Colorful fall leaves swirl in the water late in October at Pewits Nest State Natural Area, near Baraboo.

Photo Credit: Dendron
The future of state land conservation funding

We are approaching a critical crossroads for land conservation in Wisconsin with funding for the Knowles-Nelson Stewardship Program slated to expire in 2020.

Gathering Waters is committed to leading the advocacy effort to secure additional state funding for land conservation—and we’re prepared to push for the best possible outcome.

In 2018, we will:

• Ask for the public’s opinion about land conservation. Through statewide polling and regional focus groups, we’ll learn what the voters think.

• Share powerful stories with candidates for elected office that communicate the impact of land conservation in communities across Wisconsin.

• Make it easy for you to connect directly with decisionmakers, and let your voice be heard.

• Mobilize the land trust community to become ambassadors and community-based advocates for land and water protection.

For more information about Gathering Waters’ advocacy initiatives and how you can get involved, contact Mike Carlson at carlson@gatheringwaters.org.

For more information about the Knowles-Nelson Stewardship Program, visit gatheringwaters.org/knsteewardship

Sincerely,

Mike Carlson
Executive Director

Matthew Reetz
Board President

P.S. We’ve launched our new strategic plan designed to take Gathering Waters and Wisconsin’s land trusts to a new level of leadership and impact. Check it out, at: gatheringwaters.org/strategic-plan

Thank You!

Because of your generous support of Gathering Waters, there are countless land conservation success stories to celebrate across Wisconsin.

This edition of CrossCurrents highlights activities that members, like you, have already made possible in 2018.

Our 2017 Annual Report is also included; it offers you a glimpse of the difference your support made last year.

Thank you for your commitment to making sure that Wisconsin continues to have special places for everyone to enjoy.

Sincerely,

Mike Carlson
Executive Director

Matthew Reetz
Board President
Welcome our new staff!

Patricia McMurtrie joined Gathering Waters in March 2018, as our Communications Specialist. Pat drafts stories and narratives for print publications and several electronic platforms. She produces our newsletters, annual reports, and blogs. Pat also writes content needed for our development, outreach, and advocacy programs. Her diverse background as a consultant, writer, and co-owner of a marketing agency allows her to speak to many audiences. When she’s not in the office, Pat enjoys hiking, snowshoeing, kayaking, camping, and photographing scenic landscapes. Rumor has it that she may also be a closet birder.

Cathy Hart joined Gathering Waters in April 2018, as our Office Manager. Cathy keeps the office running smoothly. She greets visitors and guests, processes information requests, and supports our staff while helping create an efficient and pleasant work environment. Cathy comes to Gathering Waters from the Arthritis Foundation of Wisconsin where she managed vendor contracts, donor databases, and corporate sponsorships. She also performed administrative functions for three field offices. Her nonprofit experience includes planning and preparing for fundraising events, conferences, and seminars. Outside the office, Cathy enjoys visiting parks, riding Wisconsin’s bike trails, and experiencing other natural areas.

With these new additions, the Gathering Waters’ team is even better equipped to help protect the Wisconsin you love.

To learn about the rest of our staff, visit gatheringwaters.org/staff

Gathering Waters’ Mission is to help land trusts, landowners, and communities protect the places that make Wisconsin special.

Phone: 608.251.9131
www.gatheringwaters.org

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Learn more about our Board Members at gatheringwaters.org/board

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Tony Schuster, Chippewa County Land Conservancy
Tom Stolp, Ozaukee Washington Land Trust
Kevin Thusius, Co-Chair, Ice Age Trail Alliance
Jim Welsh, Groundswell Conservancy
Bur Zeratsky, Green Lake Conservancy

Learn more about the Council at: gatheringwaters.org/council
The 2018 Land Trust Conference gave land trust professionals an opportunity to learn, share challenges, and revel in their successes, as they met with friends, partners, and associates from across Wisconsin. Many land trust leaders gained new information about financial management, conservation monitoring, and digital dashboards. Attendees also enjoyed informal roundtable discussions about fundraising, easement provisions, land management, wetlands, and climate change.

More than 80 people from 40 land trust organizations attended Gathering Waters’ 2018 Land Trust Conference held March 8-10, 2018, at the Stoney Creek Lodge and Conference Center in Onalaska, Wisconsin.

Thank you to the Mississippi Valley Conservancy who co-hosted Thursday night’s reception and Friday afternoon’s guided hike through the Mathy Quarry in the La Crosse Blufflands. (See the back page for a spring photo of the Quarry.)

Craig Thompson, Section Chief, Bureau of National Heritage Conservation, Wisconsin DNR, entertained many with his presentation, “Putting Tweety on Point: Birds as Conservation Catalysts.” Though Craig’s delivery was lighthearted, his message was serious. As bird populations in the Midwest decline, protecting our land becomes more important.

All Photos by Mindy Petersen
Networking opportunities energized leaders with fresh ideas and a sense of community.

The Potluck Dessert Competition returned in 2018. The 2014 winner and one of this year’s judges, Carol Abrahamzon of the Mississippi Valley Conservancy, made the trophy and tasted every delectable entry.

Janet Smith’s empty platter proved her melt-in-your-mouth, SI!Nsational Double Chocolate Mousse Cake was a winner.

The conference makes an impact

The survey responses from our attendees, said:

91% will share information from the conference
85% will try something they learned
82% will request more information from specific contacts

The conference gives the next generation of land conservationists an opportunity to network with today’s land trust leaders. Students from the Land Conservation Society, a UW-Stevens Point student organization, made the journey to learn and connect.

“A great event! It’s the best land trust conference I’ve attended. As the Director of Land Conservation for the Ice Age Trail Alliance, I felt the opportunities provided were incredibly valuable. I’m going home energized with some great ideas.”

~Kevin Thuis
Ice Age Trail Alliance

A special thanks to our sponsors who made the 2018 Land Trust Conference possible:

Presenting Sponsors
American Transmission Company
We Energies

Lead Sponsor
Alliant Energy Foundation

Partners
Land Trust Alliance
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Benefactors
Dairyland Power Cooperative
Mississippi Valley Conservancy

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Wisconsin Wetlands Association

Cheerleaders
Wegner CPAs
Maureen Kinney

Photo courtesy of Ice Age Trail Alliance

Networking and learning energizes land trust leaders

“Networking opportunities energized leaders with fresh ideas and a sense of community.”
Save the Date and Celebrate

Join us on September 20, at 5:30 PM, at the Monona Terrace in Madison, Wis., for a night of celebration, networking, food, and fun.

The 2018 Land Trust Leadership Awards Celebration recognizes land conservation leaders in the following six categories:

- Land Trust of the Year
- Conservationist of the Year
- Policymaker of the Year
- Land Legacy Award
- Rod Nilsestuen Award for Working Lands Preservation
- Harold “Bud” Jordahl Distinction Award

Please save the date. We’d love to see you at the 2018 Awards Celebration.

Register online at gatheringwaters.org/awards-registration before August 1, to take advantage of early bird pricing.

Meet Dan Wisniewski, the 2017 Harold “Bud” Jordahl Lifetime Achievement Award winner

Dan Wisniewski of Middleton, has dedicated more than 40 years to land and water conservation in Wisconsin.

Throughout his career in state and local governments and his volunteer efforts, Dan influenced public policy and inspired communication about land conservation.

Dan held many roles with groups such as Trout Unlimited, Northwoods Land Trust, Pheasant Branch Conservancy, Dane County Parks Commission, and the Wisconsin Boards of Commissioners of Public Lands. He used his keen ability to cultivate collaboration between conservation groups and government agencies. A few highlights of Dan’s efforts include:

- Securing funding for stream restoration
- Improving public access to protected areas
- Advocating for 65,000 acres in Northwest Wisconsin’s Wild Rivers Legacy Forest.

Dan’s commitment to land conservation helped land trusts secure Knowles-Nelson Stewardship funding. He initiated a program that identified quality natural areas, which led to the Department of Natural Resources’ protection of approximately 12,000 acres of sensitive habitat.

His current efforts include helping to build a Dane County Parks Endowment, which will support the efforts of several thousand county park volunteers.

Those who have worked with Dan appreciate his passion for conservation and his savvy approach to fundraising and public policy advocacy.
Take a look back. You made a difference in 2017!

Last year, your support of Gathering Waters strengthened land trusts and helped ensure lasting land conservation that meets community and ecological needs throughout Wisconsin. With your support in 2017:

- **31%** of Wisconsin land trusts are now nationally accredited
- **248** land trust professionals received training
- **39** conservation organizations attended our 2017 Land Trust Conference to network and learn
- **29** properties in 12 counties, totaling 1,500 acres were permanently protected with funding from the Knowles-Nelson Stewardship Program
- **100%** of your support helped protect the places and way of life that you love most about Wisconsin

### Balance Sheet

**FY 2017**

**Assets**

- Cash $457,190
- Unconditional promises to give 800
- Prepaid expenses and other 15,356
- Investments 234,021

**Total Assets** $707,367

**Liabilities**

- Liabilities $15,151
- Restricted net assets 93,650

**Unrestricted Net Assets** 598,566

### Revenue and Expenses

**Revenue**

- Grants and contracts $308,500
- Contributions from individuals 256,887
- Contributions from land trusts 52,905
- Special events 17,802
- Investment income and other 22,802

**Total Revenue** $658,896

**Expenses**

- Land trust services $137,427
- Education and outreach 145,232
- Policy and government relations 132,420
- Program development 19,720
- Management and general 27,879
- Membership and fundraising 89,124

**Total Expenses** $551,802
Since 1994, your support...

has helped protect and manage special places throughout Wisconsin, such as:

• Bayfield and Door County orchards
• Northwoods’ forests and lake shores
• Cross-country skiing and hiking trails
• Green space and bike trails in urban neighborhoods
• Madeline and Washington Islands
• The Ice Age Trail
• Bluffland areas
• Farmland throughout Wisconsin
• And many more

Not only have you helped protect land and water resources during the past few decades, but you have also helped:

• Protect forests and wetlands, our natural water and air filters
• Preserve habitats and historical places
• Connect people to the land in urban and rural areas
• Generate billions of dollars through tourism, outdoor recreation, forestry, and agriculture
• Educate and inspire children in outdoor classrooms
• Employ urban youth through the Earn & Learn Community Work Experience Program
• Create thousands of jobs
• Provide free access to protected spaces for outdoor enthusiasts

Thank you for your support! Your gifts make a lasting difference.

Individual

A special thank you to the individuals who help protect the places that make Wisconsin special through membership and sponsorship of events.

$500 – $999
Susan Buchanan
Elaine Burke
Douglas & Sherry Caves
Peter & Joy Dohr
Lloyd & Patrick Eagan
Tony Earl & Jane Nemke Earl
Vicki Elkin & Mike Ivey
Matt and Kay Frank
Elizabeth Frautschki
Joy & Bob Gottschalk
Don & Ingrid Hammes
Stephen Koerner
Tom & Margie Krauskopf
Richard McCoy
Lorain Olsen
Jeff & Barb Ottum
Lew & Vicki Posekany
John & Lorie Raihala
Matthew Reetz & LeAnn White
Glenn Reinl & Sara Krebsbach
Jonathan & Ann Rigden
Rebecca Smith & Rob Peters
Peter Stein
Marilyn & Marc Thwaits
Gail Van Haren

$250 – $499
David & Kate Allen
Ken & Ruth Arentsen
Mark & Jennell Ballering
Chuck Bauer
Linda Bochert
Jack & Marian Bolz
Joan Braune & Tod Highsmith
Arlen & Judy Christenson
Sheren Clark
Charles and Dianna Colman
Roger Dreher

$100 – $249
Anonymous
Anonymous
Anonymous
Loraine & William Adkins
Todd Amba and Beth Wentzel
Norman & Peggy Anderson
Bob Aragona
Judith Ashford
Norman & Carol Aulabaugh
David Banga
Janet Beach Hanson & Wayne Hanson
Gretchen Benjamin
Michael Bishop
Evelyn & Richard Bjorklund
James Block & Terese Allen
Allan and Margaret Bogue

Our members

Thanks you!

Gathering Waters extends our deepest thanks to everyone who contributed to land conservation in our 2017 fiscal year. Your commitment to protecting Wisconsin’s most loved places is greatly appreciated.

If you notice any errors related to your contribution, please let us know.
Land Legacy Society

Members of this special group of Gathering Waters’ supporters make annual gifts totaling $1,000 or more to help ensure Wisconsin’s special places are protected forever. We are grateful for their leadership.

$10,000 and above
Kreitz Living Trust
Tom & Carol Ersahm
Eric & Jane Schumann

$5,000 – $9,999
Jean & Walter A. Meanwell
David & Nancy Walsh

$2,500 – $4,999
Susan Bemis

$1,000 – $2,499
Anonymous
Bill & Katherine Biersach
Charles R. Boardman, M.D.
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Mike & Allison Carlson
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Willi Van Haren
Stephanie & Michael Vrabec
Frank & Mariana Weinhold
Gary Werner & Melanie Lord
John & Cindy Woollard
Leave a lasting legacy

A planned gift is a contribution arranged in the present and given in the future. Commonly donated through a will or trust, planned gifts are most often granted once the donors have passed away.

We would like to express our heartfelt gratitude to the families and individuals listed below, who have included Gathering Waters in their giving plans. With these gifts, they leave a legacy, protecting the places and way of life that make Wisconsin so special.

**Under $50**
- Anonymous
- Brenda Allen-Johnson
- Dan Anderson & Joan Nugent
- Janet Anderson
- Bruce Barrett
- James & Carol Baumgart
- Allan Beatty
- Dr. James Bennett
- Paul Bentzen
- Lois Bergerson & R.J. Auner
- Pamela & Greg Bisbee
- Vera & Ross Boone
- John Bouda
- Kenneth Bradbury
- Jaimi Brown
- Nancy and Jim Bruins
- Robert Bueckers
- Nancy Burke
- Carole Burzynski
- Ruth Calden
- John and Carol Cantwell
- Eleanor Cauley
- Bob Cedar
- Abbie Church
- Dr. Marcus Cohen
- Deb Congdon
- Barbara Constans
- Melissa Cook
- Nancy Counter
- Alan Czeshinski
- Howard Czoschke
- Aaron Dumas
- Pat & Penny Dunkin
- Jane Edson
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- Gerry & Signe Emmerich
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- Michael Flynn
- Keith & Mary Franz
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- Adam LaFave
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- Patricia Timm & Cliff Stern
- Karen & Christen Upper
- Małyna Utzinger
- Cindy Van Pelt
- Bob & Dawn Weber
- Jack Westman
- Cat Williamson
- Adam Wunderlin

**$50,000 – $99,999**
- Caerus Foundation, Inc.

**$100,000 +**
- Brico Fund
Your support ...

Restores habitats

Land Trust Members

We provide the following land trust members with tools, resources, services, and a collective voice to promote excellence and advancement for each land trust while strengthening the state conservation movement as a whole.

- Baird Creek Preservation Foundation
- Baraboo Range Preservation Association
- Bayfield Regional Conservancy
- Caledonia Conservancy
- Cedar Lakes Conservation Foundation
- Chippewa County Land Conservancy
- The Conservation Fund
- Coudery Waters Regional Land Trust
- Deer Lake Conservancy
- Door County Land Trust
- Driftless Area Land Conservancy
- Ducks Unlimited
- Geneva Lake Conservancy
- Glacial Lakes Conservancy
- Green Lake Conservancy
- Green-Rock Audubon Society
- Groundswell Conservancy
- Half Moon Lake Conservancy
- Lakeland Conservancy
- Land Trust Network
- Lorton Data
- Madeline Island Wilderness Preserve
- Muskego Lakes Land Conservancy
- Robert W. Baird & Co.
- Seno K/RLT Conservancy
- Standing Cedars Community Land Conservancy
- Swamplowers Foundation, Inc
- Town of Dunn
- Wegner LLP

Auction Donors

A special thanks to those who contributed in-kind gifts to make the 2017 Land Conservation Leadership Awards Celebration Silent Auction a success!

- 3 Sheeps Brewing
- Blackhawk River Runs
- Blacksmith Inn on the Shore
- Cave of the Mounds
- Central Standard Craft Distillery
- Peter Dahm
- Fontana Sports Specialties
- Harvest
- Ice Age Trail Alliance
- Just Coffee
- Lakefront Brewery
- Natural Resources Foundation
- Parallel 44 Vineyards
- Pig in a Fur Coat
- Planet Bike
- REI
- S&B Tubing
- Sherper’s
- Sprecher Brewing Co
- Steep & Brew
- UW Press
- Vortex & Eagle Optics
- Waypoint Public House
- Wild River Outfitters
- Willy Street Cooperative
- Wingra Boats
- Wisconsin Historical Society

Protect places that make Wisconsin special!

Visit gatheringwaters.org/special-places for more info.

$25,000 – $49,999
- National Wildlife Federation
- The Brookby Foundation

$10,000 – $24,999
- Forest County Potawatomi Foundation
- Western Conservation Foundation

$5,000 – $9,999
- American Transmission Company
- Door County Land Trust
- E.C. Styberg Foundation, Inc
- Enbridge Energy Corporation
- Evuye Foundation
- Fund for Lake Michigan
- John M. Kahler Foundation
- Land Trust Alliance
- The Nature Conservancy
- We Energies Foundation

$2,500 – $4,999
- Alliant Energy Foundation
- Driftless Area Land Conservancy
- Geneva Lake Conservancy
- Groundswell Conservancy
- Madison Gas & Electric Foundation, Inc.
- Mississippi Valley Conservancy
- Ozaukee Washington Land Trust
- Tall Pines Conservancy

$1,000 – $2,499
- Anonymous
- Adreani Family Foundation
- Alliant Energy
- Bayfield Regional Conservancy
- Bolz Family Endowment Fund
- Cedar Lakes Conservation Foundation
- Hamill Family Foundation
- Ice Age Trail Alliance
- John J. Frautschi Family Foundation
- Kettle Moraine Land Trust
- Kinnikinnic River Land Trust
- Lakeshore Natural Resource Partnership
- Madison Audubon Society
- Northeast Wisconsin Land Trust
- Northwoods Land Trust
- River Revitalization Foundation
- Riverland Conservancy
- Stafford Rosenbaum LLP
- The Conservation Fund - National Office
- The Prairie Enthusiasts
- Waukesha County Land Conservancy

$500 – $999
- Anonymous
- Caledonia Conservancy
- Dairyland Power Cooperative
- Deer Lake Conservancy
- Donde LLC
- EcoTrust
- Glacial Lakes Conservancy
- Green Lake Conservancy
- Ironwood Foundation, Inc
- North Central Conservancy Trust
- West Wisconsin Land Trust
Interested in exploring the outdoors and having new adventures this summer? Do you enjoy walking, biking, or just being in nature?

Land Trust Days are coming! Stay tuned.