

50 YEARS

Wisconsin Wetlands ASSOCIATION

2019 ANNUAL REPORT



Dear Wetland Enthusiast,

From the very beginning, Wisconsin Wetlands Association (WWA) has always been a group effort. Fifty years ago, a group of concerned citizens—including Jim and Libby Zimmerman, Bill Lunney, and Dan Caulfield—gathered to stand up for the wetlands in their communities. WWA has grown over the decades into a statewide network of passionate volunteers, leaders, and members like you.

Our success over 50 years is possible thanks to your support and the

many, many individuals who have come together for wetlands. We still can't do it without you.

Enjoy wetlands and all the richness they bring to your heart and soul. Stay involved: Wisconsin's wetlands need you!

Alison Peña, Board Chair



MONIKA BLAZS

Refining our strategy

Thanks to you, WWA has been the voice for wetlands in Wisconsin for 50 years. To remain effective over the decades, we periodically take time to look back, re-assess our current surroundings, and adjust our strategies to address ever-evolving conditions.

As part of this process, we adopted a new 2019-2023 Strategic Plan this year that refined our core strategies: advancing wetland knowledge, disseminating wetland knowledge, advancing wetland conservation policies and practices, engaging in place-based projects, and building wetland partnerships.

These four strategies are already apparent in our work: turn the page for highlights from the past year—work *you* make possible.

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Wisconsin Potato

and Vegetable Growers

Association

KATE REDMOND





Senator Janet Bewley (left) and Representative Beth Meyers (center) joined WWA for a tour in Ashland County to learn how degraded wetlands can lead to local flooding.



Hundreds of volunteers are helping restore the health of the Little Plover River, its floodplains, and wetlands.



Watch our videos at [wisconsinwetlands.org/videos](https://www.wisconsinwetlands.org/videos).



Engaging in place-based projects

WWA's place-based work is designed to provide the guidance, tools, and understanding that communities need to apply wetlands as solutions to the water issues they face.

In Ashland County, we're working with an array of partners to evaluate opportunities for wetland and stream restoration to help reduce local flooding. This project is designed to demonstrate and *quantify* how wetland restoration can help reduce infrastructure damage following big storms.

In the Little Plover River watershed, we're using science and outreach to promote voluntary actions that address long-standing groundwater management and water quality issues. Here, WWA is providing technical, outreach, and facilitation support to a large collaboration including local governments, state and federal agencies, agriculture and conservation groups, engineers, regulators, and others.

Telling wetland stories in a new way

This year, we debuted six short wetland videos to help communities, landowners, decision-makers, and others understand how protecting and restoring wetlands can reduce floods, support wildlife, and keep our waters clean. These videos have been viewed by tens of thousands of people.

The videos highlight how wetlands work at a watershed scale, addressing the challenges that result from altered landscapes, and they include engaging stories about the people who care for and protect Wisconsin's wetlands.

Look for more wetland videos next year! Meanwhile, visit our website to watch our current videos and explore ways that you can use them to start and enrich conversations and programs about wetlands in your community.

Encouraging better wetland policy through engagement

Many legislators from both sides of the aisle joined WWA on wetland tours this year, including Representative Romaine Quinn (left).



A variety of policies influence when, where, and how wetland conservation happens in Wisconsin. To improve wetland policies and practices, we work with state and local decision makers, helping them understand the value of wetlands.

This year, we began a program of hosting in-district field tours for state legislators to share how wetlands manage water on the landscape. Participants included senators and representatives from both sides of the aisle, as well as the Speaker's Water Quality Task Force. Many of our partners joined us on these well-received tours, including member organizations of the Sportsmen for Wetlands

Coalition, the Oneida Nation, Wisconsin Department of Natural Resources, the UW Discovery Farms Steering Committee, private individuals, agricultural groups, and county and local government representatives.



WWA joined UW Discovery Farms to start a conversation about wetlands as solutions to the water issues farmers face.



Attendees at our Oneida Nation Wetlands tour, one of our many 50th anniversary field trips, saw how the Oneida Nation is applying wetland protection and restoration at a landscape level.



Three of our founders, Dan Caulfield (left), Bill Lunney (center), and Libby Zimmerman (right) joined us for our 50th anniversary celebration. The late Jim Zimmerman (framed photo) was definitely there in spirit.

Celebrating 50 years of wetland conservation

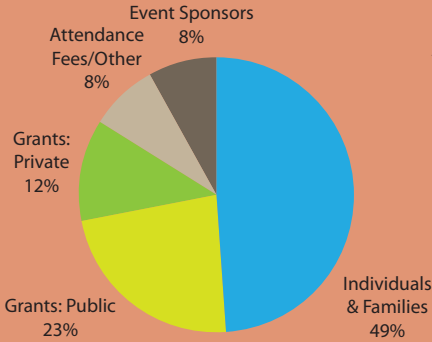
2019 marks the 50th anniversary of WWA, a milestone we've celebrated with presentations and field trips across the state all year long.

We began our celebrations with a lively kick-off at the annual meeting during the 24th annual Wetland Science Conference in Madison, WI. Old faces and new joined us to remember fifty years of caring for and protecting wetlands.

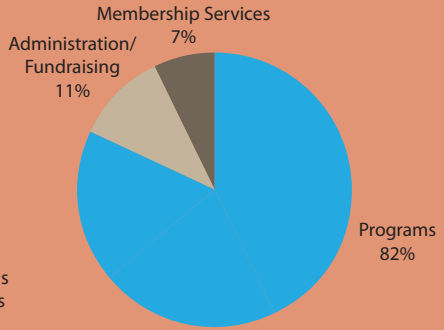
Our special anniversary events, including field trips and presentations on the origins of WWA and the importance of wetlands, have crisscrossed the state, sharing with long-time members and new supporters the wonder and value of wetlands.

There is still time to celebrate by getting your boots wet with us this fall! Check our online events calendar for more events: [wisconsinwetlands.org/fifty/events](https://www.wisconsinwetlands.org/fifty/events).

Total Revenue: \$700,935



Total Expenses: \$641,917



Wisconsin Wetlands Association is dedicated to the protection, restoration, and enjoyment of wetlands and associated ecosystems through science-based programs, education, and advocacy.



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