

Wisconsin Wetlands Association: 50 Years of Wetland Science, Policy, & Awareness

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Wisconsin Wetlands Association

**We help people and
communities
care for wetlands**



Wisconsin Wetland Loss

- Wisconsin has lost nearly HALF of its original 10 million acres of wetlands
- Much of the remaining wetlands are altered and degraded



WWA Founded on:

**Advocacy
Science
Awareness**

Let's tell the story...





Wisconsin Wetlands Association



Libby Zimmerman

1969

**Dane County Wetlands
Association**

1971

**Southern Wisconsin
Wetlands Association**

1977

**Wisconsin Wetlands
Association**



1970's–The Beginnings



Libby Zimmerman

Advocacy

Improve “Bad” Local Projects
CWA & State Wetland Policy

Science

UW Madison

Awareness

Beyond Waterfowl

WWA

All Volunteer



1980's—Building on the Foundation



Marita Valencia



Advocacy

Helping Build & Protect Integrity of WI Wetland laws

Science

Mitigation

Awareness

Wetlands Week

WWA

Newsletter



1990's–Era of Firsts



Advocacy

**WI Water Quality Standards
High Profile Legal Action**

Science

**Rise of Practitioners
Wetland Science Forum**

Awareness

Wetland Functions

WWA

Paid staff (after 25 years)



2000's – Rapid Growth



Sophia Steck



Alice Thompson

Advocacy

Strong Protections

Isolated Wetlands Bill

Science

Restoration

Manual/Trainings

Awareness

Wetland Gems®

WWA

**Website, State &
National Recognition**



2010's

Advocacy

Rollbacks

Legislative, Agency, &
Local Govt Outreach

Science

Watersheds/Hydrology

Awareness

Wetlands as Solutions

WWA

Partnerships, Place-Based
Work



Today



Kate Redmond

- **Annual revenue >\$700,000**
- **8 staff, 7 person board**
- **Members > 1,000**
- **FB subscribers > 8,000**
- **Annual Science conference attendance 300-400**
- **And growing...**

The Future: Our Theory of Change



**Advance & Disseminate
the Science**

**To Increase Knowledge &
Engagement of Key
Audiences**

**In Order to Improve
Policies and Practices**

To Achieve our Vision





We envision a state where wetlands are healthy and plentiful and support ecological and societal needs, and where citizens care for, appreciate, and interact with these natural resources.



Thank You!

