

Welcome **Eric Eckl**, founder of *Water Words That Work, LLC*. Eric has more than 15 years experience planning and carrying out issue advocacy, fundraising and behavior change campaigns. Eric is a sought-after speaker for environmental, marketing and technology conferences. He has appeared on CNN and been quoted in the *New York Times*. Eric sits on the editorial committee for the *Center for Watershed Protection* and the board of directors for the *Green Media Toolshed*. WLWCA looks forward to his luncheon presentation and his follow-up session Thursday afternoon.

Schedule At-A-Glance

December 8-9, Chula Vista Resort, Wisconsin Dells

Thursday, December 8

7:45 am-8:45 am	Continental Breakfast
8:00 am-11:00 am	Silent Auction Item Drop-Off
8:00 am-6:00 pm	Conference Registration Open
8:45 am-9:45 am	WLWCA Board of Directors Meeting
10:00 am-11:30 am	WLWCA Welcome and Keynote Address
11:00 am-1:00 pm	Guest/Spouse Chef Demonstration and Lunch
11:45 am-1:15 pm	Luncheon Presentation
1:15 pm-6:00 pm	Silent Auction Open For Bidding
1:30 pm-2:45 pm	Breakout Sessions
2:45 pm-3:00 pm	Refreshment Break, Visit Exhibits & Auction
3:00 pm-4:15 pm	General Session: WLWCA-WALCE Merger
4:00 pm	Hotel Check-in
4:30 pm-5:00 pm	Area Association Meetings
5:00 pm-6:15 pm	Social, Visit Exhibits & Auction
6:15 pm-9:00 pm	Dinner Banquet, Youth Speakers & Awards

Friday, December 9

7:00 am-8:00 am	Breakfast Buffet
7:00 am-8:00 am	Conference Registration Open
7:00 am-10:00 am	Silent Auction Item Pickup
8:15 am-9:30 am	Breakout Sessions
9:30 am-10:00 am	Business Meeting Registration Open
10:00 am-12:00 pm	Business Meeting
10:30 am	Hotel Checkout

Session & Event Descriptions

Thursday, December 8

10:00 am-11:30 am: WLWCA Welcome and Special Presentation

Welcome by WLWCA president **Charles Wagner**. A local color guard will post the colors. Then, WLWCA Executive Director **Julian Zelazny** presents the 2011 annual report and reviews resolutions for consideration. Session closes with biologist **Don Reiter** (invited) of the Menominee Indian Tribe of Wisconsin, who will share the history of lake sturgeon management in Wisconsin.

11:45 am-1:15 pm: Luncheon Presentation

“The World Outside: What They Say About Why Your Work Matters”

Join WLWCA’s special guest **Eric Eckl** for a journey through conservation insights from social scientists and market researchers. The findings are both heartening and frustrating, but always fascinating! Learn what polls, surveys, focus groups, and other research tools teach us (and how they mislead us) about the public’s attitudes towards nature protection, pollution control, and professions in the field.

1:30 pm-2:45 pm: Breakout Sessions – Please pre-register.

- ❖ **Changes to the Working Lands Initiative:** *Join Lisa Schultz from the Department of Agriculture, Trade and Consumer Protection to find out about legal changes to WLI, updates regarding agricultural enterprise areas, certification activity for plans and ordinances, the status of conservation compliance and the PACE program. Then, Rick Stadelman, of the Wisconsin Towns Association, will provide a political perspective for some of the changes and discuss how local government officials can facilitate implementation.*
- ❖ **Combat Communications for Conservationists:** *Conservation and controversy go hand-in-hand. Sooner or later, the mud will fly and your work and your reputation will be on the line. In this training, you will hone messaging skills you need to set the record straight and*

come out on top! WLWCA's special guest **Eric Eckl** from *Water Words That Work* presents this session.

- ❖ **Greendale's West Grange Avenue Bioswale Project:** **Len Roecker**, municipal engineer for R.A. Smith National in Brookfield and **Robbie McFaul** from the Greendale Department of Public Works present an overview of the Village of Greendale's urban arterial roadway bioswale project. Learn insights into the design, construction, operation, and water quality benefits of the West Grange Avenue bioswale project constructed in 2009. Len also serves as the designated Village Engineer for Greendale and has provided engineering services to several towns, villages and counties in southeast Wisconsin for over 25 years.
- ❖ **Sandstone Mining & Reclamation – A County Perspective:** Large scale sandstone mines have become common in western Wisconsin as a result of increased demand for fracturing from the oil and natural gas industries. **David Nashold** and **Seth Ebel** from the Chippewa County Land Conservation and Forest Management Department share their experiences in regulating the reclamation of sandstone mines. Presentation focuses on lessons learned from county review and permitting with emphasis on reclamation and water management issues. David is a licensed engineer who has spent over 20 years working in conservation and on mine reclamation issues.
- ❖ **Timely, Adaptable Responses to Invasive Species:** This session gives an overview of potential responses to invasive species that can occur without grant funding, while waiting for additional funding, or that can jump start long-term planning. Approaches to purple loosestrife, Japanese knotweed and Eurasian water milfoil will be discussed and approaches can be adapted to other invasive species. **Chris Hamerla**, aquatic invasive species coordinator for Lumberjack RC&D and **Heather Palmquist**, AIS coordinator for Iron County LCD, lead the session.

3:00 pm-4:15 pm: General Session – WLWCA-WALCE Merger

For the past year, an ad hoc committee made of membership appointees by the boards of directors from WLWCA and the Wisconsin Association of Land Conservation Employees has been working on a proposal to merge

the two associations. They have recently completed their work and conducted an extensive outreach program to the two memberships regarding how a merged association would look and function. Both boards of directors have embraced the idea. The last step in the merger process is the adoption of a new set of bylaws by both groups, with the WLWCA vote schedule for Friday's business meeting. Join the presidents of WLWCA and WALCE, **Charles Wagner** and **Kurt Calkins**, to find out more about the merger proposal. The session will be assisted by WLWCA and WALCE Ad Hoc Merger Committee members as well as board members from both associations in attendance. Don't miss this great opportunity for Q&A ahead of your area association meetings and Friday's business meeting.

4:30 pm-5:00 pm: Area Association Meetings

Counties meet within their area associations to discuss proposals and resolutions to be considered at Friday's business meeting.

6:15 pm-9:00 pm: Dinner Banquet, Youth Speakers & Awards

Join us for dinner and speeches from the Wisconsin Conservation Awareness Speaking Contest. Afterwards, WLWCA recognizes the Conservation Farmer of the Year and the winner of the Outstanding Supervisor Award.

Friday, December 9

8:15 am-9:30 am: Breakout Sessions – Please pre-register.

- ❖ **Green Fire – Aldo Leopold and a Land Ethic for Our Time:** *See the first full length documentary film ever made about legendary environmentalist Aldo Leopold. Green Fire highlights Leopold's extraordinary career, tracing how he shaped and influenced the modern environmental movement. Leopold remains relevant today, inspiring projects all over the country that connects people and the land. Find out more at www.greenfiremovie.com. Run time: 72 minutes.*
- ❖ **How Can Digestion Be Part of Manure Management and Water Quality?:** *Find out about Dane County's experience with manure*

management after removing a stream from the EPA Impaired Water List, a fish kill, and phosphorus discharge to Lake Mendota. A review of farm advisory committee recommendations addressing short term and long term solutions and a feasibility study that evaluated alternative manure management strategies will be covered in addition to updates on current projects. **Kevin Connors** and **Pat Sutter** lead the session. Kevin is presently the director of Dane County Land and Water Resources and served as county conservationist from 1977-2005. Pat is currently the county conservationist, and served as the soil and water conservationist for Dane County from 1984 to 2001.

- ❖ **Land Conservation 101:** Geared towards newer supervisors, WLWCA Executive Director **Julian Zelazny** leads this session providing pertinent information on the organization, its partners and key programs. Columbia County Conservationist and WALCE President **Kurt Calkins** will also discuss his department's relationship with their LCC and how the LCD and agencies work together to accomplish conservation projects.
- ❖ **Perspectives on County Owned Dams:** **Chris Murphy**, county conservationist for Adams County and **Bill Sturtevant**, WDNR water regulation and zoning engineer, will provide general information on the requirements for insuring public safety and minimizing liability. This session also provides details on the Adams County Dam Inspection, Operation and Maintenance Program.
- ❖ **Wetlands Made Easier-New Approaches for Land Conservation Committees and Departments:** Wetlands contribute vital services and pose numerous challenges for Wisconsin communities. In this workshop, **Kyle Magyera** and **Erin O'Brien** of the Wisconsin Wetlands Association show how Wisconsin counties use zoning and other ordinances to address common wetland challenges and present cost-effective opportunities to improve local wetland policies and decision making. Participants will be invited to share perspectives on what tools, training and support land conservation committees need to better address wetland concerns and improve wetland protection.

10:00 am-12:00 pm: Business Meeting

Spouse and Guest Activities

Join Chula Vista's Chef Nick Connelly from 11:00 a.m. to 1:00 p.m., when he will demonstrate making Waldorf salad from scratch as well as a mouth-watering holiday treat to gear you up for this winter's festivities. Enjoy grilled chicken breast seasoned and tossed with fresh apples, celery and walnuts, finished with a creamy dressing and red grapes served on mixed garden greens. Lunch is complete with fresh baked bread, corn chowder and Chef Connelly's surprise seasonal holiday treat.

Chef Connelly is a graduate of Cordon Bleu culinary school and has served as Chula Vista's executive sous chef for over three years. Hailing from Alaska, Chef Connelly is excited to share his professional chef secrets following the demonstration and answer any questions you may have. Don't miss this fun learning opportunity!

After lunch, there are plenty of fun things for you to find to do at Chula Vista Resort and in Wisconsin Dells. Enjoy the silent auction and get pampered at Spa Del Sol, or visit the indoor water park. Get out and about in downtown Wisconsin Dells or visit the Tanger Outlet Mall to finish your holiday shopping. Stop by the WLWCA registration table to find out more about what's going on around town on Thursday, or if you need information on how to get transportation.

Spa Del Sol: www.dellsspa.com

Tanger Outlet: www.tangeroutlet.com/wisconsinDells

Support WLWCA Youth Education during the Annual Silent Auction!

Items at the silent auction are donated by county land conservation committees, departments, statewide conservation agencies, nonprofits and individuals to fund WLWCA Youth Education programs such as the State Conservation Awareness Poster & Speaking Contest and Wisconsin Envirothon.

WLWCA will be accepting items for auction on Thursday morning. Please consider donating a \$25 value item that represents your county. The values of all donated items are deductible to the contributor. Thank you for your support!

2011 WLWCA Annual Conference Registration Form

Please submit one form per registrant (guests/spouses of registrant use the same form). This form is available at www.wlwca.org/conference.html and may be submitted electronically. **Please send registrations by Friday, November 4, 2011.** Extra fees apply to registrations Emailed/faxed/postmarked after that date and for onsite registration. Registrations are transferrable at any time. Cancellations received on or before November 30 will be refunded minus a \$25 cancellation fee. Cancellations on or after December 1 will be refunded minus a \$25 cancellation fee and charges for all guest/spouse functions and meal functions including the refreshment break and social. No shows or cancellations on or after December 7 will be liable for the entire conference fee. **Due to covering pre-paid costs, there are NO EXCEPTIONS to the fee/cancellation schedule.**

ALL INFORMATION IS REQUIRED FOR COMPLETE REGISTRATION

Name (as you would like it on a name badge): _____

Guest/Spouse's name (if attending): _____

County: _____

Affiliation/Organization: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Conference Fees and Breakout Session Choices

Full Conference

Includes all sessions, events, meals, breaks and social.

\$200

Thursday Breakout Sessions

WILL CANCEL any session with less than 15 pre-registrants.

Thursday Only

Includes all Thursday sessions, events, meals, breaks and social.

\$145

Invasive Species

Friday Only

Includes all Friday sessions, events, breakfast and coffee break.

\$90

Working Lands Initiative

Guest/Spouse Chef Demonstration

*Includes Thursday's continental breakfast, chef's demonstration & lunch, WLWCA breaks, social, banquet and Friday's breakfast and coffee break. **WILL CANCEL AND REFUND \$5 IF THERE ARE LESS THAN 15 REGISTRANTS.***

\$65

Greendale Bioswale Project

Guest/Spouse, NO DEMONSTRATION

Includes all WLWCA conference meals and breaks.

\$60

Sandstone Mining & Reclamation

Late Registration Fee

For registrations Emailed, faxed or postmarked 11/5 to 12/6/2011.

\$10

Combat Communications

Onsite Registration Fee

For registrations on or after 12/7/2011. DO NOT SEND TO WLWCA.

\$15

Friday Breakout Sessions

WILL CANCEL any session with less than 15 pre-registrants.

TOTAL FEES – Please tally total here:

\$ _____

Land Conservation 101

Digestion/Manure Management

Special dietary/wellness needs (if any): _____

County Owned Dams

Screening of *Green Fire*

I am going to the 8:45 AM THURSDAY Board Meeting

The Board Meeting is NOT THE SAME AS THE FRIDAY BUSINESS MEETING.

Wetlands Made Easier

PAYMENT Check enclosed, payable to WLWCA, Inc. Please invoice organization for payment.

Call Chula Vista Resort to reserve your room at (855) 529-7628 and use booking ID 19278 by November 7 to receive single room rates of \$70 (double \$92). WLWCA does not book rooms for registrants.

KEEP A COPY OF THIS REGISTRATION FOR YOUR RECORDS!