural, cultural and scenic resources in the watershed, and by strengthening the capacity of the conservation community working there.

Gathering Waters has helped the Collaborative develop the St. Croix River Watershed Conservation Priorities Report, an assessment of the most critical conservation needs in the basin. To create the report, I facilitated a series of meetings to assess the status of key natural and cultural resources in the St. Croix basin. We identified places where increased conservation action is needed to ensure the protection of irreplaceable resources. The report will guide the land protection activities of the Collaborative members.

It is also the blueprint for developing a policy agenda for the Collaborative. They intend to raise awareness of the importance of the St. Croix watershed to the health of the Mississippi River and, ultimately, to attract significant federal funding to the region.

The St. Croix is a National Scenic Riverway, and the National Park Service holds land and scenic easements along its length. Kate Hanson is a Riverway Park Service employee who has been involved with the Collaborative since its beginnings. She explains the Collaborative’s common ground:

“Because of the mix of public and private ownership, Riverway scenic quality, water quality and other values are greatly affected by land uses outside the riverway boundary. Each land trust or friends group or agency program involved in the Collaborative has a unique focus, but all have the same overall goal to protect the integrity of the St. Croix River and landscapes and resources throughout the region.”

The Collaborative is currently developing outreach materials to educate visitors and watershed residents about the natural and cultural resources the Collaborative aims to protect. Look soon for the Collaborative’s new webpage, where they plan to post an interactive map of the watershed and links to more information about the unique, beautiful and important features of the St. Croix basin.

— Karen Bassler, Conservation Programs Director

“I was gratified to see this group’s awareness of the exceptional ecological values of the entire St. Croix River Watershed and their passion for maintaining and enhancing this special landscape.”

— Dan McGuinness, former Minnesota-Wisconsin Boundary Area Commission Director
Does Your Business Support Wisconsin Conservation?

If so, then we have an opportunity for you.

Each fall, Gathering Waters Conservancy holds our most anticipated event – the annual Land Conservation Leadership Awards Celebration. The event is our time to thank Wisconsin’s committed and effective conservation leaders, and a great opportunity for Wisconsin businesses to show their support for Wisconsin conservation. Businesses and organizations across the state annually support the Awards Celebration. In fact, many contact us asking to be among the sponsors.

One of our regular supporters is West Bend Mutual Insurance Company. West Bend Mutual’s corporate campus boasts 150 acres of restored prairie and three miles of walking trails. The company has long held a strong conservation ethic that is rooted in its commitment to community. Anthony J. Warren, President and CEO, attests that, “West Bend Mutual believes in providing a balanced growth environment. We need to build a community where families wish to stay and not leave. I believe part of that interest in staying is created by the ability to drive by open space, farms, and clean rivers.”

To that end, West Bend Mutual is involved with 64 different non-profit organizations, including Gathering Waters. “Gathering Waters’ vision supports one of our core values in supporting our community and what makes it great,” explains Warren. “You have proven to be a very effective organization in providing the needed consulting, education, advocacy, and oversight to non-profit conservation organizations... We feel that by supporting Gathering Waters we are taking an active role in building a better state for future generations.”

Without the support from corporations like West Bend Mutual, Gathering Waters’ annual Awards Celebration and many of our training programs would not be possible. So, the next time you’re thumbing through our annual report or attending an event, take note of the generous businesses that are supporting land conservation in Wisconsin. Maybe your business should be among them!

If you are interested in supporting Gathering Waters’ 2007 Awards Celebration, please contact Sara DeKok, Member Relations Director at 608.251.9131 x10 or sara@gatheringwaters.org.

And, speaking of the Awards Celebration...

There is still time to submit nominations for our 2007 Conservation Leadership Awards!

Gathering Waters Conservancy’s Land Conservation Leadership Awards recognize outstanding accomplishments of individuals, policy makers, and land trusts who conserve the places that make Wisconsin special. The awards honor the power of committed citizens and offer inspiring examples of conservation success.

Each year we recognize a Land Trust of the Year, Policy Maker of the Year, and an individual Conservationist of the Year or Lifetime Achievement Award. We invite you to nominate an individual and/or a land trust who has demonstrated leadership protecting Wisconsin’s natural resources. Individuals and organizations may submit nominations for themselves or others. We will consider all nominations submitted by May 26th.

Awards will be presented at our annual Awards Celebration on Thursday, September 20, 2007. For a nomination form and a listing of past award winners and the generous sponsors who have made the Awards Celebration possible, visit www.gatheringwaters.org/awards. And mark your calendars! As always, we will have a lot to celebrate. Please plan to join us.

Thank Yous

Joy Stiegeltz Gottschalk and Vandewalle & Associates for hosting the April board meeting
Jess Fink for photos of Baird Creek
Jeff Strobel for many hours designing the upcoming Stories of Stewardship
Ruth Oppedahl for her suggestions and help in planning the 2007 Land Trust Staff Retreat
Terry Haller for hosting the Gathering Waters staff’s winter planning retreat
John Lhost for answering the “Ask an Attorney” question in our spring edition of Currents
All of you who wrote letters, editorials and articles and attended hearings to support reauthorization of the Stewardship Fund

P.S. We also wanted to highlight our members that have been with us for over five years, but there were so many of you that we didn’t have space! Stay tuned for Gathering Waters’ next annual report to see a listing of five year donors.

Membership Milestones

Although Gathering Waters Conservancy was established in 1994, our membership program didn’t begin until 1996. Today, a large proportion of our programs are directly funded by contributions from our growing membership.

In 2006 – just 10 years after our membership program began – Gathering Waters passed the 1,000 member milestone. As thanks for helping us broaden our base of support across the state, we’d like to take this opportunity to highlight our most loyal members – those that have been with us since the beginning:

Nancy Aten & Daniel Collins
Virginia & T. Michael Bolger
Emily Earley
Richard & Lois Finch
D. J. & Mary Clare Freeman
Julie Gallagher & Ted Rolfs
Earl & Eugenie Hildebrandt
Marlin Johnson
Harold “Bud” Jordahl
Robert & Susan Kinde
Margaret A. Kohring
David Ladd
John & Cynthia Lhost
Geoffrey & Edith Maclay
Wendy McCalvy
Jean & Walter A. Meanwell
William Petersen
Rudy & Joy Rasin
Bob Retko
Gene & Jean Roark
Tim & Jill Schmidt
Willis Schmidt & Kim Genich
Leonard Sobczak
Mary & Harold Stitgen
Barbara & Joe Vass
Jane Wiley & Will Allmandinger
Jan Zimmermann

Stories of Stewardship

Ruth Oppedahl for her suggestions and help in planning the 2007 Land Trust Staff Retreat
Mark your calendars for the fifth annual Land Conservation Leadership Awards Celebration!

**Thursday, September 20**
*Monona Terrace in Madison*
*5:30 – 8:30 pm*

JOIN

**THE** **PARADE** **OF** **PRESERVES**

Summer calls us to venture outdoors and rediscover the land that we have worked so hard to protect. So get outside! Join your local land trusts and explore Wisconsin’s bluffs, wetlands, prairies, wild lakes, and forests. We’re posting announcements of land trust field trips on our web page – for dates and locations of land trust outings throughout Wisconsin, visit www.gatheringwaters.org/parade or call (608) 251-9131 x15. These trips are open to the public. Registration is required for some trips and space may be limited, so put a date on your calendar now and give yourself a gorgeous day to look forward to!