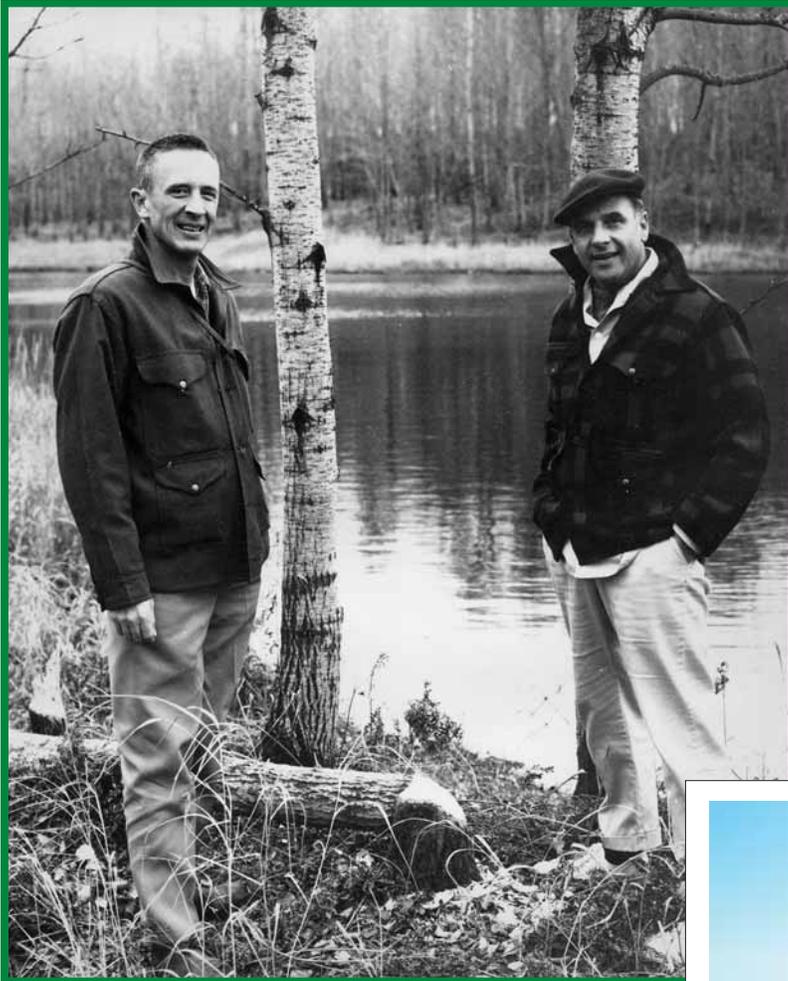


1000 FRIENDS OF WISCONSIN

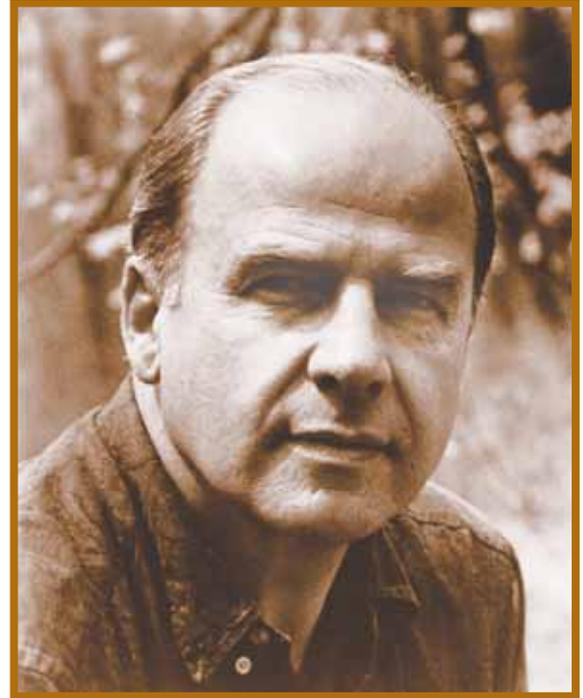
LANDSCAPES

FALL 2005



Bud Jordhal and Gaylord Nelson

“The nation’s environmental conscience has been lost.”



Gaylord Nelson 1916–2005



Apostle Islands National Lakeshore

Fred Wessel

Gaylord Nelson: *Environmental Statesman*

..... cover story on page 6

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The Director's Desk

Among the indelible images of New Orleans in the wake of Hurricane Katrina are the tens of thousands left behind the evacuation. Predominantly African American, the stranded victims of the hurricane were sentenced to a particularly grim version of hell on earth.

While the clean up continues and the fingers of blame are pointed, one sad fact remains: those without access to a car were left behind. It was a consequence of our priorities, not a consequence of what we can afford or can accomplish. We have failed at the state and federal levels to invest sufficient sums in transit services.

Tragically, those left behind in New Orleans are not the only ones abandoned by our transportation priorities. While nearly all suburban workers have access to a car—and over 90% use the automobile for commuting—48% of central city residents in Milwaukee have no access to a car. Combine that lack of access to an automobile and the tremendous loss of jobs, particularly manufacturing jobs in the central city and another portrait of those left behind emerges.

Despite the obvious need for transit for employment, for economic development and for national security purposes, we see local levels of government forced to either cut bus routes or raise fares almost every year. Meanwhile, we have no shortage of new roads.

In Wisconsin, legislators debate pork barrel highway projects, like highway 23 in northeastern Wisconsin, as if the economy of the state depended on it while giving short change to transit systems in desperate straits. Federal lawmakers throw billions at questionable road projects (like the \$223 million earmarked for the infamous Gravina Bridge to connect Ketchikan, Alaska—pop. 8,000, to a nearby island now serviced by a ferry) while watching transit systems wither.

We face some difficult choices and even more difficult political battles to rebalance our transportation system. Roadbuilders and many—if not most—drivers adamantly oppose giving up any portion of gas taxes for transit purposes. The roadbuilders routinely reinforce this opposition in the capitol, at the Department of Transportation and in the press. They also regularly reinforce their position of power with massive campaign contributions to their legislative benefactors.

Nevertheless, all of us gain from a healthy, balanced transportation system. Jobs are more available to those in central city jobless areas. Congestion on highways can be reduced by those opting for transit instead of taking up space on the highway. Economic development follows in the tracks of modern transit like light rail and streetcars. Yet some elected officials continue to harbor an irrational hatred for any modern transit improvements—even if it can be proven that those improvements will substantially increase economic development. (The Republican leadership in the Assembly and all Republican candidates for governor bow to AM talk radio and throw reason to the wind with their knee-jerk opposition to light rail.)

It shouldn't take an apocalyptic event like a major hurricane in New Orleans to bring the obvious need for transit to our attention. We can, however, learn from the devastation along the gulf coast that a robust transit system can help avoid leaving tens of thousands of people behind. All we need now is the willpower to recognize that we will be a much stronger country with a truly balanced transportation system.

—Steve Hiniker

Forest Sustains Family—Family Sustains Forest

Fred Clark, Owner and Forestry Consultant—Clark Forestry



The Schlender family enjoys shade from an old friend.

When returning home on a clear day Jeff and Shelly Schlender enjoy a 20-mile view of Sauk County for which many people would travel a long way. After 11 years they may have gotten used to it but they don't take it or any other part of living on 356 forested acres on top of Freedom Hill for granted.

For the Schlenders, living in the heart of the Baraboo Bluffs brings with it the opportunity and responsibility of living in one of Wisconsin's significant landscapes. On land that once produced marginal crops of hay and grain the Schlenders, both rural Sauk county natives, now manage actively for wildlife and sustainably produced timber. For the Schlender girls, life on the hill includes exploring in the woods, gathering firewood, hunting with their parents, and raising chickens and beef cattle. Abby, Cassie and Amy all envision one day running an animal rescue and rehabilitation clinic on the land.

Jeff is an avid hunter (he's created food plots including native grasses and other wildlife habitat improvements on old fields around the farmstead) and he believes timber is a crop and should be managed as such. But any concern for what that philosophy means for the woods is quickly dispelled upon leaving the kitchen table for a walk. With help from two partners, he practices a very low-impact style of logging using directional tree felling and a small four-wheel drive tractor and skidding winch. They harvest mature big tooth aspen along with other hardwoods, averaging about four thousand board feet (the equivalent of 30-50 trees) each season.

Following a value added philosophy that would be welcome at any organic farm; the Schlenders enlist a neighbor to mill their logs into lumber, flooring and paneling. Parts of the family home and outbuildings are now finished in hardwood lumber that has never left the top of Freedom Hill.

A new challenge came for the family in 2004 when with their partners, they added 222 acres of land purchased from The Nature Conservancy to their 134 acres of original ownership. In a transaction that took over a year to plan and execute, the family purchased the new parcel subject to a TNC conservation easement, while granting a similar easement on their existing ownership. The easements prohibit future home developments and stipulate the protection of existing forests while encouraging sustainable forestry practices.

While they've never had intention to develop other parts of the land, Jeff and Shelly were initially cool to the easement concept. They remain cautious about having limited their future rights and subjecting themselves to the additional oversight of long-term monitoring. "I was

raised on a farm and I know how to take care of land," Jeff says. "I had no major issue with the organization or the people we worked with; however who is to say how these restrictions will be interpreted 10 or 25 years from now?" Despite their reservations they found enough common ground in their desire to see the land protected, and enough benefit in the process to allow them to accept the agreement—a deal that allowed them to acquire the larger property they had hoped to own since they first moved to the hill.

Although busy with the mortgage business they own, they allow as much time as they can for the farm and for building their forest-based enterprise, with an eye toward using some of the products from the woods and their skills for helping friends and neighbors in need. As Shelly puts it, "We know this is a unique area. We've both been very lucky to be able to live and raise our family here. We feel a responsibility to take care of this land and give something back to this community." When asked about the future of the land beyond their own time Jeff adds, "When we're gone we hope one day one of our girls will want to live here after us, though we know you can never be sure of that. But we'll take care of it like they were. We'd like to see this place stay together."

With the decline of farm woodlots, people like the Schlenders are part of a new generation of Family Forest landowners. While the uses of private forestlands vary as widely as the people who own them, the commitment and passion of those owners is a unifying thread that is helping preserve healthy forests for generations to come.

1000 Friends Leads Forest Tour for Wisconsin Forestry Council Focus on Forest Fragmentation and Parcelization

Lisa MacKinnon

Early this summer Fred Souba, the Chair of the Wisconsin Council on Forestry, invited 1000 Friends of Wisconsin Policy Director, Lisa MacKinnon, to continue in a forest land use leadership role from the Governor's Forestry Conference and lead members of the Wisconsin Council on Forestry on a tour addressing the issues of forest fragmentation and parcelization.

The June 20th tour started at the UW-Stevens Point Treehaven Conference and Education Center in Tomahawk, WI, and traveled to four locations in Lincoln and Oneida Counties that illustrate both the challenges of increasing forest fragmentation and parcelization in the state, as well as the opportunities to protect our forest land for its many benefits through sound planning, the Forest Legacy Program, the Managed Forest Law and other tools for public and private forest owners.

The first stop was in the Town of King, where Steve Guthrie, Woodlands Manager for Tomahawk Timberlands, gave an industrial forestry perspective on the benefits of preserving large blocks of forestland, including more efficient, economical and sustainable forest management.

Jane Severt, Lincoln County Forest Administrator, gave a presentation on the negative impacts of fragmentation and parcelization on county forest management and what Lincoln County is doing about it. She discussed the county's recent purchase of land that was divested by an industrial owner.



Low-impact logging saves forest vegetation.

The second stop was at the Jenny Creek subdivision, Town of Woodboro, Oneida County. This former 47 acre red pine plantation was owned by a succession of industrial forest owners before being withdrawn from the Managed Forest Law and subdivided into 23 forested lots. Mike Leitz, DNR Forest Tax Law Field Manager, Rich LaValley, DNR Forest Tax Law Specialist and Andrew Shaney, DNR Forester Ranger, discussed the history of this subdivision, the challenges of fire suppression in forested residential subdivisions and ideas and tools to minimize fire hazards, such as design requirements (defensible space, setbacks, materials) and special management practices.

The third stop was on Swamp Lake Road in the Town of Cassian. At this former Tomahawk Timberlands site, which was parcelized by a more recent owner, Steve Guthrie discussed the importance of the Forest Legacy easement program and how the this program has assisted them in keeping larger parcels of working forest land in forest production.

The final stop was at the Nokomis Fire Station, where Wayne, Fire Chief for the Town of Nokomis Volunteer Fire Department, gave a presentation about the increasing hazards to life, property and forest resources in the Wildland-Urban Interface, where development meets forestland. He gave a dramatic powerpoint presentation on the May 5th Big Flats fire in northern Adams County, and talked about educating potential developers and landowners about the risks of living in the wildland-urban interface. He discussed structural steps that should be taken, including requiring adequate defensible space and setbacks around development, to prevent similar destruction in the future. Andy Shaney talked about the logistical and economic challenges of fire suppression on smaller parcels with more structures and about assistance and education programs available to private landowners, such as the Firewise program.



What are Forest Fragmentation & Parcelization?

Fragmentation is the breaking up of large contiguous forest patches into smaller forest patches that are isolated from one another.

Parcelization is the subdivision of relatively large forest ownerships into smaller parcels.

What are the consequences of Forest Fragmentation?

- Reduction in total area of forestland
- Changes in wildlife habitat and species
- Decreases in amount of timber harvested
- Degradation of water quality

What are the consequences of Parcelization?

- Increased and changing rural population
- Loss of rural quality of life
- Increased costs of timber production
- Decreased likelihood of land management investments
- Increased likelihood of land conversion

Forest Fragmentation & Parcelization affect ecological, economic, and social/cultural values.

Of 16 million acres of forest land in Wisconsin, private, non-industrial land owners own 57%, or 9 million acres.

Forested land is highly valued for home sites and recreation. This leads to more fragmentation: more houses, roads, yards.

Every year, 3,385 new parcels are carved out of Wisconsin's forested land base. Land parcels are getting smaller, development is increasing.

Greening Milwaukee's URBAN FOREST

Joe Wilson, Executive Director—Keep Greater Milwaukee Beautiful / Greening Milwaukee

Special thanks to participants, speakers, DNR Division of Forestry staff and others who helped make the Forest Tour a success:

- Mike Leitz, Forest Tax Law Field Manager, DNR Division of Forestry;
- Steve Guthrie, Woodlands Manager, Tomahawk Timberlands;
- Wayne Kinnally, Nokomis Fire Chief;
- Rich LaValley, Forest Tax Law Specialist, DNR Division of Forestry;
- Andrew Shaney, Forester Ranger, DNR Division of Forestry;
- Jane Severt, Lincoln County Forest Administrator;
- Bill DeReu, Senior Land Asset Manager, Plum Creek Timber Company Inc.;
- Mark Rickenbach, Assistant Professor, UW-Madison Forest Ecology and Management;
- Bob Steigerwaldt, Town Board Chair, Town of King.

For more information see:

www.1kfriends.org/

Click on the "Government and Policy" page.

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Smart Forestry for Smart Growth
www.dnr.wi.us/org/land/forestry/smartgrowth

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Forest Planning for Wisconsin's Future
(Center for Land Use Education)
www.uwsp.edu/cnr/landcenter/forestplanning.html



Greening Milwaukee is a non-profit organization dedicated to the development and preservation of trees. In the 1960s the city of Milwaukee lost over 200,000 trees to the Dutch Elm epidemic. Although many trees on public property were replanted, many on private property were not.

Currently only 16% of the city has tree canopy cover. The organization's goal is to increase canopy coverage to 40%. Greening Milwaukee re-establishes urban greenery by working with community groups and individual citizens to plant hundreds of trees throughout the spring and fall. We sustain our efforts by working cooperatively with the City of Milwaukee Environmental Services-Forestry division.

Greening Milwaukee works to increase the number of trees in the area through a variety of projects, such as the Mayor's Landscape Awards, the Tree Gift Program, the Adopt-a-Tree Initiative, and the Greening Milwaukee Schools Program.

The Adopt-a-Tree Initiative provides free trees to urban homeowners who agree to learn tree planting, care, and maintenance techniques. If homeowners are unable to plant trees, volunteers often assist in the process. Trees are usually planted in the spring or fall. Environment and location are considered before a specific species is recommended for planting.

Milwaukeeans are learning that trees offer numerous benefits especially as they experience these short, hot summers, and cold, long winters. For one thing, a tree is a good investment. Not only do trees increase property values for many homes, but they can also help reduce your energy bill. Many studies have shown trees have important health and social benefits as well. These include helping reduce stress and tension, helping block harmful ultraviolet rays, increasing your ability to concentrate, and reducing crime.

Of course, planting trees is also great for the environment. Trees help take pollutants out of the air we breathe, and they reduce our reliance on air conditioners in the summer by moderating the climate with their shade. Trees also help reduce water runoff that can lead to sewer overflows because a tree can soak up a lot more water than a patch of asphalt can. Trees can harbor wildlife, providing a place for birds to nest and squirrels to climb. Last but not least, trees can provide that much-needed spot of color that can help beautify your yard.

A research study done by American Forest in 1996 on the impact of Dutch Elm Disease and



School children plant for Project Green & Clean.

hazardous tree removal of the urban forest concluded that our existing tree canopy although reduced from 40% to 16% reduces storm water flow by 22% (savings of \$15.4 million for the city), takes 1,677 tons of carbon dioxide out of the air per year (estimated value \$1.5 million) and provides direct summer energy savings (valued at \$650,000).

Trees are great investment for Milwaukee. If you would like to know more about Greening Milwaukee programs and how trees can be a wise choice for your community visit our website at www.greeningmilwaukee.org.

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cover story

Gaylord Nelson

Statesman for the Environment

Harald "Bud" Jordahl

1000 Friends of Wisconsin Board Member & friend of Gaylord Nelson

With the death of Gaylord Nelson the nation's environmental conscience has been lost. However, his words and actions will be with us as guidelines into distant futures.

I was privileged to work with Gaylord Nelson over a long period of time. When I asked him to be 1000 Friends of Wisconsin Honorary Chair, he was delighted and accepted with alacrity. Nelson cared for the land and understood the critical role that politics and planning played in the process and the role which 1000 Friends could take.

Let me summarize some of his less known but highly significant actions taken during his distinguished career as Governor of Wisconsin and U.S. Senator. (There were also some defeats). The achievements were remarkable given a state senate controlled by conservatives and a slim plurality in the assembly for only one session.

In spite of fierce Republican opposition, he revitalized state planning, a function that had been dormant for decades. A new agency was created, the Department of Resource Development (DRD), which had a strong planning mandate. Staffed with bright and energetic planners, they initiated studies on economic development, transportation, land use, natural resources, outdoor recreation and public facilities. The first plan iterations (1962) were significant in setting the agenda for the state in the decades ahead.

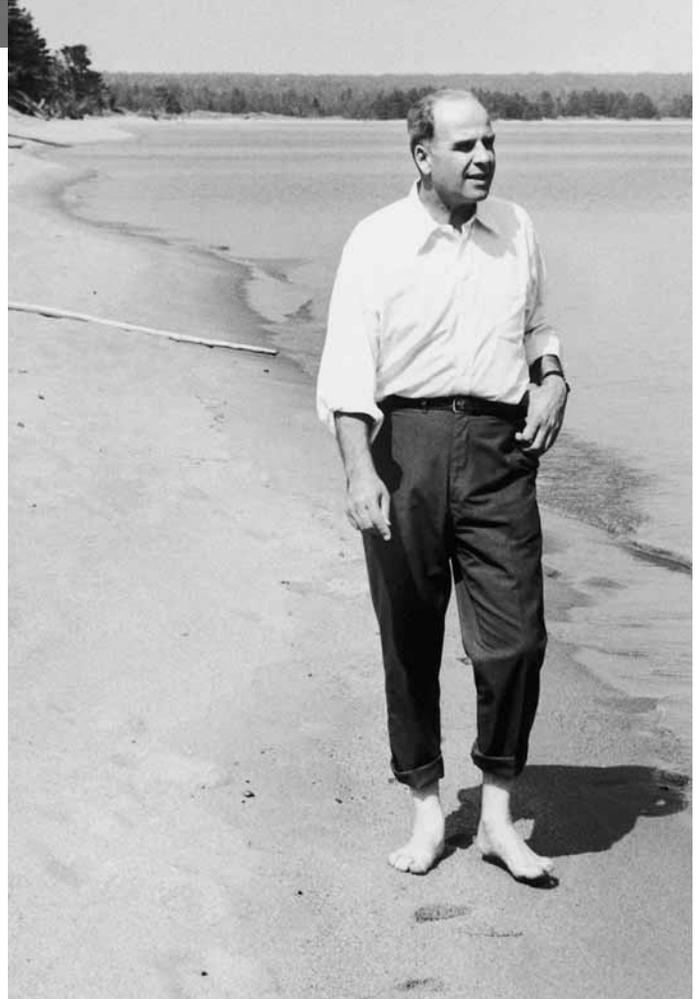
Several examples follow:

—Comprehensive recreation and natural resources planning was authorized in Nelson's path-breaking Outdoor Recreation Act Program (ORAP) which called for an investment of \$50 million including a comprehensive state resources and recreation plan to be done by the DRD. Today, recreation and resources planning continue within the DNR and regional plan commissions.

ORAP also provided grants for parks to the large metropolitan cities and counties, but to qualify there had to be comprehensive land use plans including recreation planning. Funds were also budgeted for a ring of new parks in the Milwaukee region. Existing parks adjacent to the interstate and new parks were authorized for travelers who wanted relief from highway clutter and a scenic place to camp overnight.

The Highway Commission was authorized to use ORAP dollars to acquire scenic easements eliminating billboards and other incompatible uses along the state's most scenic highways. ORAP was the genesis and today it has matured into the Wisconsin Stewardship Program. Public support has not waned during the more than four decades since Nelson's initiatives to conserve land.

—A bill was passed (with the support of the Conservation Commission) which would have emasculated the state county management partnership for the 2.3 million acre county forest system: the largest publicly



Frank Wollack

Gaylord Nelson at Apostle Island National Lakeshore

owned forest in the state. Nelson, in spite of gearing up for a run for the U.S. Senate, courageously vetoed the bill which was sustained by a razor thin margin. He formed a committee to address the issues which resulted in a new county forest law which modernized the existing law and required comprehensive forest plans to be prepared every ten years—including planning for recreation and aesthetics.

The state and citizens were to be an integral part of the planning process. Wood production professionals would no longer dominate the process. More importantly, in lieu of viewing the program as a temporary fix to the tragedies of the cut-over region, the new act made the program partnership permanent. This was a great Nelson contribution—2.3 million acres permanently available to the public.

—That same year he proposed an Apostle Island National Lakeshore which took almost a decade to be authorized.

—Regional planning was practically non-existent in Wisconsin when Nelson first ran for Governor. When elected, Nelson clarified the regional planning laws and by the time his second term was completed Regional Planning Commissions blanketed the state except for a few south central counties. The regions could now address the use of land in a comprehensive manner and insure an orderly growth process and the protection of critical natural resources.

Four decades later, the results are obvious and today they are strong participants in smart growth planning. Although there are flaws in the process—persuasive and parochial interests sometimes dominate—regional planning is here to stay.

—The statutory Natural Resource Committee of State Agencies (NRCSA) then, a rather weak link in the state planning process, was revitalized by Nelson. In two unprecedented appearances before the committee he laid out specific issues needing attention for natural resources planning. The agenda kept the committee busy for the next decade and formed the building blocks for legislation in the following two decades.

—A bill was introduced to plan for and regulate land use around the interchanges then being constructed on a part of the interstate system. Twice the bill was killed. The results today are the mismatch of development around our interchanges which fail to maximize development opportunities and design and where aesthetic values are disregarded.

—Another bill would have regulated billboards and protected scenery along our highway corridors. Special interests soundly defeated the bill and today, in lieu of enjoying the beauty of our great landscapes (and even our skyscapes) we are bombarded with ubiquitous garish signs urging us to travel forward and onward, and especially to spend money at advertised sites. Traveling and the pleasure of viewing our changing landscapes are no longer a part of the trip as we hurry and escape, hopefully, to the tranquility of forest or lakeside destinations.

At the national level his contributions to the environment and planning are well known and have been widely publicized. Let me note, however, the two most significant events of the 1970's. First, he co-authored the

National Environmental Policy Act (1970) which requires planning and preparing environmental impact statements. Although substantially weakened by past conservative presidents and especially President Bush, the Council on Environmental Quality still exists and hopefully will grow and prosper with future administrations who care. Second, building on the environmental activism of the 1960's, he created Earth Day on April 22, 1970. An incredible 20 million people were estimated to have participated. Earth Day will continue and new and emerging issues will be addressed. The year 1970 will be long remembered as an historical benchmark and the third wave of environmental activism in the United States—and Gaylord Nelson played a pivotal role.

For decades Nelson argued that collective political action is a prerequisite to achieving environmental sustainability and to achieve it he proposed that presidents present to the Congress and the American people an annual State of the Environment message. Environmental sustainability requires planning and as Nelson said "...vigorous leadership by the president on the issue of sustainability with coordination of Congressional hearings would have historic consequences and would be an important legacy for any president to leave the nation."

Nelson was right, and he urged political bipartisan support for sustainability. Although today the Bush Administration is attempting to roll back the body of law and regulation regarding the environment, I'm confident that Nelson's challenges will eventually be met. All it takes is political leadership, informed citizens and active participation in elections. Wisconsin might well follow this ideal.



Building Social and Economic Equity and a Healthy Environment



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Photo provided by WI Wetlands Association

Change the World in Your Own Backyard *Support Community Shares of Wisconsin through your company's Workplace Giving Campaign!*

The oldest action fund in the country, Community Shares of Wisconsin, connects donors with nearly 60 local nonprofits building social and economic equity and a healthy environment. These organizations are committees to effecting positive change in people's lives, whether they are cleaning up a river, creating more affordable housing or educating people about the issues that shape their community.

Community Shares of Wisconsin raises funds for its member agencies—including 1000 Friends of Wisconsin—through workplace giving campaigns at private sector employers in the Greater Madison area. Public sector employees may designate Community Shares and its member agencies through Combined Campaign.

Please consider giving to Community Shares of Wisconsin through your employer's workplace giving campaign this year.

To learn more about Community Shares of Wisconsin's workplace giving program, please visit: www.communityshares.com or call 608.256.1066.



LEGISLATIVE UPDATE

Lisa MacKinnon with transportation analysis by Ward Lyles

2005-2006 BIENNIAL BUDGET: Joint Finance Committee Action on the Budget

Governor Doyle vetoes repeal of Smart Growth Law, brings back Planning Grant funding and prevents more wasteful transportation spending

The final biennial budget signed by Governor Doyle included the following positive changes to the legislature's budget on land use and transportation issues:

Smart Growth Comprehensive Planning

The Governor vetoed the legislature's short-sighted repeal of the Comprehensive Planning law and its funding. The state's planning law requires citizen participation and assures that local plans will address future growth while preserving natural, cultural and economic resources.

Stewardship

The Governor vetoed an absurd plan to have the state buy land from itself. This move would have used Stewardship funding to purchase lands that the state already owns (from the state Board of Commissioners of Public Lands) and, in turn, effectively bankrupt the Stewardship Fund.

Funding Transfer

The Governor transferred \$159 million more than the legislature's budget from highway funds to the state's general fund to be used for education needs. The Governor's budget assures that our children's future does not take a back seat to the highway lobby.

Zoo Interchange

The Governor vetoed \$35 million of \$38 million in funding that the legislature included for studying the reconstruction and expansion of the Zoo Interchange.

1000 Friends of Wisconsin thanks the Govern-

nor for increasing funding for transportation for the elderly and people with disabilities. His original budget proposal included a \$6 million increase to the Elderly and Disabled Transportation Aids to Counties program and that increase was included as part of the final budget.

1000 Friends of Wisconsin also thanks *you*, our members, who responded to our budget action alerts! Thank you for taking the time to contact Governor Doyle on these important land use and transportation budget issues. Your voices made a difference.

1000 Friends really appreciates your membership and your willingness to take action and work with us for strong, healthy and sustainable communities in Wisconsin.

2005-2006 Fall Legislative Session

The fall legislative session is heating up and legislators are busy drafting bills and holding hearings on a number of land use issues. Here are some that we are watching:

Assembly Bill 645—Repealing the Comprehensive Planning law

1000 Friends OPPOSES

Despite the clear outcry of support for maintaining and funding the comprehensive planning law during the recent budget session, Representative Mary Williams is sponsoring a bill to repeal the Smart Growth Comprehensive Planning law in its entirety yet again. The bill is identical to AB 435, which Representative Williams sponsored in the 2003 legislative session, and

1000 Friends of Wisconsin welcomes "Conserve Wisconsin"

Lisa MacKinnon

On August 18th Governor Doyle unveiled *Conserve Wisconsin*, his environmental agenda for the state.

Conserve Wisconsin will focus on three main areas: protecting our waters, conserving our lands, and ensuring a sustainable energy future.

Initiatives in the agenda include legislation, as well as executive orders, that address the following issues:

Water

- *Wild and Scenic River Designations for the Totagatic and Upper St. Croix Rivers*
- *Invasive Species regulation and enforcement*
- *Water Conservation Strategies for the Great Lakes Basin*
- *Measures to expedite control of Polluted Runoff discharges*

Energy

- *Implementation of State Energy Task Force recommendations*
- *Green Building / LEED standards for all state buildings*

(continued next page)

LEGISLATIVE UPDATE

Forestry

- *Managed Forest Law Access Grant Program to encourage the use of sound forestry practices and open more lands for recreation.*
- *Creation of a state Forest Legacy Program to protect large blocks of working forests from fragmentation and development*
- *Roadless rule petition to the USDA*

Other

- *Restoration of the Public Intervener*
- *An Urban Environment Initiative focusing on an initial cleanup of Milwaukee's 30th Street Industrial Corridor neighborhood*
- *Waste Tire recycling*

Conserve Wisconsin is a broad package of widely supported environmental initiatives that should gather broad support in the legislature. We are particularly pleased to see an emphasis on the urban environment and the redevelopment of contaminated properties. The urban initiative will help to create jobs and economic development in neighborhoods where they are needed most. We also welcome the Governor's focus on our threatened forests.

Through better planning and management of these resources the state can assure job growth as well as forest resource protection for future generations

1000 Friends of Wisconsin looks forward to working with Governor Doyle, the Legislature and our partners around the state to move these initiatives forward and make *Conserve Wisconsin* a reality.



which never made it out of committee. Co-sponsors of this current bill are Representatives Williams, Suder, Gronemus, Meyer, Wood, Musser, Ballweg, Petrowski and Owens, and Senator Zien.

In Representative Williams' co-sponsorship request she wrote, "I am introducing legislation that would repeal the comprehensive planning statute known as Smart Growth. The repeal of Smart Growth was included in the budget passed by the Legislature, but was unfortunately vetoed by the Governor. Smart Growth is a one size fits all approach to planning that continues to be under funded, therefore placing a financial and unnecessary burden on communities. I believe in planning, but the needs of communities vary across the state. If a community feels the need to plan, they will. They do not need a "from the top down" command from Madison telling them how to do so."

1000 Friends of Wisconsin thinks this argument is simply wrong. As we have heard from citizens and communities across the state, this law has enabled citizens to get more fully involved in planning at the local level. And the framework of the law allows for plans that are uniquely tailored to the needs of each specific local community.

No public hearing has been scheduled for this bill yet, but we will keep you informed. In the meantime, we urge you to call, write or email your state representative and senator and request that they oppose AB 645.

Assembly Bill 620—Special Zoning Notice for Landowners **1000 Friends OPPOSES**

This bill requires that, if an ordinance adopting a comprehensive plan has the effect of changing the allowable use of any property within the boundaries of the political subdivision, the political subdivision must send a notice at least 30 days before the hearing that contains a copy of the proposed ordinance to each person whose property the allowable use of which may be affected and who has previously notified the political subdivision in writing of his or her desire to be placed on a list to receive such a notice. 1000 Friends opposes this bill because we think it is unnecessary for the following reasons:



Kive Torinus, Lisa MacKinnon, and Meagan Yost at veto announcement with Governor Doyle

1. The adoption of a comprehensive plan does not automatically change the existing zoning. The local government must still go through a separate zoning amendment process, which by law requires public notice and a public hearing.
2. Most local governments already provide absentee property owners with such notices upon request.
3. The bill has the potential for abuse. Individuals or interest groups could arrange for hundreds of notice requests to be made, requiring considerable expenditure of local government staff and financial resources, which are already limited.

1000 Friends registered against this bill at a public hearing held on 8/24/05. No action has been taken on the bill since the public hearing.

LRB 2190/p2—Preliminary Draft of Measure 37 "Copycat" Bill **1000 Friends OPPOSES**

While we generally do not include preliminary, un-introduced legislative drafts in our update, we think it is important for our members to know about this particular proposed legislation because of its potential to significantly affect land use regulation in Wisconsin and because of the publicity about a similar law recently enacted in the State of Oregon.

This proposal would require a governmental unit that enacts or enforces a land use regulation

that “restricts the use of private real property or prohibits the development of property that otherwise could be developed and that reduces the fair market value of the property” to pay the property owner compensation equal to the reduction of the fair market value of the property. It also provides that in lieu of a compensation payment, “the governmental unit may remove, modify, or not apply all or part of the land use regulation and allow the property owner to use the property in a manner that was permitted at the time that the owner acquired the property.”

The bill has a lot of similarities to provisions in Measure 37 in Oregon, and will make it extremely difficult for local governments to function on the land use front. In the first six months since Measure 37 was passed in the State of Oregon, more than 1,000 claims have been filed against state and local governments, with claimants demanding to build thousands of houses and millions of square feet of commercial development—decisions that should be addressed and decided on instead through a solid public participation process of planning that includes these landowners on the front end.

Laws like this may be intended as a way to ensure fairness from the government. However, what they really do is pit neighbor against neighbor and grind the necessary ability of a government to do land use regulation to a halt. Those who are able to take advantage of the waiver provisions of such a law win a lottery at the expense of their neighbors. Assume that a landowner obtains such a waiver in lieu of compensation from the local government and is then able to disregard the current land use regulation and build something that is not allowed for his or her neighbors. If the neighbors object because of some negative effect that action has on their property, who do these landowners sue? Aren't they aggrieved now by an action of the same government that was trying to compensate or be fair to the other landowner? Do they get to sue the same government for compensation or a waiver?

Many planners and government employees could very well end up spending the majority of their time evaluating and processing these claims.

In an era when the state is considering TABOR and other caps on local government spending, where is this compensation (including the requirement of the local government to pay potential attorney fees, expenses, costs and disbursements related to circuit court action)

going to come from? And what other government services will need to be unfairly cut in order to cover the costs of this type of law?

Another problem with this bill is that it seems premised on the falsehood that zoning only lowers property values. We disagree with that premise wholeheartedly.

While we have weighed in on and worked on many different bills with Representative Albers over the years, there are some bills that—no matter how much amending you do to them—will not fit our concept of good public policy and this appears to be one of them.

1000 Friends will testify in opposition to this proposal on September 21st at 10:00 a.m. in Capitol room 300 Northeast. We will keep you informed if the proposal moves forward so that you can contact your legislators.

You can find your legislator's contact information at

<http://165.189.139.210/WAMI/> or www.legis.state.wi.us

For helpful hints on effective communication with your legislator, visit our Government and Policy page on the 1000 Friends Website:

http://1kfriends.org/Government_and_Policy/Govt_&_Policy.htm

You can find *email* contact information for your particular legislators at

<http://www.legis.state.wi.us/leginfo/senmail.asp> (Senators)

<http://www.legis.state.wi.us/leginfo/asmmail.asp> (Assembly)

6 Ways to Give to 1000 Friends of Wisconsin

1. *Send a check or your credit card number.*
2. *Payroll Deduction: We are a member of Community Shares of Wisconsin, an umbrella organization that raises money to support a wide variety of non-profit groups (see article on page 7.) Community Shares helps 1000 Friends raise funds through private and public sector employee payroll deduction campaigns in the fall.*
3. *Employer Match: Check to see if your employer has a matching contribution program and be sure to take advantage of the double impact of your gift.*
4. *You may avoid paying capital gains taxes by donating appreciated stocks and bonds to 1000 Friends.*
5. *Make a bequest by naming 1000 Friends as a beneficiary of specific assets in your will.*
6. *Make a gift in memory of or in honor of a friend or loved one.*

Thank you



Opportunities Missed: The Federal Transportation Bill

Ward Lyles, Transportation Policy Director

The way that congress and the president approached the federal transportation funding bill passed this summer brings to mind that old cliché about the rising tide lifting all boats. Except in their world, we're not supposed to notice that the tide rises a whole lot faster under the highway lobby's boat than under everybody else's boat. (Lest that be considered a partisan statement, transportation funding has been handled pretty much the same way for about 50 years.)

The transportation situation in our nation right now is pretty grim. Gas prices hit record prices on a near weekly basis, national debt is skyrocketing, public health suffers due to poor air quality and sedentary lifestyles, and congestion levels increase annually. Even worse, the nation's elderly, people with disabilities, and poor are literally stranded without options for transportation to jobs, medical facilities, or to cities, even in times of crisis as Hurricane Katrina has tragically illustrated. Here in Wisconsin, the struggles are compounded as artificial spending caps imposed by the state force local governments to cut services, including transit, while state spending on highway expansion through communities increases by \$50 million over the next two years.

None of that stopped Congress from passing, and the President from signing, a bloated \$286.5 billion federal transportation bill that does too little to address the transportation challenges that Wisconsin and the nation as a whole face. The five-year reauthorization bill is called TEA-LU (Transportation Equity Act—A Legacy for Users) by its supporters, but a more fitting moniker would be TIA-MO (Transportation Inequity Act—Missed Opportunities.)

This reauthorization bill was a golden opportunity to build on the relatively small, but extremely significant steps forward made in ISTEA and TEA-21, the last two multi-year transportation bills. Namely it could have continued to:

- 1) increase funding for 'alternative modes,'
- 2) improve public participation in transportation decision-making,
- 3) and prioritize highway repair and maintenance over expansion.

Further, it could have improved on those bills by setting forth the ambitious policy goal of building a transportation system that dramatically reduces dependence on fossil fuels, fosters sustainable land use patterns, improves social equity, and is fiscally responsible.

Wisconsin's slice of the pie illustrates the flaws with federal transportation funding and policy.

Pork Barrel Projects

Wisconsin gets more than \$418 million for more than 60 special, earmarked projects. While many great projects are on the list, including over \$25 million to turn Sheboygan into one of four national model cities for bicycling and walking, more than \$220 million, or half, goes to highway expansion projects. That includes the highly dubious Highway 23 project approved by the Wisconsin legislature in 1999, the Marquette Interchange, and turning Highway 41 from Green Bay to Milwaukee into an

interstate. In comparison, bike/ped earmarks are \$40 million and transit earmarks are \$33 million.

Inequitable Increases

Although supporters of the bill will point out that transit funding increased by 48% and highway funding increased by 30%, the more important figure is the real dollar increase in funding. Transit funding increases by \$15.5 million per year and highway funding increases \$165.9 million per year.

Power over Policy

Largely because Rep. Petri (R-Fond du Lac) is a senior Congressman on the House Transportation and Infrastructure Committee, Wisconsin gets \$1.06 for every \$1.00 that we pay in gas taxes. That's good news for Wisconsin as long as the Congressman stays in office, but what happens when Wisconsin trades places with Michigan, which only receives 92 cents for every dollar it sends to Washington?

Congress and the President should be commended, however, for three wise policy decisions included in the bill.

- First, a new Safe Routes to School program has been created to improve safety around schools and foster more walking and biking to school. That program will receive roughly \$1 billion nationally over the next five years, with \$10 million coming to Wisconsin. (If you are involved in improving bicycling and walking in your community, you should make sure that you, your local partners, and your local officials are aware of the opportunities this program provides.)

- Second, the New Starts transit program, which provides funding for new light rail, commuter rail, and other fixed guideway projects, is being complemented by a Small Starts program. Most of the funding for New Starts has gone to large metro regions, like Los Angeles, Dallas or Saint Louis. The Small Start is specifically designed for places like Madison and Milwaukee where rail-transit can be tremendously effective for a smaller price-tag.

- Third, the provisions in ISTEA and TEA-21 that allow states considerable flexibility in spending certain pots of money remain. In the past, Wisconsin has not taken advantage of this flexibility to focus on building a more balanced transportation system, but at least the opportunity was not taken away.

Although this federal transportation bill is more a story of missed opportunities than a grand vision for the 21st century, there clearly are important silver linings. Now, it is up to state and local officials to make sure that the money is spent appropriately at the state and local level. Do your part by letting your state and local officials know that you want them to maximize the flexibility in the bill, as well as the new earmarks and programs, to make your community a better place to live, work and play.



Eco-Municipalities in the U.S. Ashland and Washburn are First

Mary Rehwald and Lisa MacKinnon

After a year of community-wide education and two visits from Swedish representatives to the Chequamegon Bay on Lake Superior, the Washburn and Ashland City Councils both have adopted resolutions to become “eco-municipalities.” These resolutions are modeled after similar resolutions adopted by 70 towns and cities in Sweden during the past 20 years to reduce their ecological footprints. A comprehensive “systems approach” to changing energy consumption, transportation patterns, food delivery systems, municipal operations, purchasing guidelines, and land use planning, among other things, underscores what it means to become an eco-municipality.

Washburn passed its resolution on July 11, to become the first eco-municipality in the U.S., and Ashland adopted its resolution unanimously on September 13.

Mary Rehwald, Ashland City Councilor and member of the Alliance for Sustainability in the Chequamegon Bay, traveled to Sweden in August 2004 to learn firsthand how Swedish communities have succeeded in reducing their dependency on fossil fuels (from 80 to 20%, and in some cases, to zero percent), boosting economic development and improving quality of life—all through the adoption of a sustainability framework for local government decision-making. She brought back success stories from her visit and presented them to numerous gatherings in northern Wisconsin beginning in September 2004. Encouraged by the high level of enthusiasm of those who attended these presentations, Mary organized an international conference for 200 participants in February 2005 to bring Swedish representatives to Ashland to learn more about the Natural Step sustainability framework, which is the foundation for an eco-municipality resolution.

The Natural Step is a scientific sustainability framework developed for local governments and businesses that want to use sustainable principles for their decision-making. The four broad “systems conditions” that make up the Natural Step ask decision makers to commit themselves to:

1. Reduce dependence upon fossil fuels, and extracted underground metals and minerals.
2. Reduce dependence on chemicals and other manufactured substances that can accumulate in Nature.
3. Reduce dependence on activities that harm life-sustaining ecosystems.
4. Meet the hierarchy of present and future human needs fairly and efficiently.

The Natural Step is used around the globe in guiding businesses and governments to move in a sustainable direction. Dr. Karl-Henrik Robért, the originator of these principles, is an oncologist and pediatrician who became distressed by rising rates of leukemia among children in Sweden, and developed this non-controversial and flexible set of principles that could be used in communities as guidelines for change to



Mary Rehwald with study group in Stockholm, Sweden

sustainable practices.

The Natural Step is non-prescriptive, which means that it encourages communities of people to examine their current practices, establish a vision of what they want to become, and also offers benchmarking to move from current practices to the desired vision. On the Sustainable Sweden tour, Mary and other participants witnessed how different communities applied these principles in very different ways depending on the needs and resources of the individual community.

Interested groups and individuals in Madison are also participating in examining the eco-municipality concept. Sustain Dane co-sponsored a Madison Summit this past June with 22 representatives from the U.S., Canada and Sweden, to launch the eco-municipality movement in the U.S. A decision was made to focus on four communities for the first generation of eco-municipalities: the Chequamegon Bay; Madison; Portsmouth, New Hampshire; and Lawrence, New Jersey.

Study Circles are part of the on-going process of community education that help eco-municipalities succeed. Sustain Dane ran several study circles this past year and will begin two new study circles on September 19th and October 4th, and study circles in Ashland, Washburn and Bayfield also are beginning this Fall. The book *The Natural Step for Communities* by Torbjorn Lahti and Sarah James is the focus of these study circles.

“What this means for Washburn and Ashland is that our city governments have now committed themselves to training city employees to factor ecological considerations for sustainability into their bottom-line decision-making,” said Rehwald. Irene Blakely, Mayor of Washburn, was presented with a commendation in August from the Governor’s office for becoming the first eco-municipality in the U.S. There is hope that other towns and tribal governments in the Chequamegon Bay will adopt similar resolutions this coming year. Dr. Robért will visit the Ashland area in mid-October as a guest of Northland College. For more information, contact Mary Rehwald at mrehwald@northland.edu.

To get more information about Natural Step Study circles in Dane County, contact bryant@sustaindane.org or see <http://www.sustaindane.org>.

E-Survey Results

1000 Friends recently completed an e-survey of more than 700 members and interested parties. We received over 125 completed surveys, which provide us with valuable insights into how to better serve our members. Here's a summary of the results.

Congratulations to the winners of *In My Neighborhood*, 1000 Friends' acclaimed book on Wisconsin's treasured places, which were given away in a random drawing to those who completed the survey. The winners are: Chris Gjestson (Barneveld), Cate Harrington (Madison), Fred Heider (Wausau), Terry Ross (Madison), Richard Weiland (Waunakee.)

(If you did not receive the e-survey and would like to receive future e-surveys and email updates, please email friends@1kfriends.org and ask to be added to our email lists.)

1. Did you regularly read our newsletter before the recent redesign?

Yes—81%
No—18%

2. Did you read the recent redesigned version of the newsletter?

Yes, cover to cover—18%
Yes, most items—42%
Yes, skimmed—27%
No—6%
Other—5%

3. What features in the newsletter did you find most enjoyable or valuable?

The top three picks were:
Cover Story—*What Difference Does Planning Make?*—72%
Legislative Update—65%
Around the State—*Updates from around Wisconsin*—55%

4. What topics would you most like to see 1000 Friends feature in future issues of the newsletter?

The top three topics chosen:
Local Smart Growth Success Stories—74%
Smart Growth Policy and Politics—71%
Urban Redevelopment and Infill—54%

5. Please rank the following ways for 1000 Friends to communicate with you?

Quarterly Newsletter—96% useful or very useful
Action Alert Emails for Pressing Issues—91% useful or very useful
Regular (twice a month) Email Updates—82% useful or very useful
Presentations to local groups in your area—59% useful or very useful
Webpage Updates—55% useful or very useful

6. Where else do you get information on land use and transportation issues?

Members get their information from a broad spectrum of sources including newspapers, tv, radio, newsletters from a wide range of organizations, local government and planning bodies and word of mouth.

7. What other organizations' newsletters do you read regularly and find valuable?

Members read a wide range of newsletters, including those from environmental, transportation, social justice, educational, business, health care and other organizations.

8. How would you characterize the value you get for your contribution?

Great Value for My Contribution—37%
Appropriate Value for My Contribution—63%
Not Enough Value for My Contribution—0.8%

9. What do you value most about your contribution to 1000 Friends and what we can do to offer more value?

Members expressed a variety of reasons that they support 1000 Friends work. Three of the most common reasons are:

A. effectiveness in advocacy for land use and transportation policy at the state level; supporting local citizen efforts;

B. increasing public awareness through outreach and media relations; and

C. serving as an information source.

Thank you to everyone who provided us with valuable feedback and congratulations again to the five winners of copies of *In My Neighborhood*.



Around the State

Smart Building

1000 Friends and the Metropolitan Builders Association (MBA), an association of builders and developers in the greater Milwaukee area, are working together to improve land use decisions in southeastern Wisconsin.

In August, 1000 Friends executive director Steve Hiniker and transportation policy director Ward Lyles were guests of MBA as they held a focus group with a dozen builders, developers and other development industry representatives. The goal of the session was to better understand the market trends and consumer demands that drive development patterns in the region.

Discussion among the group focused on five main topics: affordable housing; low impact development; regulatory impacts on housing; government services; and customer demand. Although the participants expressed many different opinions, viewpoints and insights on the specific topic areas, as a whole the group expressed a desire to move the region beyond sprawling, low density, unsustainable development patterns.

Summer 2005: Eco-Municipality Partners Meeting

On June 18th and 19th, 1000 Friends' Lisa MacKinnon and a group of people from around Wisconsin, the U.S. and Canada who are interested in sustainable development met at the UW-Madison with a delegation of planners and sustainable development advocates from Sweden to learn more about their experiences with the eco-municipalities in Sweden. Sarah James and Torbjörn Lahti, authors of *The Natural Step for Communities: How Cities and Towns Can Change to Sustainable Practices* (2004, New Society Publishers), facilitated the meeting. The group discussed *The Natural Step* framework for sustainability, which has been formally adopted over the last 15 years by a third of the municipalities in Sweden. This meeting was the starting point for the creation of a network of North American and U.S. partners who will work to create and support eco-municipalities in Wisconsin and throughout the United States. Please see "Eco-Municipalities in the U.S." page 12, in this newsletter for exciting news of how the first generation of eco-municipalities is already underway in Washburn and Ashland, Wisconsin!



1000 Friends' Lisa MacKinnon (front) joins others in "Eco-Municipalities" meeting

A special thank you to the meeting's host and sponsor, Sustain Dane, co-author of *The Natural Step for Communities*, Sarah James, and the participants from Sweden for traveling to Madison to share their experiences and forge a partnership with groups and individuals here in Wisconsin and the U.S.: Lena Bengtén, Coordinator, Municipality of Luleå, Sweden; Torbjörn Lahti, co-author of *The Natural Step for Communities* and one of the founders of the eco-municipality movement; Tommy Persson, Coordinator, SEKOM (National Association of Swedish Eco-Municipalities); and Lars Thunberg, Board Chair, SEKOM.

Fall 2005: Sustainable Communities Toolkit

One of the action items that resulted from the June eco-municipality meeting was a commitment to work on educational materials to support eco-municipality and sustainable community efforts around the state. Lisa is currently working with Sherrie Gruder, LEED Accredited Professional, Sustainable Design Specialist, Distinguished Lecturer and Energy Program Coordinator from the UW Extension Solid and Hazardous Waste Education Center; Anna Haines, Director, Assistant Professor and Land Use Specialist, UW-Stevens Point Center For Land Use Education; Jane Silberstein, UW-Extension Community, Natural Resource and Economic Development Agent/Educator; and Jerry Hembd, Community Economic Development Specialist for University of Wisconsin-Extension, Associate Professor in the Department of Business and Economics at UW-Superior and Director of the Northern Center for Community and Economic Development. The toolkit, which we hope will be the first in a series, will be targeted toward local government officials and UW extension agents and educators.

Aveda Foundation Grant

Thanks to a grant from the Aveda Foundation, 1000 Friends staff will be getting personalized presentation training. The staff will be coached on techniques for giving testimony, press interviews as well as group presentations.

Quotes from News Stories by or about 1000 Friends

Future of Smart Growth is brain teaser for communities

Milwaukee Journal Sentinel (Amy Rinard)
—May 21, 2005

“Steve Hiniker, executive director of 1,000 Friends of Wisconsin, an environment group that advocates sound land use planning that has been a strong proponent of Smart Growth, said he believes many legislators are misinformed about the law.

Smart Growth does not tell communities how to grow or what decisions to make on proposed developments, said Hiniker. It’s not Big Brother, top-down land use planning, as some Finance Committee members alleged, he said.

The law simply requires communities to develop a plan and in so doing to consider a number of factors, including housing and transportation. If local officials decide some of these factors don’t apply to their communities, they just note in the plans that they are not applicable and that’s OK, said Hiniker.

Smart Growth also requires that this planning be open to the public and that the public be encouraged to be actively involved in it rather than have a local government committee cobble together a land use plan behind closed doors, Hiniker emphasized.”

Builders, 1000 Friends work together to help DNR

Appleton Post Crescent (Editorial)
— June 7, 2005

“When the Wisconsin Builders Association and environmental planning advocate 1000 Friends of Wisconsin agree on a proposal, it’s worth listening to them.”

The two organizations and the state Department of Natural Resources announced last week a plan that would help cut down on the time it takes the DNR to issue permits for building near wetlands.

The plan would allow private consultants, hired by builders and developers, to do some of the legwork needed to fill out the paperwork.

The consultants would determine the exact location of wetlands instead of the DNR, which would save the DNR time in the permit process.

It wouldn’t change any environmental standards and the DNR still maintains oversight of the process, with the ability to deny a request. 1000 Friends, which came up with the idea, sees it as a way for two usually competing interests to work together, along with the DNR, and make a plan that’s a winner for all of them.

Any idea that can cut down on a DNR paperwork backlog while not threatening the environment sounds like a good one.”

A win-win for wetlands

Milwaukee Journal Sentinel (Editorial)
—June 17, 2005

“Two groups not often found on the same side of the table, let alone in the same bed, have come up with a set of new rules that the state Department of Natural Resources will use in issuing permits for construction projects near wetlands. It’s only a pilot program—and, as critics warn, needs to be closely watched—but it could go a long way toward making it easier to do business in Wisconsin while still protecting the environment.

The effort began with a simple conversation several months ago between Steve Hiniker, executive director of 1000 Friends, and Jerry Deschane, deputy executive vice president of the WBA, both of whom deserve a lot of credit for the result.”

“This is a classic win-win program,” said Hiniker in a news release. “There is no change in environmental standards, nor is there any change in the ability of the public to participate in the permit process.”

“Still, like the Jobs Creation Act, the new process—which does not require legislative approval—is a good start toward easing the regulatory burden on developers without compromising environmental standards. And it’s a better

Calendar

October 16–19

WI Towns Association
58th Annual Convention
Stevens Point

715.526.3157

October 19–20

Green Makeover Conference: Retro-
fitting Sites in Urban Areas to Enrich
City Environments
UW-Milwaukee

312.996.6904 or

[http://128.248.232.70/glakes/ce/
courseDetail.asp?GID=319](http://128.248.232.70/glakes/ce/courseDetail.asp?GID=319)

October 26–28

League of Wisconsin Municipalities
Annual Conference
Green Bay

www.lwm-info.org

October 28

Saris Cycling Group
Bike Fed Fundraiser
Madison

608.251.4456 or www.bfw.org

November 3

“Using the Managed Forest Law
as a Conservation Tool”
The Pyle Center, *Madison*

608.262.0134 (Mark Rickenbach)



start toward disparate groups working together to reach a common goal rather than just screaming at each other.

Our friends in the Legislature and on talk radio who have trouble understanding the concept might want to contact Hiniker and Kisiel.”



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See our newly designed website at www.1kfriends.org for the latest updates on many issues of interest.