

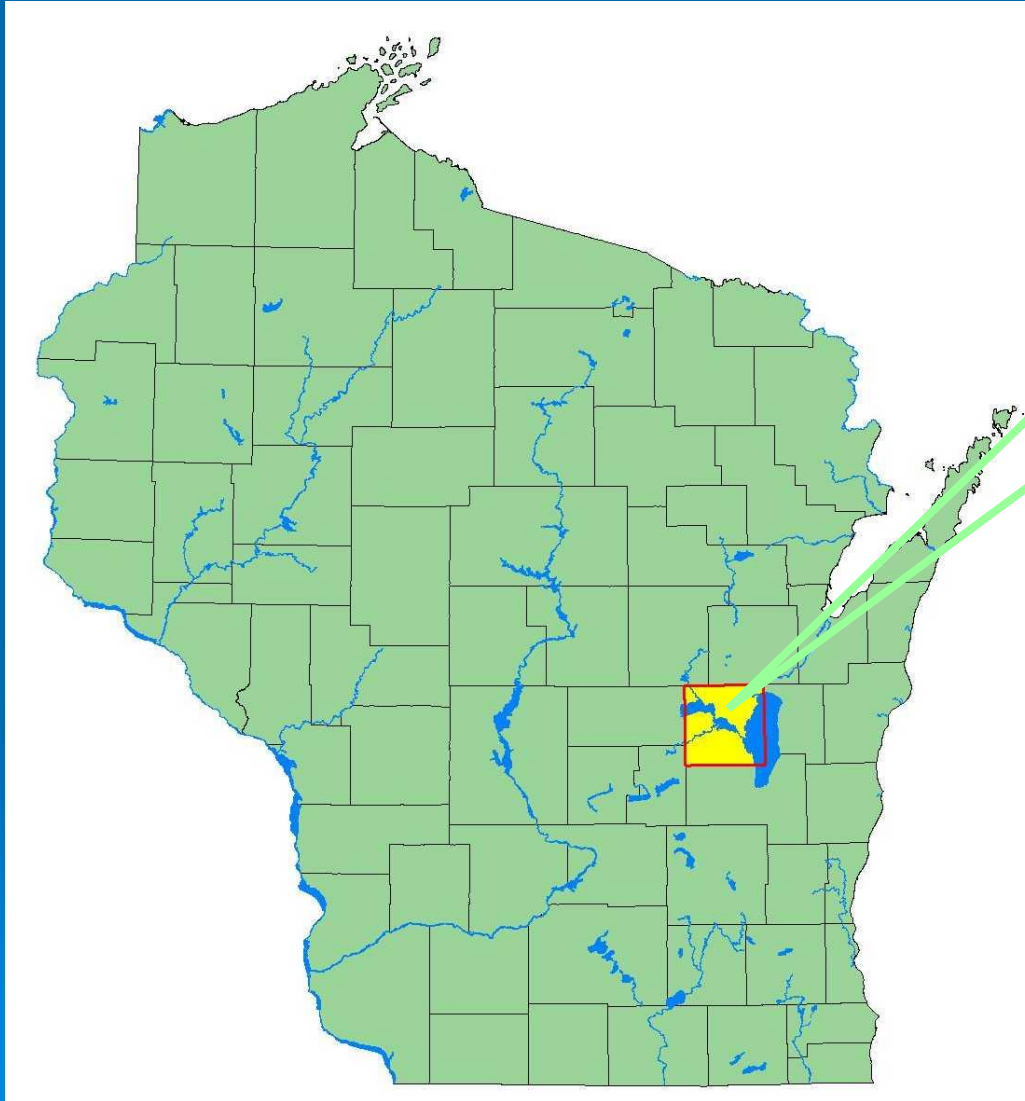
# Winnebago County Natural Shoreline/ Conservation EXPO



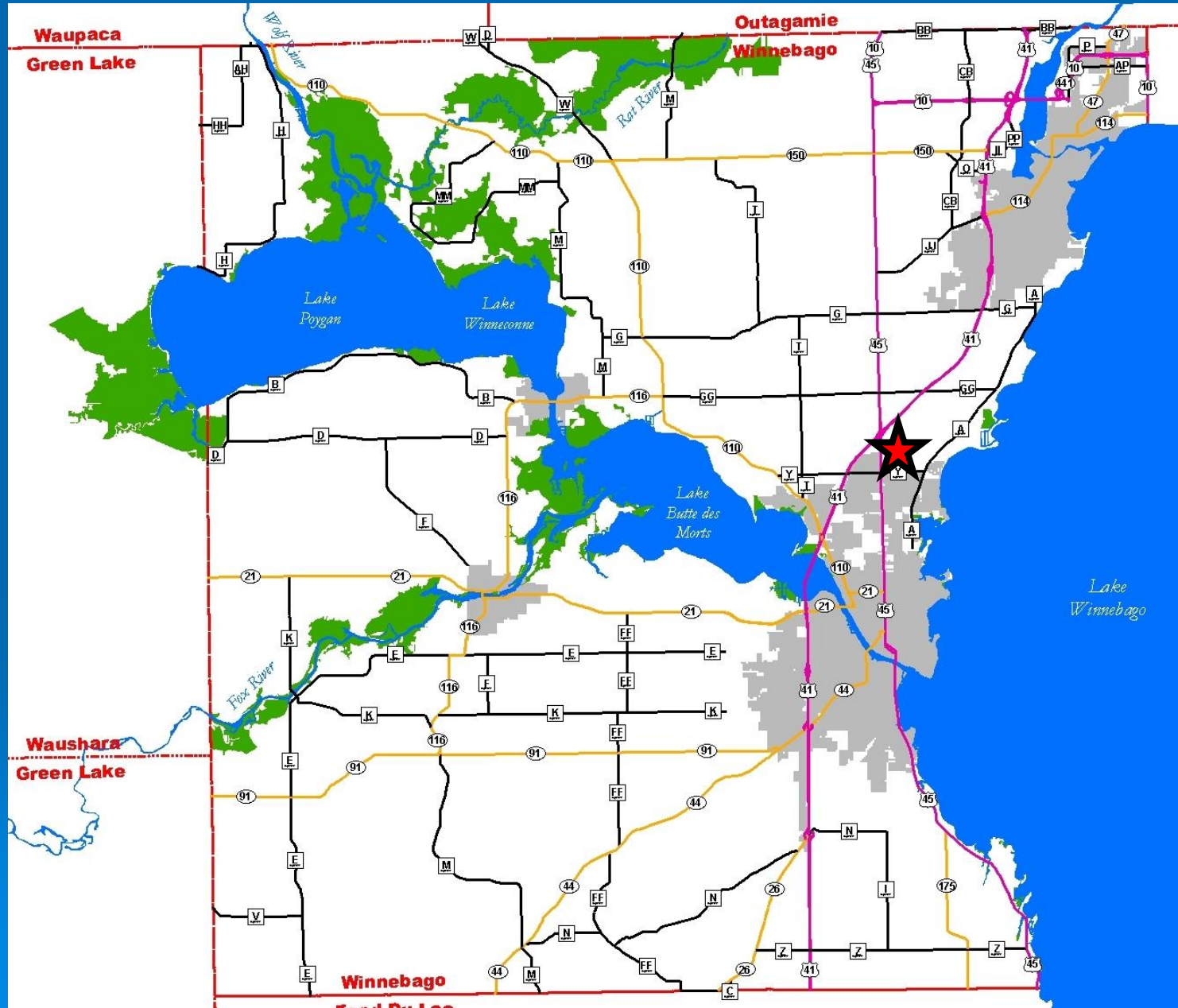
**Keith Marquardt**

**Winnebago County Land & Water Conservation Dept.  
Wisconsin Association Lakes conf. 04/01/10 (April Fools)**

# Winnebago County



# Winnebago County



# The Winnebago System

- 165,174 acres of water
- 17% State's surface water



# The Winnebago System

**\$155 million fishery**

## Winnebago County is Unique

▶ 78 species of fish

- Sturgeon
- Walleye
- White Bass
- More.....



▶ Significant Water Resource

- 17% of State's total inland surface water



# SHORELAND VALUES

- **Ecological:** water quality, habitat
- **Social/Cultural:** aesthetic, pleasure, recreation (fishing, swimming)
- **Economic:** revenue from hunting, fishing, tourism



# Algae Blooms



# Excess Nutrients





# Sediment



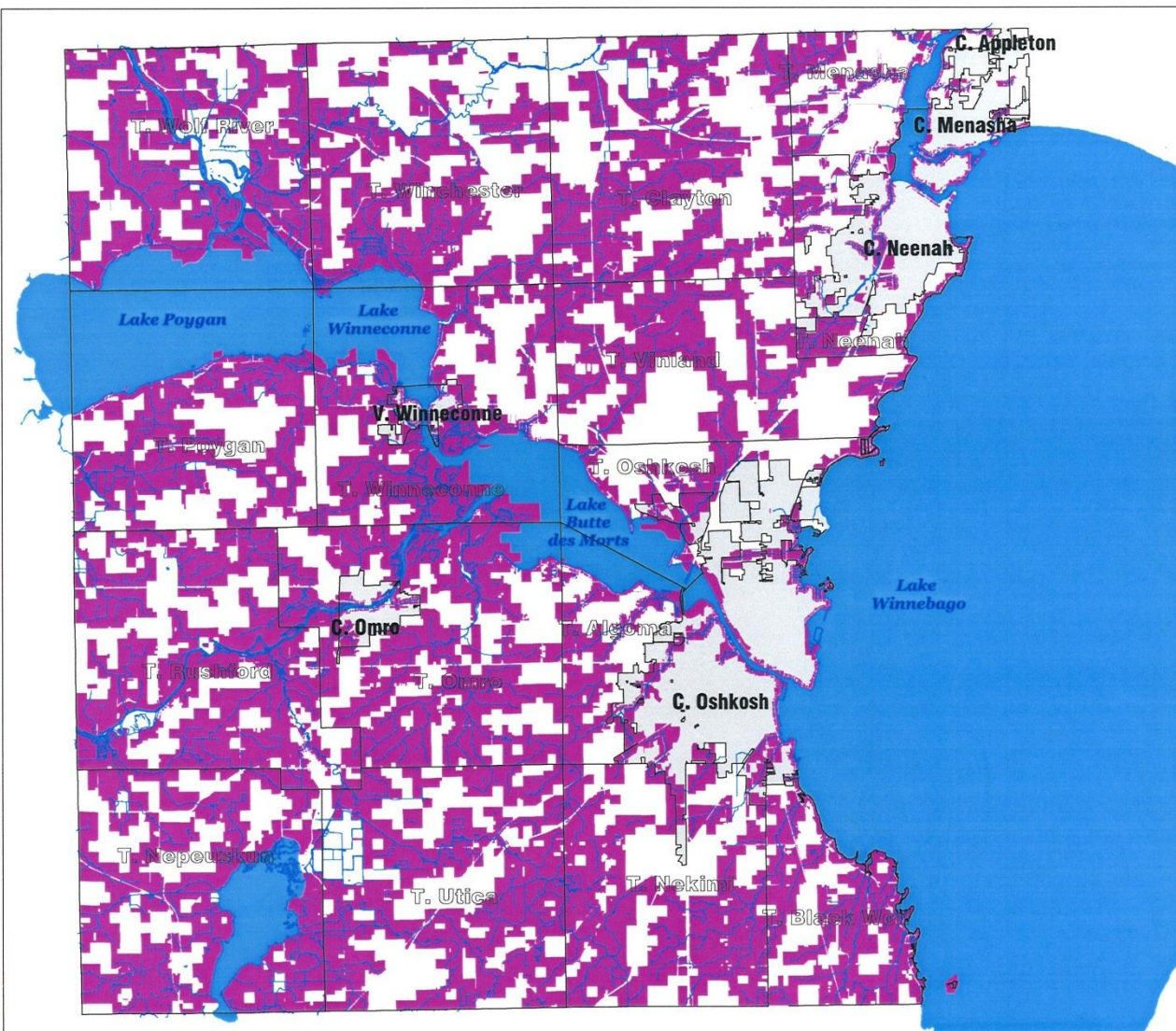
**Number 1 pollutant**

# Winnebago County EXPO

- 2007 Natural Shoreline Expo
- 2008 Natural Shoreline Expo
- 2009 Conservation Expo



# Winnebago County



## 2009 Conservation Expo

Winnebago County, Wisconsin

### Legend

- Postcard Recipient
- Hydrology
- Open Water
- Minor Civil Division
- City/Village
- Town

### SCALE



in MILES

Winnebago County



Land and Water Conservation Department  
May - 2009

### Project Disclaimer

This data was created for use by the Winnebago County Geographic Information System project. Any other use/application of this information is the responsibility of the user and such use/application is at their own risk. Winnebago County disclaims all liability regarding items of the information for any use other than Winnebago County business. \* Data for this map copyrighted January 1997\*

# Winnebago County EXPO



**“Land activities affect water quality”**

# Winnebago County Natural Shoreline/ Conservation EXPO

## Target Audience:

**“Everyone has shoreline property”**



# Winnebago County EXPO

## GOALS:

**Improve Water Quality (& Ecological Habitat)**

**Buffer entire pool system - corridor**

**Quality of life**

**Environment = Economy**



# Winnebago County EXPO

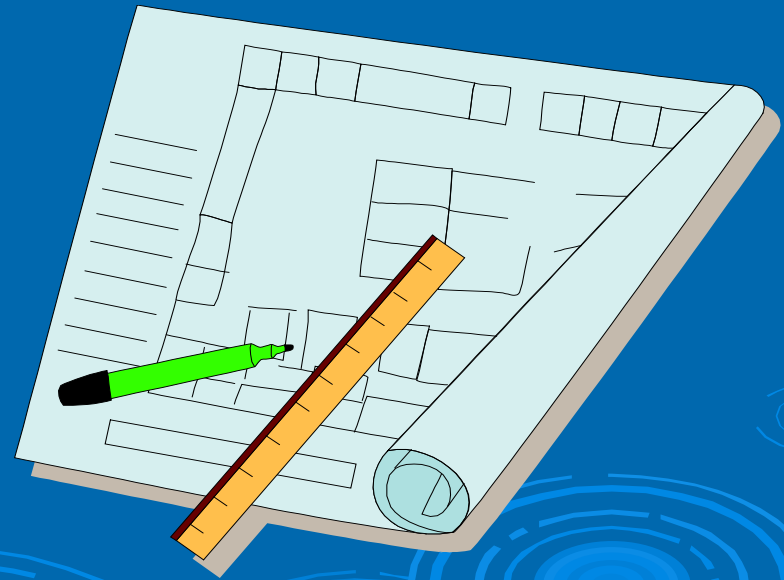
## Objectives of EXPO:

- I&E/awareness
- Supply/provide how-to info, lists, & resources
- Install conservation



# Winnebago County EXPO

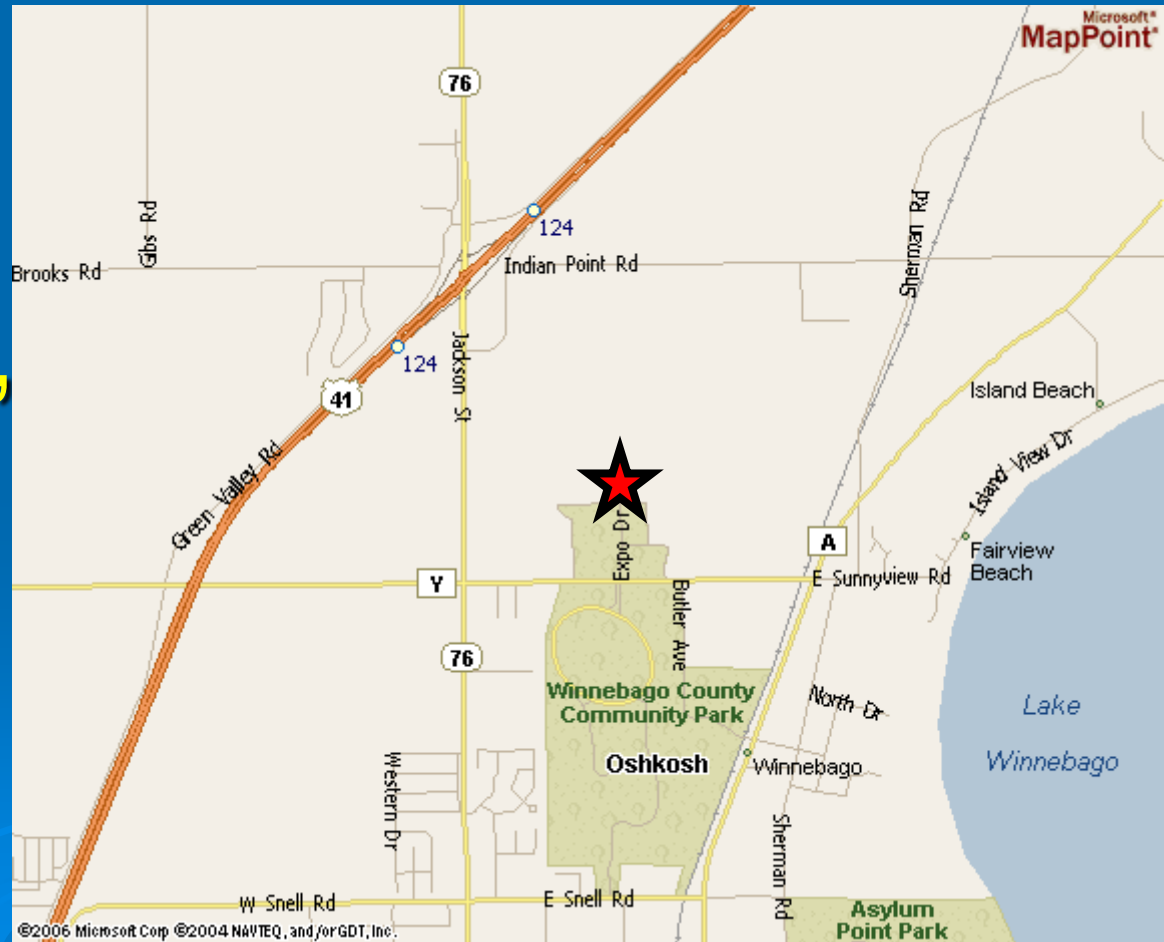
## ➤ Planning the Expo





# Winnebago County EXPO Location

Parks Dept.  
Expo Grounds  
County Road Y,  
Oshkosh, WI



# Winnebago County EXPO

## The Facility

- Costs – Donation (\$free) Winn Co Parks Dept
- Insurance
- Ample parking, space, comfortable, inside
- Execute contract w/Parks Dept.



# Winnebago County EXPO



Room B

Rain Garden location

Parking

Room A

DR.

# Winnebago County EXPO

## Selection of the Date

### End of May

- After Memorial Day (at home, warm)
- Nurseries have plant plugs available
- Expo building available



# Winnebago County EXPO

## Invites

1. Exhibitors: vendors, agencies, organizations, nurseries, speakers  
(save the date, registration)
2. Attendees = general public



# Winnebago County EXPO

## Advertising

- Postcards direct mail to parcels within 400ft
- Press releases
- Websites
- Community calendars
- TV and radio
- NEWS SC s.w. communities



# Winnebago County EXPO


## Direct Mail – Postcards

## Mailing and the U.S. Postal Service

- Design
- Printer
- Generate mail list
- Mail service
- Complaints

**WINNEBAGO LAKES COUNCIL**  
PO Box 100  
WINNEBAGO WI 54985

NONPROF ORG  
US POSTAGE  
PAID  
OSHKOSH WI  
PERMIT NO 90



**SCHEDULE OF EVENTS**

South Hall Expo (9-3pm): View displays, learn about products, and meet with experts, vendors, and agency representatives.

**GUEST SPEAKERS**

10am: Mike Lizotte, UWO Biology Professor, Aquatic Studies Lab. Discussion on invasive species in the lake system.

11am: Rob McLennan, WDNR Water Resources Supervisor. Treatment of aquatic vegetation at your shoreland site.

1pm: Jim Ryf, Shoreland homeowner. Simple steps in building habitat.

\*Restrictions apply

# Winnebago County EXPO



**WINNEBAGO  
COUNTY**  
2009 Conservation Expo  
Saturday, May 30, 2009

**Visit Exhibitors:**



ATTENTION: LANDOWNERS, HOMEOWNERS, CONSERVATIONISTS, SPORTSMEN AND WOMEN & OUTDOOR ENTHUSIASTS

The Expo is on Saturday, May 30, 2009 from 9 am to 5 pm at the Winnebago County Fairgrounds (Sunnyview Expo Center); located at 500 E. County Road Y in Oshkosh, WI. Admission and parking are free.  
Winnebago County Land & Water Conservation Dept.  
Phone 920/232-1950 or Neenah 920/727-8642

<http://wclwcd.org/expo2009/>

**Sponsors:**



NEW Water Wisconsin.org

## WINNEBAGO COUNTY 2009 CONSERVATION EXPO



Rain Gardens



Shorelines



Native Plants



Rain Barrels

(Photo courtesy of Fox River Academy)

**SAVE THE DATE**  
3rd ANNUAL Conservation EXPO  
Saturday, May 30, 2009

ATTENTION: HOMEOWNERS and LANDOWNERS

**EXHIBITORS, DISPLAYS, and PRODUCTS:**

Tree Planting Supplies	Well Sampling Kits	Well Abandonment	Prairie Seed
Rain Gardens	Rain Barrels	Native Plants	Wetlands
Wildlife Habitat	Shoreland Protection	Shoreland Restoration	Invasive Species
Forestry Topics	Wetlands	Water Quality Landscaping	Backyard Birding
Conservation Clubs	Wildlife Organizations	Bird Organizations	Sportsmen/Sportswomen Clubs
Yard Care	Phosphorus free Fertilizer	Composting	Aquatic Plants

**EXPO ACTIVITIES** include:

- LEARN HOW TO BUILD YOUR OWN RAIN BARREL
- VISIT THE *PHEASANTS FOREVER* "HABITAT HELP DESK" AND HAVE THE EXPERTS DEVELOP A HABITAT PLAN (WITH AN AERIAL PHOTO) FOR YOUR PROPERTY
- PURCHASE TREE PLANTING SUPPLIES
- Presentation on Rain Garden Design and Construction
- NATIVE PLANT SALE
- Soil Test Kits, Rain Barrel Supplies, Well Test Kits



# Winnebago County EXPO

## Advertising

- TV
- YouTube
- Radio



# Winnebago County EXPO

## Advertising

- NEWSC stormwater communities



Front

Back

# Winnebago County Expo

2007 postcard to 8,000 landowners

A postcard for the Natural Shoreline Expo 2007. The background is a soft-focus image of green leaves and white flowers. The title 'Natural Shoreline Expo 2007' is written in large, bold, red, 3D-style letters at the top. Below it, a white box contains the subtitle 'Landscaping for Wildlife & Water Quality'. The event details, including the date 'June 2, 2007' and location 'Sunnyview Expo Center & Fairgrounds, 500 E County Road Y, Oshkosh, Wisconsin', are centered. The word 'FREE!' is printed in red on both sides of the location information. A list of activities is provided at the bottom, and a contact box is at the very bottom.

## Natural Shoreline Expo 2007

**Landscaping for Wildlife & Water Quality**

**Annual Shoreline Improvements Event Sponsored by the  
Winnebago Lakes Council, Winnebago Audubon, & Fox Valley Wild Ones  
Presented by the Winnebago County Land & Water Conservation Department**

**June 2, 2007**

**FREE!** Sunnyview Expo Center & Fairgrounds **FREE!**  
500 E County Road Y, Oshkosh, Wisconsin

**Learn about natural shoreline improvements for your property**

- Build habitat for wildlife (birds & butterflies included!).
- Learn to manage plants in the water.
- Receive do-it-yourself planting tips.
- Meet and speak with plant experts.
- Preview SWIGBee: a new plant selection program.
- Locate sources of phosphorus-free fertilizer.
- View exhibitors' goods on display.
- Identify plants that can harm your wildlife.
- Discover financial assistance for shoreline restoration (restrictions apply).

For more information call: 920-232-1950 or 920-727-8642

# Winnebago County EXPO

## 2007 Natural Shoreline Expo

- Intern
- 8,000 postcards
- Shoreline buffer (easy, economical, effective)
  - Purity (contractors, native plants)**
- \$ partners
- \$1,100 budget
- WDNR permit interest
- 9 a.m. to 5 p.m.



**Natural Shoreline Expo 2007**

Landscaping for Wildlife & Water Quality

Annual Shoreline Improvements Event Sponsored by the  
Winnebago Lakes Council, Winnebago Audubon, & Fox Valley Wild Ones  
Presented by the Winnebago County Land & Water Conservation Department

June 2, 2007  
Sunnyview Expo Center & Fairgrounds  
500 E County Road Y, Oshkosh, Wisconsin

**FREE!**

Learn about natural shoreline improvements for your property

- Build habitat for wildlife (birds & butterflies included!).
- Learn to manage plants in the water.
- Receive do-it-yourself planting tips.
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For more information call: 920-232-1959 or 920-727-8642

# Winnebago County EXPO 2008

## NATURAL SHORELINE



**MAY 31, 2008**

**SUNNYVIEW EXPO CENTER & FAIRGROUNDS**

# Winnebago County EXPO

## 2008 Natural Shoreline Expo

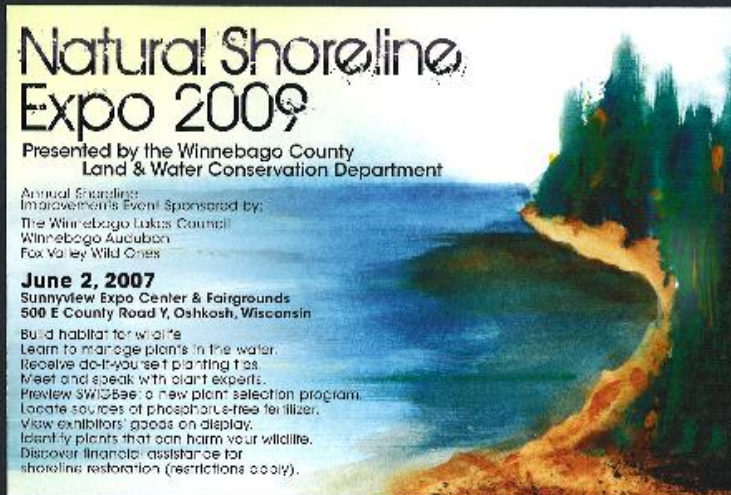
- No intern
- 12,000 postcards
- Shoreline buffer – Rain gardens
- \$ partners – no
- \$2,000 budget
- 9 am – 3 pm



# Winnebago County EXPO

UW – Oshkosh

2008 postcard  
contest



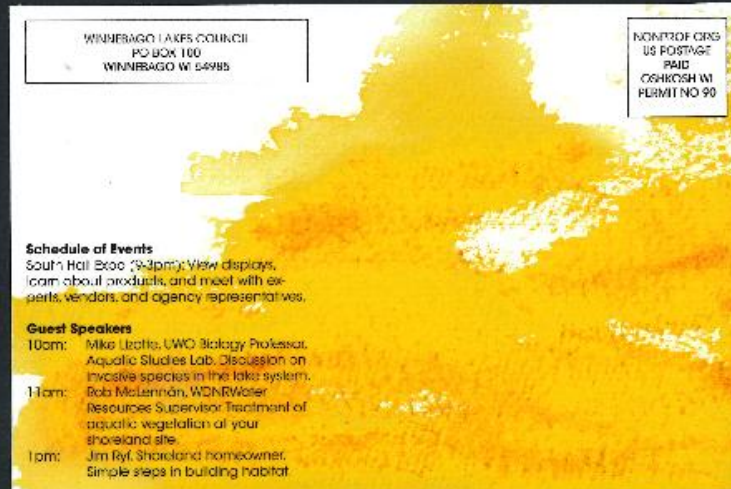
## Natural Shoreline Expo 2009

Presented by the Winnebago County  
Land & Water Conservation Department

Annual Shoreline  
Improvements Event Sponsored by:  
The Winnebago Lakes Council  
Winnebago Audubon  
Fox Valley Wild Ones

**June 2, 2007**  
Sunnyview Expo Center & Fairgrounds  
500 E County Road Y, Oshkosh, Wisconsin

Build habitat for wildlife.  
Learn to manage plants in the water.  
Receive do-it-yourself planting tips.  
Meet and speak with plant experts.  
Preview SWIGBae, a new plant selection program.  
Locate sources of phosphate-free fertilizer.  
View exhibitors' goods on display.  
Identify plants that can harm your wildlife.  
Discover financial assistance for  
shoreline restoration (restrictions apply).



WINNEBAGO LAKES COUNCIL  
PO BOX 100  
WINNEBAGO WI 54988

NONPROFIT ORG  
US POSTAGE  
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OSHKOSH WI  
PERMIT NO 90

**Schedule of Events**  
South Hall Expo (9:30am): View displays,  
learn about products, and meet with ex-  
perts, vendors, and agency representatives.

**Guest Speakers**

10am: Mike Leath, UW Oshkosh Professor,  
Aquatic Studies Lab. Discussion on  
invasive species in the lake system.

11am: Bob McLennan, WDNR Water  
Resource Supervisor. Treatment of  
aquatic vegetation of your  
shoreland site.

1pm: Jim Ryf, Shoreland homeowner.  
Simple steps in building habitat.

# Winnebago County EXPO 2009

**2009  
CONSERVATION  
EXPO**

**FREE**  
Well Sample Kit  
to the first 25  
Winnebago  
County residents  
sponsored by  
the Health Dept.

**Lake Winnebago**

**Learn About**

- Rain Barrel ❶
- Fish Habitat ❷
- Rain Garden ❸
- Pheasant Habitat ❹
- Vegetative Buffers ❺
- Well Abandonment ❻
- Shoreline Protection ❼
- Wetland Restoration ❽
- Shoreline Restoration ❾
- Lakeshore Aquatic Vegetation ❿

(Financial assistance may be available)

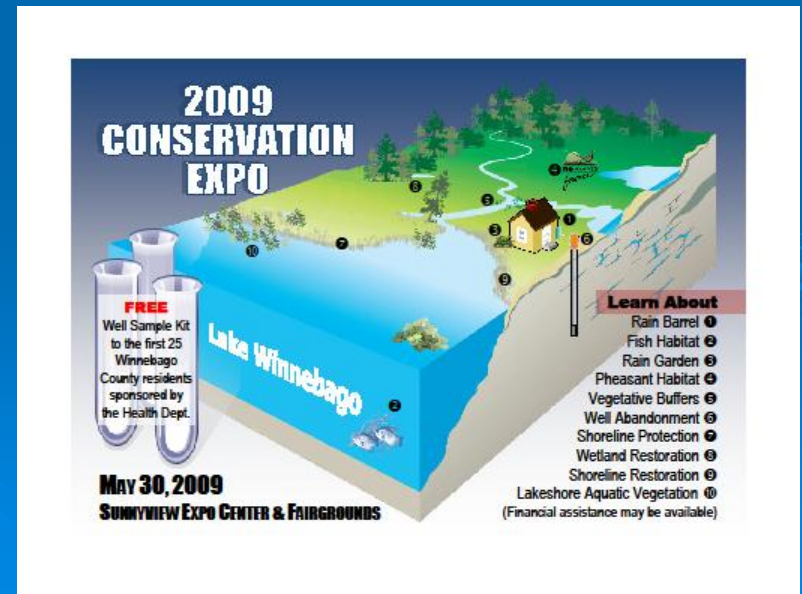
**MAY 30, 2009**  
**SUNNYVIEW EXPO CENTER & FAIRGROUNDS**



# Winnebago County EXPO

## 2009 Conservation Expo

- Name change
- No intern
- 14,000 postcards
- No partners \$
- WDNR grant
- \$3,000 budget



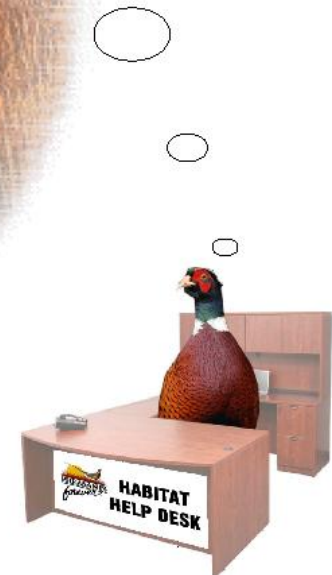
# Winnebago County EXPO

2009 Conservation Expo

## PF Habitat Help Desk



**at the 2009 CONSERVATION EXPO**  
**Saturday, May 30, 2009**  
**Winnebago County Fairgrounds**  
**500 East County Road Y**  
**Oshkosh, WI 54901**



# Winnebago County EXPO

## Setup

### Thursday

### Friday – exhibitor setup is free

### 30- 35 exhibitors



# Winnebago County EXPO

## EXPO

1 day, Saturday, 9am to ?

30- 35 exhibitors, free

Speakers (6)

Door prizes

Food/refreshments – Boy Scouts

Free parking and admission



# Winnebago County EXPO

## INFORMATION offered

- Shoreline protection/shoreland restoration
- How to – compost
- Water quality
- Invasives
- Organizations to join/involved
- Yard care
- Native plants
- Etc.



# Winnebago County EXPO

## Conservation practices offered

- Shoreline protection
- Shoreland restoration – buffer 10 yr O&M
- Rain gardens
- Rain barrels
- Yard Care
  - compost/bins
  - No P fertilizer
- Habitat (city too)
- Well abandonment
- Prairie Establishment
- Wetland restoration



# Winnebago County EXPO

## Exhibitors



# Winnebago County EXPO

## Exhibitors





# Winnebago County EXPO

## Exhibitors



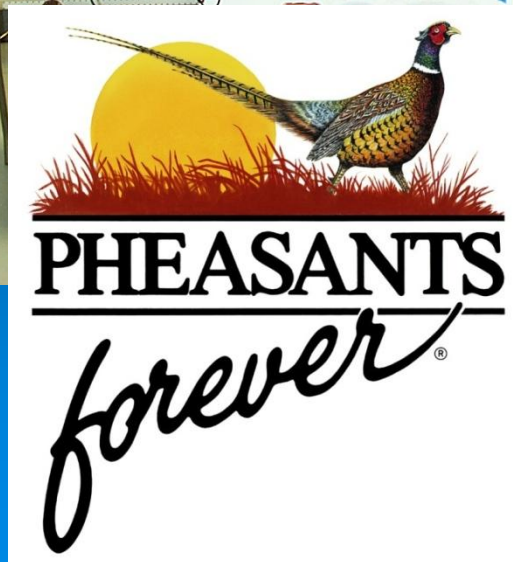
# Winnebago County EXPO

## Exhibitors



# Winnebago County EXPO

## Exhibitors



# Winnebago County EXPO

## Exhibitors



# Winnebago County EXPO

## Exhibitors



# Winnebago County EXPO

## The Vendors



# Winnebago County EXPO

The Vendors – info, lists, directions on how-to-build, or purchase



# Winnebago County EXPO

## Exhibitors

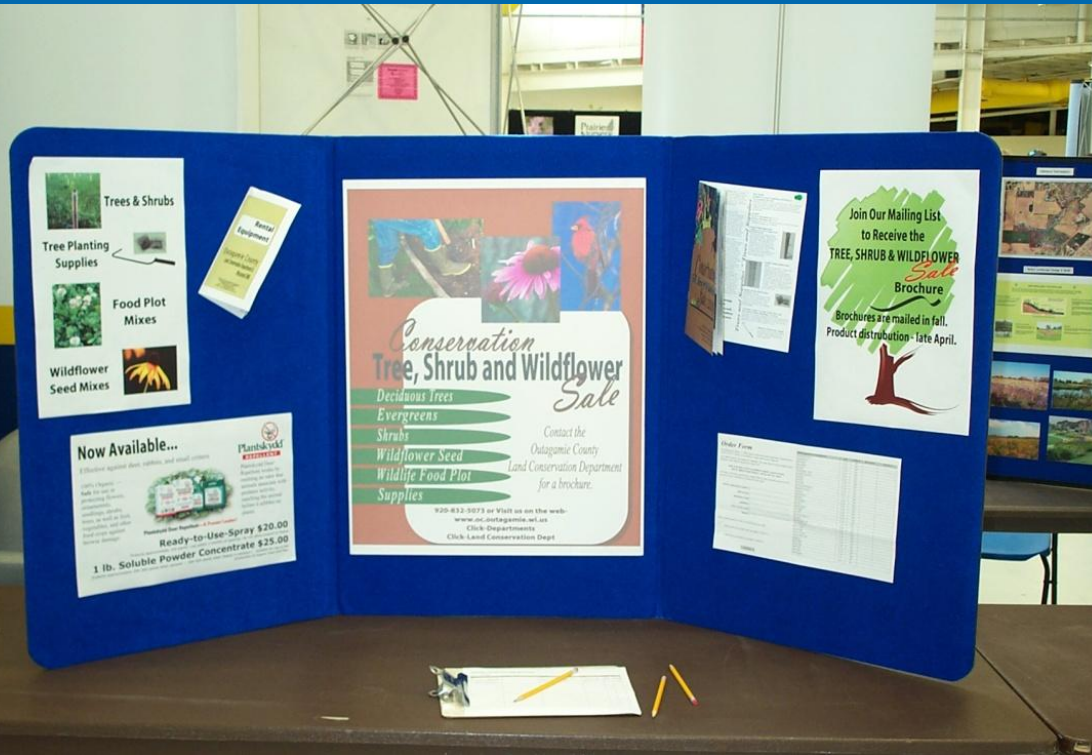






# Winnebago County EXPO

## Exhibitors



# Winnebago County EXPO

## Exhibitors



# Winnebago County EXPO

## The Speakers

2007/2008

- Mike Lizotte, UW-O invasive species in pool lake system
- Chuck Fitzgibbons, WDNR, aquatic invasives
- Jim Ryf, shoreland owner
- Dan Dieck, Backyard Organics, organic yard care
- John Gishnock III, formecology, design/install rain gardens
- William Mueller, Cons Chair WI Society of Ornithology

# Winnebago County EXPO

## Speakers



**Professional**



**Shoreland Owner**

# Winnebago County EXPO

## The Speakers

2009

- Jennifer Baker, Prairie Nursery, Benefits of Native Plants
- Dan Rudebeck, Lake Poygan Sportsmen's Club
- Lisa Reas, LJ Reas Env, How to create Rain Gardens
- Jon Huser, Marshland Nursery, Shoreline Restoration
- Lene D'Hondt, Fox River Academy, Demo Rain Barrel
- Robert Hernke, WPS, "Saving \$ & Energy"

# Winnebago County EXPO

## Media Coverage of EXPO

### Newspapers:

The Country Today

AgriView

### Radio:

WISS AM1100

### TV:

“It’s Your Environment”

# Winnebago County EXPO

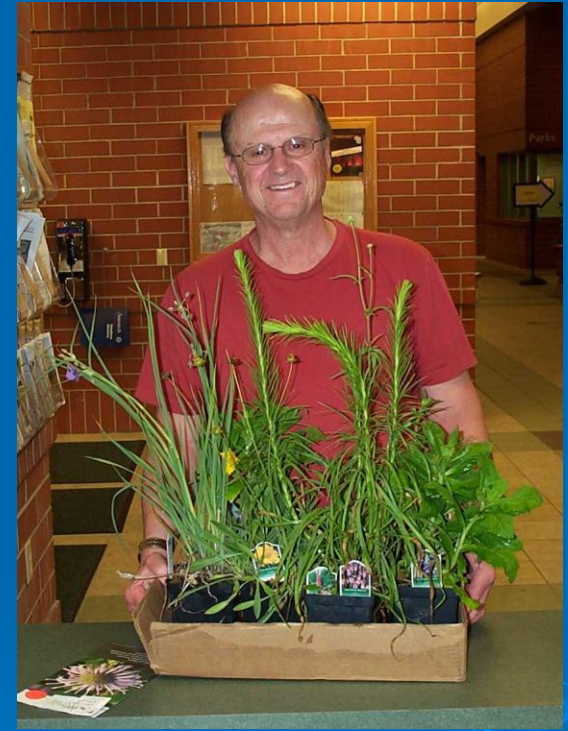
## RESULTS ?





# Winnebago County EXPO

## Vendor – Door Prizes



# Winnebago County EXPO

## Number of Attendees

- 2007 Natural Shoreline Expo - 250
- 2008 Natural Shoreline Expo - 200
- 2009 Conservation Expo - 150



# Winnebago County EXPO Survey of Attendees

- 2009 Conservation Expo -150
  - 47 Oshkosh
  - 15 Neenah
  - 10 Appleton
  - 7 Winneconne
  - 6 Menasha



# Winnebago County EXPO

## Attendees

- 2009 Conservation Expo -150
- **How did they hear about the EXPO?**
  - 62 from direct mailing postcard
  - 20 friend/neighbor/family member
  - 8 internet
  - 5-7 newspaper
  - 4 radio
  - 2-3 TV
  - 8 other/unknown



# Winnebago County EXPO

## Budgets

- 2007 - \$2,000 or \$1,100 = \$8/person
- 2008 - \$2,000 = \$10/person
- 2009 Cons Expo - \$3,000 (WDNR grant) = \$20/person (Winn Co \$600)



# Winnebago County EXPO

## **Ave. Budget Breakdown**

2009 (14,000 postcards mailed)

mail list service \$665

US Postal \$1,300+

printing \$600

supplies/copies/misc \$150

- green haired guy \$275
- building \$1400/day
- staff 260 hours



# Winnebago County EXPO

## Staff Time Breakdown

2009 (14,000 postcards mailed)

**Coordinator** ~ 90-100 hours

**GIS Manager** – 90 hours

- design postcard
- coordinate printer
- prepare mailing list/service/postal requirements
- “techy”, av equip w/speakers

**Secretary**



# Winnebago County EXPO

## 2009 Number of Projects

➤ Shoreland Evaluation

10 - 15

➤ Rain Garden Evaluation

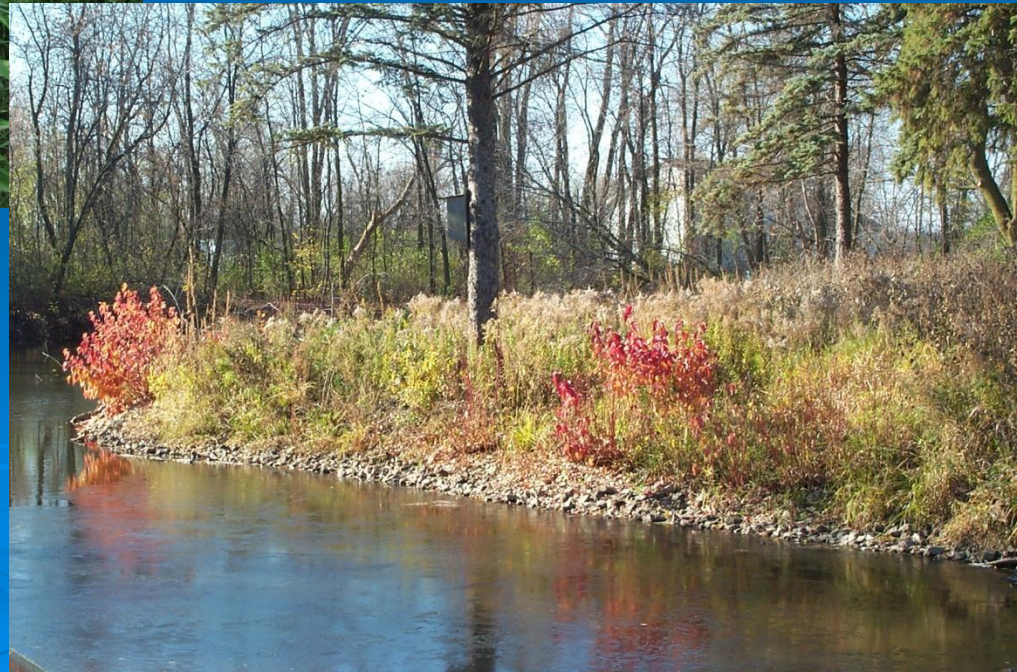
5 - 6





# Winnebago County EXPO

## The Projects – shoreland evaluation signup – c-s



# Winnebago County EXPO

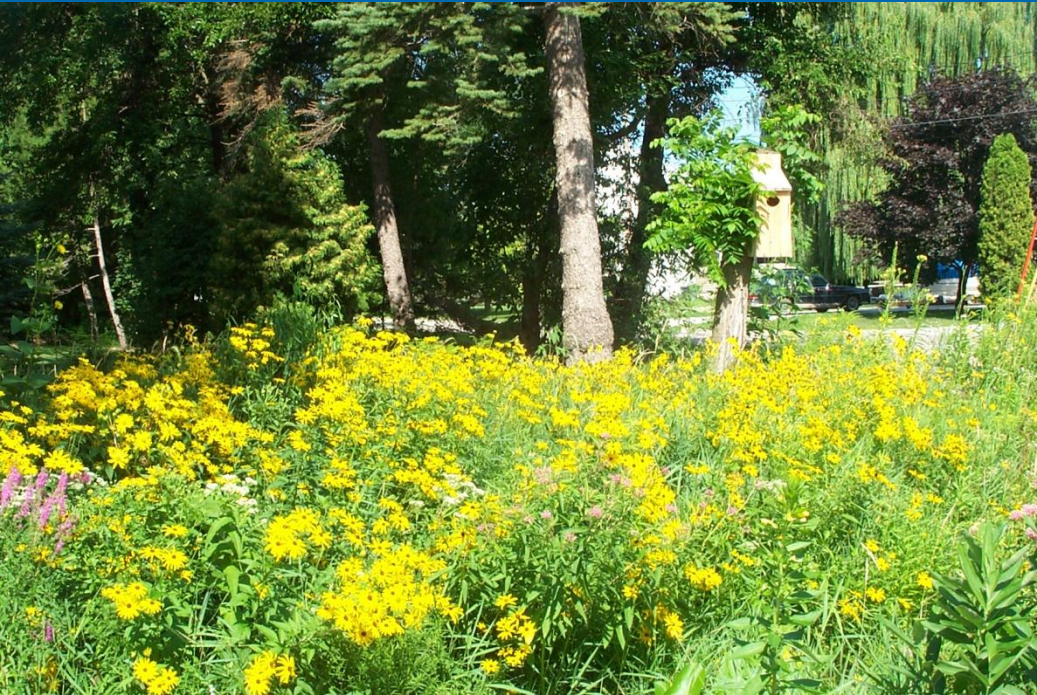
## The Projects – shoreland evaluation signup – c-s



# Winnebago County EXPO

## The Projects

Shoreland: 10 year O&M – no fertilizer



# Winnebago County EXPO

## The Projects

Shoreland: 10 year O&M Agreement – no fertilizer

Justification: 5 – 10 lots = 500lbs algae

Summer Tour



# Winnebago County EXPO

## The Projects

### RAIN GARDENS



# Winnebago County EXPO

## The Projects

### RAIN GARDENS



# Winnebago County EXPO

## THOUGHTS/Comments:

- Excellent exhibitors, great mix
- Smooth, efficient setup etc.
- Achieved additional media outlets
- **Low attendance** (poor economy, exhausted 3yr in a row, earlier date, road construction, new residents)



# Winnebago County EXPO

## Considerations for the EXPO:

- Contractor training (4hr class, exhibits pm)
- Awards dinner
- CFDs
- Charging exhibitors





# Winnnebago County EXPO

## What's Next for the Expo?

**March 31, 2012**



# Check us out on the Internet

The screenshot shows a Microsoft Internet Explorer browser window displaying the website <http://www.wclwcd.org/>. The browser's address bar and menu bar are visible at the top. The website content includes a left-hand navigation menu with links for 'What's New', 'About Us', 'Committee', 'Programs', 'CAD/GIS/GPS', 'Rental & Sales', 'Local Contacts', 'Newsletters', and 'Contractor List'. The main content area features a central logo for the Winnebago County Land & Water Conservation Department, surrounded by several image-based links: 'Erosion Control', 'Project Photos', 'Demo Project', 'Rain Gardens', 'Field Days', and 'Algae Info'. Contact information is provided at the bottom of the main content area, including the address '625 E Cty Rd Y, Suite 100, Oshkosh WI 54901' and phone numbers '(920) 232-1950 or (920) 727-8642', along with a fax number '(920) 424-1277'. A feedback link and a date stamp 'Last updated June 16, 2005' are also present.

**What's New**

**About Us**  
[Office Location](#)  
[Services Provided](#)  
[Staff Directory](#)

**Committee**

**Programs**  
[County Ordinances](#)  
[County Water Quality Program](#)  
[Farmland Preservation Information & Education](#)  
[Land & Water Plan](#)  
[Priority Watershed Program](#)

**CAD/GIS/GPS**  
[Computer Aided Design](#)  
[Geographic Information System](#)  
[Global Positioning System](#)

**Rental & Sales**  
[Equipment Rental](#)  
[Product Sales](#)

**Local Contacts**

**Newsletters**

**Contractor List**

**Erosion Control**

**Project Photos**

**Demo Project**

**Rain Gardens**

**Field Days**

**Algae Info**

**Winnebago County**  
Land & Water Conservation Department

625 E Cty Rd Y  
Suite 100  
Oshkosh WI 54901

(920) 232-1950 or  
(920) 727-8642  
Fax (920) 424-1277

Questions? Comments? Click [here](#) to give us feedback.

*Last updated June 16, 2005*

[www.wclwcd.org](http://www.wclwcd.org)

# Questions?

## Thank you!!



**“It is Finished”**



10/11/2009