

## **NEWS RELEASE**

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**For immediate release**

### **[YOU OR YOUR LAKE ORGANIZATION] joined over 350 lake enthusiasts at the 32<sup>nd</sup> annual Wisconsin Lakes Convention**

For over three decades, the Wisconsin Lakes Convention has provided an exceptional opportunity for people to come together and share their water interests with other concerned citizens and lake professionals. This year, over 350 attendees united to celebrate and protect Wisconsin's legacy of lakes. [YOUR NAME] represented [YOUR ORGANIZATION] at this year's convention in Green Bay, and [HE/SHE] found the lake and watershed success stories, challenges, and solutions presented were relevant to [HIS/HER] local lake.

The 2010 Wisconsin Lakes Convention, titled *Fringe Benefits: Restoring Wisconsin Shorelands and Shallows*, covered a plethora of water topics with an emphasis on the fringe of Wisconsin lakes, known as shorelands and shallows. Experts from around the country joined convention participants to discuss the research, management options, educational ideas and policy changes concerning Wisconsin's lake fringes.

Attendees received a status report on our nation's lakes from researchers with the National Lakes Assessment. This project was designed by the Environmental Protection Agency (EPA) and its partners to provide estimates of the condition of lakes across the country. Poor habitat conditions along the lakeshore and high levels of the nutrients nitrogen and phosphorus are the most significant stressors of those assessed in the survey. Lake enthusiasts here in the Midwest learned that forty-six percent of our area lakes show moderate to high levels of lakeshore human disturbance.

Convention participants listened intently for how they can change these trends toward a positive direction. They learned about specific measures they can take to protect and restore the fringe of their local lake—activities like rain gardens, erosion control treatments, and shoreland restoration [SHARE EXAMPLES OF THINGS YOU LEARNED THAT MAY BE APPLICABLE TO YOUR LAKE].

Even though damage to our lakes' fringes can negatively affect the health of Wisconsin lakes, it is not the only challenge that faces our state's waters. Tuesday and Thursday workshops

offered hands-on training and discussion on many important lake topics including aquatic invasive species, lake ecology, volunteer monitoring, lake district commissioner training, interpreting and using lake data, and working with local partners for lake protection.

Other speakers presented shorter sessions on a range of themes including water quality and ecological health, research, waterfront history, policy and regulation, the economics of shoreland management, and citizen involvement. **[YOU CAN INCLUDE ONE OR TWO SESSIONS OR WORKSHOPS THAT YOU ATTENDED, WHAT YOU LEARNED FROM THEM, OR WHY YOU LIKED THEM].**

This year's convention included the second annual poster session, which provided an opportunity for citizens, lake management professionals, and researchers to share their success stories on assorted lake matters. In an interactive setting, attendees asked pointed questions and received detailed information about what worked for these projects and what went wrong. Participants could collect contacts and create a similar game plan for achieving positive results for projects on their own lakes.

In addition to the various sessions, lake-related businesses and educational groups offered displays about lake management services and water interests. On Wednesday, March 31<sup>st</sup>, the Wisconsin Lake Stewardship Awards were presented to individuals, groups, public servants, and youth organizations doing outstanding work for Wisconsin's lakes. "These awards are the highest honor bestowed to anyone for lake protection in Wisconsin," remarked Karen von Huene, the Executive Director of Wisconsin Association of Lakes. **[IF SOMEONE FROM YOUR LAKE COMMUNITY WAS AWARDED, MENTION THEM HERE].**

People from over 55 Wisconsin counties, and 9 other states participated in this year's Wisconsin Lakes Convention. The Wisconsin Lakes Partnership, a nationally recognized and successful collaboration of the Wisconsin Association of Lakes, UW-Extension Lakes and the Wisconsin Department of Natural Resources, hosts the lakes convention each year. For more information on the Wisconsin Lakes Convention, contact Wisconsin Association of Lakes at (608)-661-4313.

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