Board of Directors
Chris Hughes • President, Madison
Joy Stieglitz Gottschalk • Secretary, Madison
Eric Schumann • Treasurer, Racine
Darrell Bazzell • Past President, Madison
Bill Berry • Stevens Point
Peter Dohr • Madison
Nelson French • River Falls
Kimberly Gleffe • Milwaukee
Alice Godfrey • Avoca & Chicago, IL
Shawn Graff • West Bend
Arthur Harrington • Milwaukee
Terry Hatch • Iron County & Mahomet, IL
Rita Hayen • River Hills
Tim Jacobson • La Crosse
Ellen Kwiatkowski • Bayfield
Randall Lawton • De Pere
Tia Nelson • Madison
Ben Niemann • Hayward

From the Executive Director

I’ve written in the past about the work we do here at Gathering Waters that falls in-between the headlines. As I read in this Annual Report the necessarily brief summaries of last year’s highlights, I’m reminded again how important those interstitial spaces really are.

Obviously, the headlines represent months of many cumulative efforts. For instance, we plan for the Wisconsin Land Trust Retreat for seven months. Our support for Wisconsin’s first state-funded Purchase of Agricultural Conservation Easement Program engages at least one of our staff every week.

But when I look back on a successful year, I see that our organization’s momentum is carried by daily communications and tasks that never make headlines.

Some recent examples help illustrate my point. On August 4th, President Obama’s America’s Great Outdoors Initiative held a listening session in Minneapolis. We sent word through our online network that the session would be an excellent opportunity to communicate the critical and growing role land trusts play in land conservation, and to suggest improvements to federal programs funding land trusts’ work. We held a statewide conference call to share talking points we and our friends at the Land Trust Alliance prepared. Armed with those comments, we then sent our staff to the session to represent Wisconsin land trusts.

We recognized that many land trusts across Wisconsin can’t afford to send someone to Minneapolis. Acting on their behalf, we at Gathering Waters can. We can also track the White House’s initiative, looking for the opportunity to reinforce our case for the importance of land trusts. We’ll report back to them. And if there’s a time when our member land trusts need to be there themselves, we’ll be sure to equip them.

In fact, our work equips land trusts everyday. One land trust called last winter asking about how to improve their board of directors’ manual. Our staff shared her inquiry with a few targeted land trust leaders, collected several examples, and provided an annotated set of sample documents within a week. We included one of the samples in the next edition of our electronic newsletter, and in response, four other organizations wrote to thank us for valuable and timely advice.

Although land trusts don’t close The Big Land Deal because of our e-newsletter, our staff’s participation in the listening session did not directly protect any more acres of Wisconsin, and neither the newsletter nor the listening session will earn mention on our list of annual highlights, they are still vital and consistently well-received services that define our core programming.

Some recent examples help illustrate my point. On August 4th, President Obama’s America’s Great Outdoors Initiative held a listening session in Minneapolis. We sent word through our online network that the session would be an excellent opportunity to communicate the critical and growing role land trusts play in land conservation, and to suggest improvements to federal programs funding land trusts’ work. We held a statewide conference call to share talking points we and our friends at the Land Trust Alliance prepared. Armed with those comments, we then sent our staff to the session to represent Wisconsin land trusts.

We recognized that many land trusts across Wisconsin can’t afford to send someone to Minneapolis. Acting on their behalf, we at Gathering Waters can. We can also track the White House’s initiative, looking for the opportunity to reinforce our case for the importance of land trusts. We’ll report back to them. And if there’s a time when our member land trusts need to be there themselves, we’ll be sure to equip them.

In fact, our work equips land trusts everyday. One land trust called last winter asking about how to improve their board of directors’ manual. Our staff shared her inquiry with a few targeted land trust leaders, collected several examples, and provided an annotated set of sample documents within a week. We included one of the samples in the next edition of our electronic newsletter, and in response, four other organizations wrote to thank us for valuable and timely advice.

Although land trusts don’t close The Big Land Deal because of our e-newsletter, our staff’s participation in the listening session did not directly protect any more acres of Wisconsin, and neither the newsletter nor the listening session will earn mention on our list of annual highlights, they are still vital and consistently well-received services that define our core programming.

We are proud that our ambassadorship makes land trusts stronger, better funded, and better known. We’re engaged in that kind of ambassadorship every week as we act as on-call consultants and resource librarians, connecting Wisconsin land trusts to the wisdom of their peers nationwide.

No other organization in Wisconsin provides the same day-in, day-out service to land trusts.

So, thank you. Your contributions support our headline successes. Perhaps more importantly, your support of all the effort behind them is what makes Gathering Waters a unique and essential asset to Wisconsin land trusts. You are helping people protect Wisconsin’s special places.

Bud’s Legacy

In the weeks following the passing of Gathering Waters founder Harold “Bud” Jordahl we received several donations in his memory. Over the years, Bud asked that several of his own gifts to Gathering Waters, which were many and generous, support our internship program. To honor his commitment to mentoring tomorrow’s conservation leaders, those memorial gifts have also been earmarked as support for Gathering Waters’ internship program.

Gifts in Memory of Harold “Bud” Jordahl
Ruth Calden
Lyle Christenson
Kenneth Clark
Erik & Margaret Forsberg
Steven & Mary Hemshrot
Richard Holdbauer
John & Judith Hutchinson
Terry R. Jones
Mary Beth Keppel & Michael Kepler
Scott & Donna Lewein
Philip & Libby Lewis
William G. Lunney & Judie Pfeifer
Geoffrey & Edith Maclay
Pat Miller
Travis & Marcy Olson
Judith Pease
Donald Pfahler
Sandra Porter
Patricia Prime
Margaret & Morrie Rhude
John & Betty Lou Roberts
W. Jeffrey Smoller
Paul & Cindy Spetz
Employees of the Wisconsin Department of Administration

Gifts made in memory of Bud Jordahl will be used to fund GWC’s internship program.
FY 2010 Income $664,536

FY 2010 Expenses $718,167

Balance Sheet

<table>
<thead>
<tr>
<th></th>
<th>June 30, 2010</th>
<th>June 30, 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and investments</td>
<td>$ 508,258</td>
<td>$ 505,800</td>
</tr>
<tr>
<td>Unconditional promises to give</td>
<td>86,631</td>
<td>193,300</td>
</tr>
<tr>
<td>Other</td>
<td>11,143</td>
<td>9,600</td>
</tr>
<tr>
<td>Total Assets</td>
<td>$ 606,032</td>
<td>$ 708,700</td>
</tr>
<tr>
<td>Less</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liabilities</td>
<td>46,442</td>
<td>39,700</td>
</tr>
<tr>
<td>Temporarily restricted net assets</td>
<td>152,250</td>
<td>208,100</td>
</tr>
<tr>
<td>Unrestricted net assets</td>
<td>$ 407,340</td>
<td>$ 460,900</td>
</tr>
</tbody>
</table>

Students paddling at The Nature Conservancy’s Lulu Lake Preserve
15th Anniversary Campaign Contributors

Lead Contributor
Forest County Potawatomi Community Foundation

American Transmission Company
Brico Fund
Cedar Lakes Conservation Foundation
Door County Land Trust
Tom & Carol Ehrens
Enbridge Energy Corporation
Arthur Harrington
Terry & DiAnne Hatch
The Joyce Foundation
National Fish & Wildlife Foundation
Michele Parker
Arline Paunack
Wisconsin Department of Natural Resources
Wisconsin Energy Foundation

Members

$500 - $999
Burmester Charitable Trust
Dale Druckrey
Katy & Jim Dreyba
Lloyd & Katherine Eagan
Kimberly Gleffe
Charles & Jill Haubrich
Christopher Hughes
Amy Kaster
Stephen Koerner
Geoffrey & Edith Maclay
John & Janis Notz
Michael & Molly Striegel
$250 - $499
Loraine & William Adkins
Jack & Marian Bolz
Elaine Burke
R. David & Vinnie Callen
Mike & Allison Carlson
Joan Christopherson-Schmidt
Shemen Clark
Sara & Sean DeKock
Jerry Fauthschi & Pleasant Rowland
Faye Gehl
Conservation Foundation
Bob Gurdia & Betty Craig
James Hess
Ironwood Foundation, Inc
Wayne Jenson
Maggie Jones
John & Cynthia Lhost
James Lundberg
John & Carolyn Luth
James Mohood
Lindsey Morden
John & Jenny Moynihan
Randy Mower
Tim & Christy Munson

$100 - $249
Willa Schmidt & Kim Genich
SC Johnson Fund
Kelda Ross
Kelda’s Roys
SC Johnson Fund
Dollars for Doers Program
Will Schmidt & Kim Genich
Gerald Viste

$100 - $249
Active Appraisal Services
Betty Adelak
Todd Ambos
Norm Anderson
Sheryl Andreas & George Scilliet
Deane & Edith Amy
Jim Arts & Helene Amy
Nancy Aten & Daniel Collins
Janet C. Balding
Wendy Bemis
Eythe Bloch
Karim Borgh & Bill Christopherson
Jim Borchardt
St Brandt
Joan Braune & Tod Highsmith
Mary Brazeau Brown
Ed & Lois Brick
Kerry & Cheryl Brimmer
Susan & Charles Buchheit
Jim & Barbara Bunning
Quentin & Mary Carpenter
Arden & Judy Christenson
Richard & Rachelle Conklin
Jack Connelly & Terri Connelly Cronk
Kay Cowing
Paul & Abby DeLong
Tom & Bette Drought
Tony Earl
Vicki Ellen & Mike Ivey
Gerry & Signe Emmerich
Kristine Eleuclidean & Douglas Steege
David Falk & Jo Anne Robbins
Arthur & Virginia Fish
Ellen & Jon Flood
Judy & Fossen
Pamela Foster Felt & Tim Felt
Milford Gards
Catherine Garvens
Brad & Barb Glass
Steve & Debbie Gottschalk
Donald & Karen Grade
Shawn Graff
Lori Grant
Shirl & Michael Heinle
Claudia Haack
Paul & Philia Hayes
Allan Hermansen
Susan Herr-Hoyman
James Holden
John & Colleen Holmbeck
Jim Holperin
Don & Greta Janssen
Brent R. Johnson
Hiroko & Arlene Kanno
James & Katherine Kavemeier
Andrew Kellen
George & Sharon Kerckhove
Darcy Kind & Marc Vitale
John & Colleen Klus
Robert Koehler
Herbert H. Kohl Charities, Inc
Margaret A. Kohring
Laura Krasuc
Bill Kraus
Steve & Melanie Krawiec
Barbara Kruyne
David & Nancy Ladd
Anita & Mark Langer
Roma Lenihan
Alan Luloff & Kate Barrett
Thomas Lyon
Tony Mack
Darren Marsh
Mayes Wilson & Associates, LLC
Marie McCabe
Richard McCoy
Peter McKeever & Marena Kehl
Michael McMurtry
Richard Merrill
Pamela Meyer
Gene Mitchell & Janis Arnovich
Nancy & Thomas Mohs
John & Ann Molinaro
Jan Zimmermann & Rich Mortensen
Lucille Muldoon
Earl & Eleanor Munson
Brad Murphy
Mark Murphy
Marlynn Myers
Vernon & Rebecca Nagel
Tia Nelson
James O’Brien
J. Patrick O’Toole
Sally Overholt
Wayne & Jacqueline Pauly
Joy & Jim Perry
William Petersen
Bryan & Gail Pierce
Albert & Nancy Pipke
Dennis Presser & Laurie Larson
Therese Probst
Bob Retko & Kay Wienke
Lisa & Rhude
David & David Rieckmann
Senator Fred & Nancy Risser
Gene & Jean Roark
Steve Robertson
Jean Romback-Bartels
Gael & David Romoser
Amelia & Walter Rugland
Robert Rusch
Bernard Saley
Kerry & Fossen
Barbara Schwieso
D. David Sebold
Jim & Karen Severance
James & Rose Simne
Richard Smith
Bill & Jacqueline Smith
Paul & Cindy Spetz
Richard & Sue Stadelman
Richard & Laurel Steffes
John & Ellen Stephenson
Joseph & Jamie Steuer
Trish Stockton & Jonathan Ela
Roseann Strigel & Len Flourney
Jeff Streebel
Lee & Jacquie Swanson
Fred Teigtgen & Debra Byars
Marilyn & Marc Thravis
Robert Trapp
Thomas Uttech
Michael Vahldieck
& Kathleen Redmond
Patrick & Kathryn Daily
Delta Flexible Products, Inc
Neil Dromm
William A. Dickens
Kathleen Dickhut
& Paul Gobster
Mike & Kathy Dummer
William Gurda
Ron & Janet Eckstein
Jim Elleson
Linda Falkenstep
Richard & Lois Finch
Michael & Connie Finn
First Weber Group
Foundation, Inc.
Bob Fisher
Carol Fleisher
Anne Forbes & Jim Lorman
Bob Forsberg
Don Gabower
Steve Gaffield
Barbara & Donald Gilmore
Ron & Carla Giordano
Gary Glennon
Charles & Patricia Gohs
Al Goldstein
Jerry Gott
Robert & Phyllis Gottschalk
Ronald & Linda Gruber
Jeff Guetttinger
Dan Gustafson
Emily Hall
Alan Haney
Raymond & Elaine Hansen
Andrew Hanson III
L.B. Hardy
Brauna Hartzell & Jeff Blakely

Land Legacy Society
We are grateful for the leadership of the following contributors:
$5,000 and above
Arthur Harrington
Terry F. & DiAnne Hatch
Kleissig Family
Jean & Walter A. Meanwell
Arline Paunack
Eric & Jane Schumann
John & Joan Seramur
$2,000 - $4,999
Francis Beidler III
Tom & Carol Ehrens
John M. Kohler Foundation
Lud Foundation
Wendy McCauly
Luigi Mumford
Glenn Reini & Sara Krebsbach
$1,000 - $1,999
Adreani Family Foundation
American Transmission Company
Darrell Bazell
Bill Berry & Nick Schulz
Bill & Katherine Biersach
Linda Bochert
Anne Bolz
Hugh & Helena Brogan Foundation
Lyn & Jay Carlson
Debbie & Bob Cervenka
Peter & Joy Dohr
John J. Frautschi
Peter & Joy Dohr
Lyn & Jay Carlson
Anne Bolz
Bill & Katherine Biersach
John J. Frautschi
Family Foundation
Alice Godfrey
Joy & Rob Gottschalk
Rob & Elke Hagge
Rita Hayen & Walt Boeshar
Hepburn “Bootstrap” Foundation, Inc.
Terry Hitz
Lawrence Hitch
Tuck & Peggie Mallery
Howard & Nancy Mead
Lewis & Vicki Posekany
Mary Kay Ring
Perry Rossa
G.J. Scholz
Ernest C. Stygbe, Jr
Gail & Will Van Haren
Wachovia Foundation
Frank & Mariana Weinhold
Nancy C.H. Winter
John & Cindi Woollam
Michael Anderson
Thomas & Barbara Anderson
Steve Apfelbaum
Brian & Rhonda Arndorfer
Judith Ashford
David & Eileen Baldus
Wayne Hanson & Janet Beach-Hanson
Jeanne Behrend
Gary Berger
Dale Biehl
& Dorothy Gertsch
Marilyn & Normam Bleden
Casey Eggelston & Beth Bier
Sharon Bloodgood
Thomas & Linda Blount
Stephen Born
Allan Bostwick
Sarah & Peter Botham
Bob & Jacki Bradham
Robert & Ann Brediger
Ann Brummitt
Susan Buchanan
Donald & Carol Buckman
Diane Buday
Gary & Carrie
Marcus Chang
Robin Chapman
& Will Zarwell
Carol Chen & Tim Hacker
Nancy & Kathleen Rhein
Rhonda Clayton
Randy & Karen Cooper
Scott & Liz Cooper
Brian & Karen Copp
Pat & Dan Cornell
Nancy Counter
Jean Crawford
Nora Cusack
& Brent Cusack
Noel Cutright
& Kathleen Redmond
Patrick & Kathryn Daily
Delta Flexible Products, Inc
Neil Dromm
William A. Dickens
Kathleen Dickhut
& Paul Gobster
Mike & Kathy Dummer
William Gurda
Ron & Janet Eckstein
Jim Elleson
Linda Falkenstep
Richard & Lois Finch
Michael & Connie Finn
First Weber Group
Foundation, Inc.
Bob Fisher
Carol Fleisher
Anne Forbes & Jim Lorman
Bob Forsberg
Don Gabower
Steve Gaffield
Barbara & Donald Gilmore
Ron & Carla Giordano
Gary Glennon
Charles & Patricia Gohs
Al Goldstein
Jerry Gott
Robert & Phyllis Gottschalk
Ronald & Linda Gruber
Jeff Guetttinger
Dan Gustafson
Emily Hall
Alan Haney
Raymond & Elaine Hansen
Andrew Hanson III
L.B. Hardy
Brauna Hartzell & Jeff Blakely

2010 annual report

July 1, 2009–June 30, 2010
Howard Czoschke
Richard & Susan Davidson
Sandy DeWalt
Burt Dodds & Danielle Wood
Vicki Drenning
Pat & Penny Durkin
Richard Eager
Wes & Karen Ebert
Jane Edson
Thomas Eggert
Judith Emmert
Lee & Barb Engelbrecht
Clem Engen
Marcia & Paul Engen
Joanne Eveland
Hilty Frey
Patricia Finder-Stone
Michael Flynn
Gary & Darlene Foat
Martha Frey
Shel & Warren Gaskill
Michael Gay
Lisa Geer
Sheldon & Doran L. Gendelman
Ronald Grasshoff
Karen Groot
Stan Gruszynski
Dan & Joan Gunderson
Anne Habel
John Hacker
Victoria Hall
Constance & Philip Hardacre
Tom W. Harnisch
Scott Harrington
Rebecca Hartmann
Craig Hatlevig
Gustav & Renate Hauser
Don Hawkins
Joette Heckenbach
Brian Heiken
Mary Hiebl
Dale & Sandy Hofmann
Beverly Hoppie
Brett Hulsey
George Jucklin
Deborah Jacobs
Andrew & Kristine Jacobson
Peggie James
Jay Jerde
Paul Kaarakka
Dan Kaemerer
Bill Kehl
Jeff & Beth Kelling
Edward & Kay Kendall
Russell Kretzger, AICP
Mary Ann Kniep
Charles Korger
Kevin Koth
Douglas & Susan Kowalski
Ric & Barb Kuss
Lester Laack
Jack Ladinsky
Adam LaFave
Renee Lauber
Geralyn Leannah
Richard & Richelle Lehmann
R. W. & J. P. Lottridge
Charlie Luthin & Nancy Piraino
Ted Macay
Madison Community Foundation
Bernice C. Maertz
Bill & Karen Maki
A. Bela & Julie Maroti
Mark & Sue Martin
Nichelle & Paul Martin
Joe Mathers
Mike McCabe & Marilyn Feil
Rosemary McCarthy
Mary McFadden
The Holland Sand Prairie, forever protected by the Mississippi Valley Conservancy
Fiscal Year 2010 Highlights

Stewardship Rulemaking Stamina After almost two years of public process, NR-52, the administrative rule governing public use of lands purchased with Knowles-Nelson Stewardship Funds, became law on August 1, 2010. In the preceding year, Gathering Waters staff informed, advised, negotiated, and advocated on behalf of land trusts. We equipped participants in public listening sessions, kept land trusts and our supporters informed and engaged. The rulemaking process divided conservation supporters, at times deeply. Gathering Waters remained a solution-oriented advocate for a program flexible enough to protect places important to Wisconsin communities. We are proud to have been at the table to craft the compromise that became the final rule. We are even more pleased, with expanded funding of the Stewardship Program starting July 1 this year, to help land trusts work with the revised rule to permanently protect many more of Wisconsin’s special places.

Protecting Wisconsin Farmland With the Working Lands Initiative passed into law, we spent the last year acting as liaison between the land trust community and the Department of Agriculture, Trade and Consumer Protection, as the agency built Wisconsin’s first program to purchase conservation easements on working farms. With our partner, American Farmland Trust, we have maintained www.wisconsinfarmland.org, a clearinghouse of resources, status updates, and inspiring stories related to the Working Lands Initiative’s land conservation programs.

The 2010 Wisconsin Land Trust Retreat Our signature event—part conference, part celebration, all fun—was the largest to date. We educated, fed, and celebrated land trusts’ staff and boards. This year’s retreat featured conversations about working land protection, the ever-complicated legal landscape in which land trusts work, board governance, and much more. This is the only statewide event dedicated to the concerns of the land trust community, and we, again, offered it at no charge to participants.

Delivering GIS Resources to Lake Michigan Basin Land Trusts The 10 member land trusts of the Lake Michigan Shorelands Alliance (LMSA) have created a powerful new outreach and planning tool. Last year, we collected data from almost countless sources and contracted mapping experts at the Trust for Public Land to create maps of each organization’s service area and the entire basin. These detailed maps reflect where permanent land conservation will provide recreational opportunities, protect critical working lands, safeguard surface water quality, and protect irreplaceable wildlife habitat. This project laid the groundwork for an expanded, interactive mapping tool coming to LMSA land trusts next year.

On Call, Online & On the Road A staff meeting last fall revealed that in a single week, our 6 staff had been in contract with 11 land trusts. That’s typical. We logged thousands of miles on Wisconsin roads visiting the organizations we serve. We conducted comprehensive organizational assessments, delivered customized fundraising trainings, offered a land trust board orientation, a capacity-building workshop, and more. We are land trusts’ reference library: last year we delivered answers about directors and officers insurance, corporate donor campaigns, and easement monitoring procedures, to name a only a few examples. On the phone, on the road, and online via a revised email newsletter, social media sites, a web-based technical forum and a soon-to-be launched new website, we strived last year, as always, to keep pace with the expanding needs of the land trust movement.

Land Trust and Conservation Organization Members

Baird Creek Preservation Foundation
Baraboo Range Preservation Association
Bayfield Regional Conservancy
Caledonia Conservancy
Cedar Lakes Conservation Foundation
Chippewa County Land Conservancy
Couderay Waters Regional Land Trust
The Conservation Fund
*Door County Land Trust
Driftless Area Land Conservancy
Friends of Pheasant Branch Conservancy
Geneva Lake Conservancy
Glacial Lakes Conservancy
Green Lake Conservancy Foundation
Green-Rock Audubon Society
Half Moon Lake Conservancy
Ice Age Trail Alliance
Kenosha/Racine Land Trust
Kettle Moraine Land Trust
Kinnickinnic River Land Trust
Land Trust Network of Jefferson County
Madeline Island Wilderness Preserve
Milwaukee Area Land Conservancy
*Mississippi Valley Conservancy
Natural Heritage Land Trust
The Nature Conservancy
North Central Conservancy Trust
Northeast Wisconsin Land Trust
Northwoods Land Trust
Ozaukee Washington Land Trust
The Ridges Sanctuary
River Revitalization Foundation
Riverland Conservancy
Standing Cedars Community Land Conservancy
Tall Pines Conservancy
The Prairie Enthusiasts
Town of Dunn
Waukesha County Land Conservancy
West Wisconsin Land Trust

*Thank you to the organizations who fulfilled their final pledge commitments to GWC’s Stewardship Campaign in the 2010 fiscal year.
Thank you. For fifteen years, Gathering Waters has pursued our mission confidently thanks to the reliable support of people who care about land in Wisconsin. In July, just after the close of the fiscal year that this report reflects, the Board of Directors of Gathering Waters sat down to craft the organization’s next three year strategic plan. It is an exciting project to chart the course of this ambitious organization, and satisfying to know we can be so ambitious because of our faithful contributors. You are helping people protect Wisconsin’s special places. Thank you for your continued support.

Chris Hughes, Board President