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

Erin O'Brien, Wisconsin Wetlands Association





# **Wisconsin Wetlands Association**



# **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

<u>1969</u>

Dane County Wetlands Association

**1971** 

Southern Wisconsin Wetlands Association

<u>1977</u>

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



**Advocacy** 

Helping Build & Protect Integrity of WI Wetland laws

**Science Mitigation** 

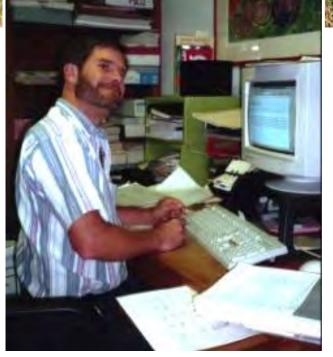
**Awareness Wetlands Week** 

**WWA**Newsletter



#### 1990's-Era of Firsts





#### **Advocacy**

WI Water Quality Standards High Profile Legal Action

#### **Science**

Rise of Practitioners
Wetland Science Forum

#### **Awareness**

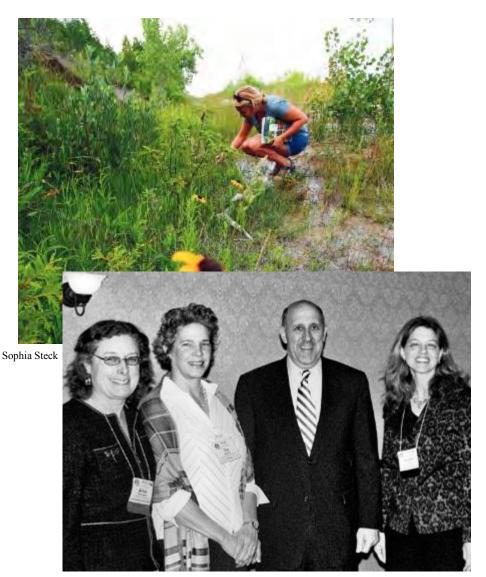
**Wetland Functions** 

#### <u>WWA</u>

Paid staff (after 25 years)



# 2000's - Rapid Growth



Alice Thompson

Advocacy

**Strong Protections Isolated Wetlands Bill** 

**Science** 

**Restoration Manual/Trainings** 

<u>Awareness</u>

Wetland Gems®

 $\underline{\mathbf{WWA}}$ 

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**



- 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





# Thank You!



