

A serene sunset over a large body of water. The sun is low on the horizon, creating a bright, shimmering path of light across the water's surface. In the middle ground, a boat with several people on board is silhouetted against the bright light. In the foreground, a person stands with their back to the camera, also silhouetted. The overall atmosphere is peaceful and scenic.

2011

Wisconsin Lakes Convention

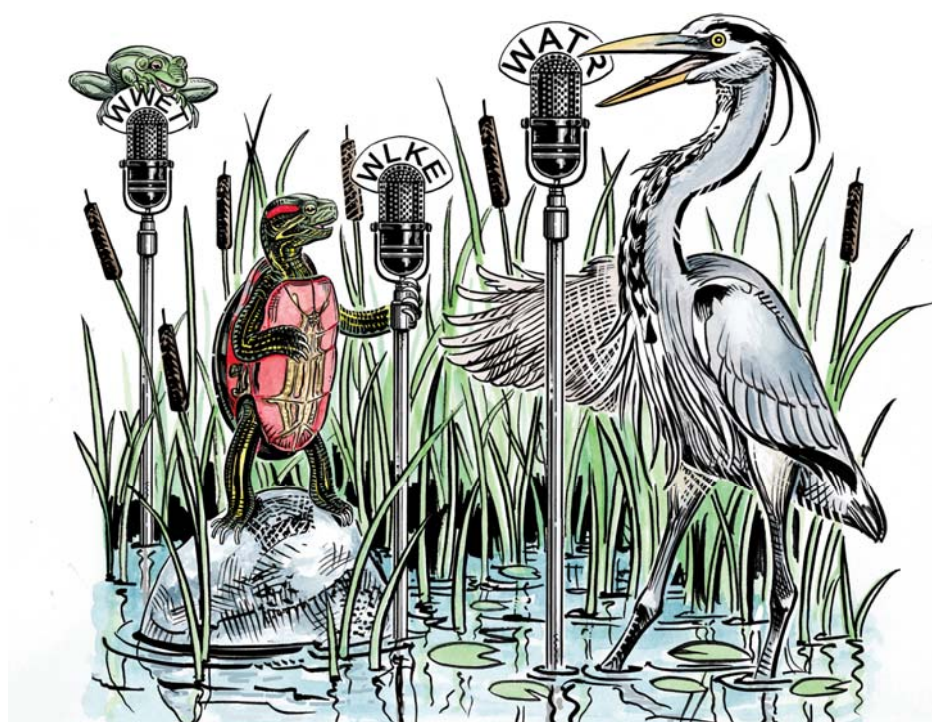
Business Partners Guide

Business Partners Guide

2011 Wisconsin Lakes Convention

Exhibitors and Sponsors

Speaking for Lakes
2011 Wisconsin Lakes Convention
April 12-14 Green Bay, WI



Please Note:

Inclusion in the 2011 Business Guide is not an endorsement of any products, services, or business by Wisconsin Lakes, University of Wisconsin-Extension, or the Wisconsin Dept. of Natural Resources.

Choosing a Consultant

Businesses are an essential part of our team working for clean, safe, healthy lakes for everyone. Private firms are often hired by lake groups and communities to collect data, prepare lake management plans, and implement best lake management practices.

It is important to realize that qualifications to perform some or all of the aspects of lake management vary among contractors. For example, some consulting firms may have excellent track records designing sewers but may not have experience conducting water quality monitoring or watershed assessments.

A wise consumer shops around to evaluate the quality and price of a product to get the best buy for their money. The same process should be followed when selecting a contractor to conduct your lake work. It may be useful to contact several contractors before you decide which one to hire. You may decide to hire two or more contractors to conduct separate components of your project. Taking time to carefully select your contractor(s) may ultimately be the difference between success and failure of your project.

Evaluating, choosing, and working with a lake consultant: a checklist

- Find out what data or plans already exist for your lake or watershed.
- Consider having several contractors offer proposals for the project and propose a package of services to meet your needs.
- Be sure to conform to your organization's bylaws when soliciting proposals.
- Determine the contractor's previous experience conducting the tasks you would like them to perform. Request in advance the training, background, certifications, and affiliations of those you plan to interview for the project.
- Interview a minimum of three consultants.
- Contact all references and get a credit report before signing any contract.
- Be involved in the study design. Consider establishing a committee to be involved in the project study.
- If your project will seek funding from the DNR Lakes Grants Program, be involved in writing the application and be the contact person with the DNR.
- Expect to communicate with the consultant and the DNR regularly during the grant application process.
- Decide on one contact person to be a liaison between your lake organization and consultant.
- Choose a consultant that will not be involved in implementing the end management recommendations to avoid slanting the results of your study.
- Educate and involve all organization members and residents in the community by creating special communications, hosting forums, or other outreach about your project.

Thank You to Our
2011 Wisconsin Lakes Convention Sponsors

Lead



Onterra, LLC
Lake Management Planning

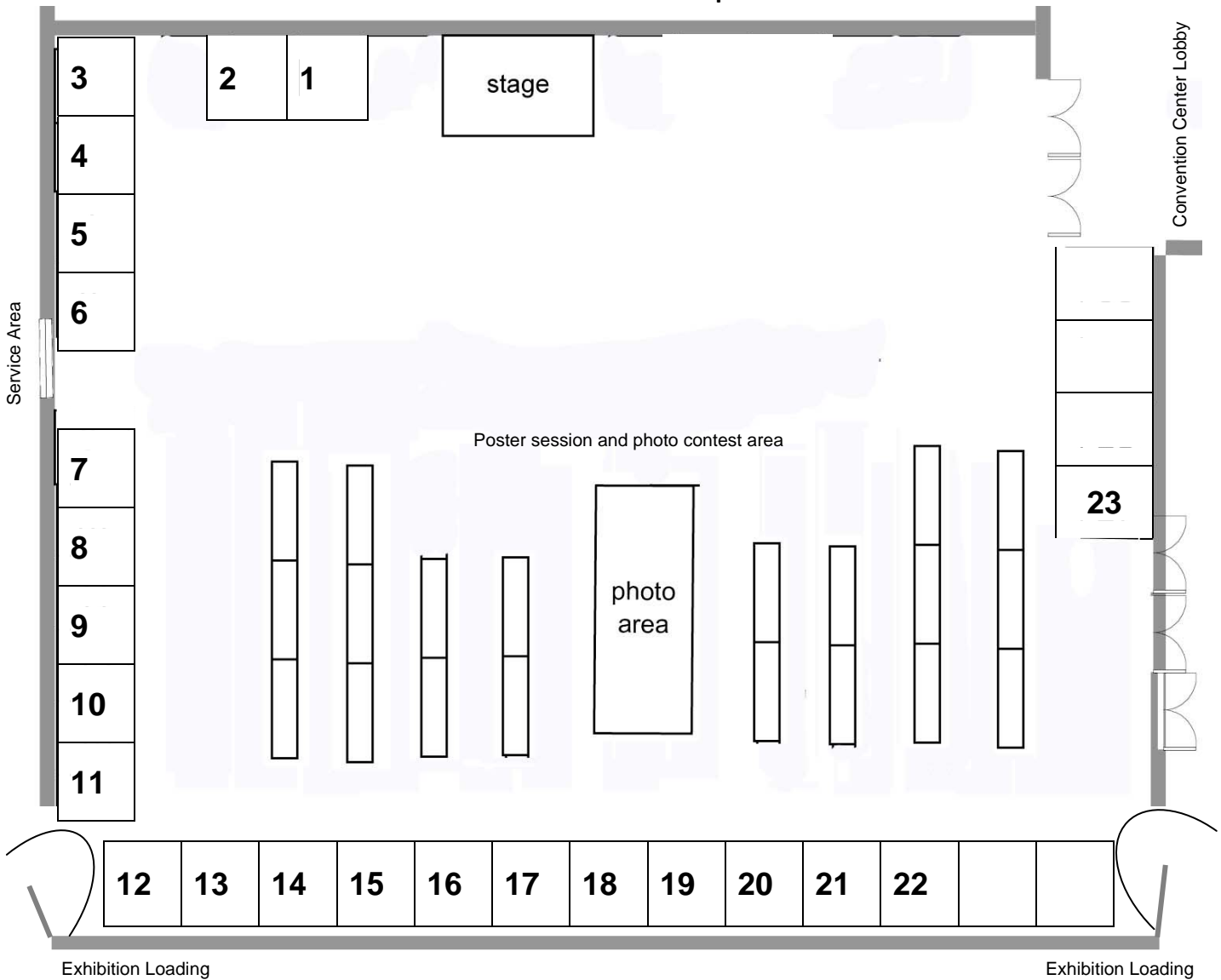
Supporting



Contributing



Exhibit Hall Map



Booth #	Exhibitor Name	Booth #	Exhibitor Name
1	Aquarius Systems	14	Emmons & Olivier Resources
2	Onterra	15	Ellingson Companies
3	County Materials Corporation	16	EnviroScience
4	Environmental Sentry Protection	17	SePro Corporation
5	Bonestroo	18	Marine Biochemists
6	Applied Biochemists	19	NES Ecological Services
7	Horton Group	20	Vierbicher Associates
8	Cason and Associates	21	Aquatic Biologists
9	Walsh Marine Products	22	DNR fish tank
10-11	LoonWatch, Northland College	23	<i>Drawing Water</i> Art Exhibit
12-13	Clarke		

2011 Wisconsin Lakes Convention

Alphabetical Listing of Exhibitors & Sponsors

Applied Biochemists

Applied Biochemists has been a leader in aquatic vegetation management products for over 40 years. Featuring algaecides, herbicides, colorants and biological products, our products help support the aquatic vegetation control programs implemented at lakes and ponds in many use sites. We help get your water the way it should be, able to be used for swimming, fishing, watering, drinking, or just enjoying the natural beauty of your backyard.

Contact

Rich DeJonghe
W175 N11163 Stonewood Dr., Ste. 234
Germantown, WI 53022
800-558-5106
redejonghe@archchemicals.com
www.appliedbiochemists.com



top to bottom algae control
invasive and nuisance weed control
aesthetic beauty with aquatic dyes
balanced pond cycle with microbials

**complete water management
with applied biochemists**

For more information, contact Rich DeJonghe
Midwest Regional Sales Manager
Ph: (810)-653-0960 | redejonghe@archchemicals.com

Ph: (800) 558-5106 | www.appliedbiochemists.com

applied biochemists

Aquarius Systems

Since 1964 Aquarius Systems has manufactured and supplied a wide variety of equipment for surface water management applications worldwide. Our product line includes aquatic plant harvesters, debris skimming vessels, aquatic vegetation cutters, amphibious excavators and many other custom designed vessels. To learn more, stop by our booth or visit our web site at www.aquarius-systems.com!

Contact

Jane Dauffenbach
200 N. Harrison St. P.O. Box 215
North Prairie, WI 53153
262-392-2162
info@aquarius-systems.com
www.aquarius-systems.com



Because Tomorrow Matters

Our mission is to aid in the maintenance of clean & beautiful waterways worldwide through the use of environmentally safe surface water management equipment. Discover the many ways our innovative solutions can rejuvenate your lake or river. Aquarius Systems... caring about today to make a difference for tomorrow.



Amphibious Excavators



Aquatic Plant Harvesters



Trash Skimmers



Aquatic Vegetation Shredders



AQUARIUS SYSTEMS
A Division of D&D Products Inc.

Phone 262-392-2162
Toll Free 800-328-6555
info@aquarius-systems.com
www.aquarius-systems.com

Aquatic Biologists, Inc.

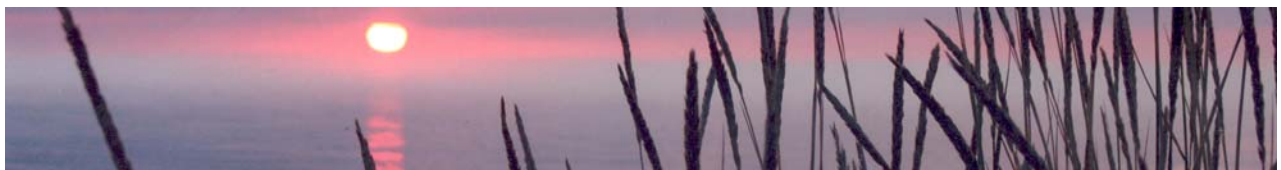
Aquatic Biologists, Inc. (ABI) has specialized in lake and pond management, consulting, services, and supplies for over 33 years. Our staff of experienced, licensed, certified and degreed professionals provide our clients with effective, beneficial, and environmentally sound services and products to fit management goals and budget.

- Lake & Pond Consultation, Design & Management
- Nuisance Weed & Algae Control
- Lake Management Planning
- Customized Whole Lake Aeration Systems
- Aquatic Plant Restoration
- Decorative Fountains
- Fish Stocking, Fish Traps
- Weed Cutters & Rakes
- Sludge & Sediment Removal
- Floating Islands
- Sonic Solutions and more.....

Contact

Robert Langjahr
Paul Leisten
N4828 US Hwy 45 S
Fond du Lac, WI 54937
800-442-6648
info@aquaticbiologists.com
www.aquaticbiologists.com

Aquatic
Biologists, inc. (Since 1977)



Bonestroo

Bonestroo is your local lake expert, with over 50 years of experience and six offices located throughout Wisconsin. Proudly offering professional service at competitive prices, with quantifiable results!

Our staff of over 300 engineers, hydrologists, biologists and scientists has a robust water resource service offering that includes: specialized aquatic plant herbicide treatments, lake management planning, dam inspections, grant writing, watershed analyses, aquatic plant surveys, wetland delineation/restoration, native fishery reestablishment/habitat improvement, fish passage design, TMDL's, water quality studies, sedimentation assessments, and governmental permitting.

This well rounded experience has allowed us to custom design and hand construct the most effective and efficient aquatic herbicide application equipment in the industry saving our clients money, while providing the most effective treatments possible. We believe each lake is unique with its own challenges and priorities, and we treat them as such, working with each individual lake group in order to help achieve your goals, within your budget.

Bonestroo has obtained over \$10 million dollars in State and Federal grant funding for environmental projects on behalf of our clients in just the last 2 years! Find out how we can help or potentially obtain funding for your next water resource project today, call (800) 498-3921.

Contact

Mark Kordus
James Scharl
330 South 4th Ave.
Park Falls, WI 54452
Phone: 715-762-1544. Fax: 715-762-1844
Mark.Kordus@bonestroo.com
www.bonestroo.com



Cason & Associates, LLC

Our goal at Cason & Associates, LLC is to provide our clients with effective, environmentally sound and sustainable solutions for aquatic resource management challenges. We provide professional consultants, services and tools for managing lakes, ponds, rivers and wetlands. Our services include:

- Exotic Plant Control Programs,
- Lake Studies and Management Planning,
- Aquatic Plant Surveys,
- Aquatic Herbicide Application,
- Fishery Surveys,
- Water Quality Monitoring,
- Grant Writing,
- Wetland Delineation,
- Aquatic Plant Restoration, and
- Habitat Improvement Projects.

Our staff includes biologists, limnologists and commercial applicators. Our network of associates provides additional scientific, technical and engineering support. Cason & Associates, LLC serves all of Wisconsin. Please view our website: www.casonassociates.com for more information.

Contact

Chad Cason
Alex Brauer
Brad Roost
P.O. Box 230
Berlin, WI 54923
920-361-4088
info@casonassociates.com
www.casonassociates.com



Clarke

Clarke is an environmental products and services company, devoted to making communities more livable, safe and comfortable. Specializing in mosquito control and aquatic services, we strive to develop and deliver the most eco-responsible, advanced products and services possible.

Contact

Amy Kay
110 East Irving Park Rd.
Roselle, IL 60172
630-894-2000 \ Mobile: 630-675-0012
akay@clarke.com
www.clarke.com



County Materials Corporation

County Materials manufactures and supplies a full line of interlocking permeable pavers and related products that help landscape and building applications comply with NR115 regulations.

Permeable pavers offer sustainable shoreline protection to enhance natural infiltration onsite while minimizing pollutants from storm water runoff. Permeable pavers also create a high strength, permeable surface that withstands light vehicle and pedestrian traffic. Applications may include patios, driveways, walkways, boat landings and entrances.

County Materials is a family-owned, American based manufacturing company that specializes in concrete construction and landscaping products. Products are available at more than 18 locations throughout Wisconsin. Visit our website at www.countymaterials.com for more information.

Contact

Jim Langkamp
Soren Nelson
Dennis Somers
205 North St. P.O. Box 100
Marathon, WI 54448
715-848-1365 \ Toll free: 800-289-2569
jim.langkamp@countymaterials.com
www.countymaterials.com



Ellingson Companies

Ellingson Companies is a design-build contractor that specializes in lake and rural community sewer systems, agricultural drainage, directional drilling, pipe bursting, residential sewer line repair (CIPP) and a wide variety of trenchless technologies. Ellingson Companies has been serving the needs of customers in the Upper Midwest for over 40 years.

Contact

Jeremy Ellingson
Matt Lawrence
56113 State Hwy 56, PO Box 68
West Concord, MN 55985
507-527-2294
mattl@ellingsondrainage.com
www.ellingsoncompanies.com



Emmons & Olivier Resources

Emmons & Olivier Resources (EOR) is a collaborative group of environmental and design professionals passionate about protecting our waters, restoring healthy ecosystems, and enhancing our community's unique sense of place. We are a local, mid-sized, employee-owned, multi-disciplinary engineering and environmental consulting firm that specializes in the fields of:

- WATER - water resources engineering/watershed planning;
- ECOLOGY – ecosystem restoration/conservation; and
- COMMUNITY - sustainable site design/landscape architecture.

EOR has extensive experience in providing water resources and civil engineering for watershed districts and management organizations, government agencies, non-profit organizations, and the private sector. By representing such diverse clientele, EOR serves a multitude of roles - providing watershed management and strategic lake planning, development permit reviews, stream bank stabilization and restoration design, groundwater investigations and studies, hydrologic/hydraulic and water quality modeling, TMDL studies, rule development, and the design and implementation of capital improvement projects.

Our groundbreaking work has been recognized throughout the state and nationally. We are proud of our accomplishments and of our client's vision— that continually ask of us, what we hold as our mission: to care for the earth and its inhabitants.

Contact

Emmons & Olivier Resources
Jay Michels
651 Hale Ave. N
Oakdale, MN 55128
651-770-8448
Jmichels@eorinc.com
www.eorinc.com



Environmental Sentry Protection

Environmental Sentry Protection, LLC helps lakes develop Aquatic Invasive Species prevention programs by offering AIS Risk Assessments, educational materials, and automated video inspection and education at boat launches. The Internet Landing Installed Device Sensor (I-LIDS) offers an ongoing presence of more than 2500 hours of inspection per launch to improve clean-off behaviors reducing risk of (AIS) infestation. Audio message playback alerts boaters to the need to inspect. Users access statistical, identification, and video information of launch events through the webs. Public agencies use this system to reward cleanoffs and cite boaters who violate AIS laws.

In 2008, as a result of a new Burnett County law, the first 5 citations in the state of Wisconsin were issued by the sheriff to boaters who illegally launched boats with weeds. That same year, 10 gift certificates were awarded to boaters who were seen cleaning off their boats. Because of these efforts, no boats were seen on video launching weeds on any monitored lakes in 2009. There are over 15 lakes that are implementing I-LIDS as part of their AIS prevention programs.

Contact

Eric Lindberg
13500 Grove Drive # 1301
Maple Grove, MN 55311
763-473-0051
eric@lakesentry.net
www.environmentalsentry.com



EnviroScience, Inc

For over twenty years, EnviroScience has provided highly specialized environmental services to federal, state, and municipal government agencies as well as industrial, engineering and private sector clients.

Our Lake Management division is the exclusive provider of Milfoil Solution[®], a natural control for invasive Eurasian watermilfoil using the native milfoil weevil. Other services offered include aquatic surveys, fisheries evaluations, wetland delineations, terrestrial surveys, and mussel surveys.

From biomonitoring and environmental compliance support to underwater inspections and diving services, our reputation for excellence has been built one project at a time— with technically-sound protocols, detailed reports, and superior client service by our comprehensive team of biologists in our Lake Management, Ecological Services and Bioassay divisions.

Contact

Nancy Cushing
3781 Darrow Rd.
Stow, OH 44224
330-688-0111 \ Toll free: 800-940-4025
Fax: 330-688-3858
info@enviroscienceinc.com
www.enviroscienceinc.com



Horton Group

The Horton Group is a multi-line independent insurance agency with deep Midwestern roots. Horton's Wisconsin offices operated as Laub Group prior to 1998, and have been actively involved in arranging comprehensive and cost-effective insurance protection for hundreds of Wisconsin public entities since 1973.

Insurance solutions targeted at Wisconsin Lakes members include access to a master Directors and Officers Liability policy for lake associations and a package of property, general liability, public officials' liability and workers' compensation policies for lake districts.

Contact

John Hamer
Rob Krohlow
N19 W24101 N Riverwood Dr.
Waukesha, WI 53188
262-347-2648
rob.krohlow@thehortongroup.com
www.thehortongroup.com



KDD Dock and Lift Specialists

KDD Dock and Lift specialists offer quality services for lake property owners. Centrally located in Wisconsin, KDD specialists are ready serve your needs no matter your location. As a supplier of Allen Dock products, you can rest assured that the products supplied by KDD specialists are of only the best quality.

Whether you need dock repairs, installation, or pontoon transportation, you can be positive that the specialists at KDD will get the job done for you. With fall and spring packages available, you can be sure to find a deal that is right for you.

Contact

David Osterbrink
825 Kings Way
Nekoosa, WI 54457
For Service call: 715-310-8051
For Sales call: 715-213-8501
kddspecialists@rocketmail.com
www.kddspecialists.com



“Best Rates on The Lakes!”

- Lift and Dock Repair

Dock & Lift



- Pontoon Transportation

KDD

- Spring and Fall Packages Available

Specialists



- Installation and Removal of Boat Docks & Lifts

Sales
715-213-8501

Service & Installation
715-310-0851

kddspecialists@rocketmail.com

LoonWatch

Established in 1978, LoonWatch protects common loons and their aquatic habitats through education, monitoring and research. LoonWatch plays a critical role in raising citizen awareness about loons, and in helping people make the connection between how they use lakes and the ability of loons to flourish on those lakes. LoonWatch's population surveys and monitoring work is primarily in Wisconsin, but educational and research activities extend across North America. Loon Watch is a program of the Sigurd Olson Environmental Institute of Northland College located in Ashland, WI. The Institute facilitates solutions to environmental and social problems through education, research and citizen involvement.

Contact

Erica LeMoine
Paula Kalmon
1411 Ellis Ave.
Ashland, WI 54806
715-682-1220
loonwatch@northland.edu
www.northland.edu/loonwatch



Marine Biochemists

Marine Biochemists provides a wide range of professional lake management services including aquatic plant and algae control, aquatic plant surveys and management plans, water quality testing, aeration system design, sales and service, electro-fishing surveys, and aquatic mapping (including bathymetry and vegetation distribution) using state-of-the-art hydro-acoustic echo sounding combined with GPS data and GIS software.

Contact

Jim Kannenberg
Brian Suffern
6302 W. Eastwood Ct.
Mequon, WI 53092
888-558-5106
briansuffern@marinebiochemists.com
www.marinebiochemists.com



NES Ecological Services

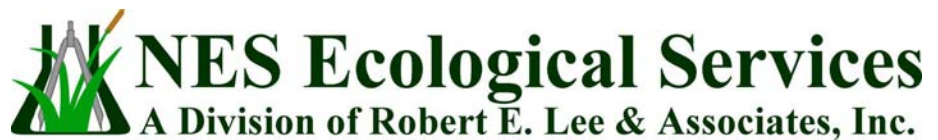
NES Ecological Services is a natural resource services firm focusing entirely on native habitat restoration, wetlands and wildlife. Our staff is comprised entirely of ecologists; therefore, project objectives often involve environmental education and native habitat restoration. These items are commonly incorporated into our shoreline restoration projects that we accomplish for a variety of individuals, municipalities and corporations.

Stakeholder education includes the dissemination of information regarding the necessity of shoreline restoration and the benefits a native habitat will have on the surrounding wildlife and ecosystem.

We believe that Wisconsin's lake ecosystems including their shorelines are important components in our state's landscape and to the aquatic life that rely on these habitats; therefore, NES will continue enhancing shorelines around the state.

Contact

James Havel
4664 Golden Park Court
Hobart, WI 54155
920-499-5789
jhavel@releeinc.com
www.releeinc.com/NES



Onterra

Onterra offers objective, science-based lake management planning services at a reasonable cost. The firm provides a variety of lake-related services ranging from diagnostic/feasibility studies to comprehensive lake management plans consisting of aquatic plant inventories, stakeholder education, watershed and water quality analysis, and implementation plan development. Onterra also works with lake groups to develop monitoring and control strategies for aquatic invasive species such as Eurasian water milfoil and curly-leaf pondweed.

In June 2010, Onterra hired a new full-time staff ecologist to the firm. Brenton Butterfield recently completed his Master of Science Degree at UW-Green Bay. Brenton's experience in aquatic plants and lake water quality are a welcomed addition to our team.

Contact

Tim Hoyman
Brenton Butterfield
Dan Cibulka
Eddie Heath
135 S. Broadway, Suite C
De Pere, WI 54115
920-338-8860
thoyman@onterra-eco.com
www.onterra-eco.com

Onterra, LLC

Lake Management Planning



Lake Management Services

**Quality planning through science,
experience, and service.**

*Comprehensive Lake Management Planning
Grant Writing • Education • Diagnostic/Feasibility Studies
Aquatic Plant Management & Protection
Aquatic Invasive Species Treatment Monitoring*

Onterra, LLC
Lake Management Planning

135 South Broadway Suite C
De Pere, Wisconsin 54115
920.338.8860
information@onterra-eco.com
www.onterra-eco.com

SePro Corporation

SePRO Corporation was formed in 1994 with a mission to provide plant protection and plant management products and services fitting specialized market segments outside of the core business strategy of large agro-chemical manufacturers. In 17 years, the Carmel, IN organization has grown from just three products and four employees to more than 40 products sold in over a dozen countries with more than 55 employees.

SePRO Corporation purchased three initial chemically active compounds from DowElanco including Sonar Aquatic Herbicide. In less than five years, SePRO had established itself as the world's largest manufacturer of aquatic plant protection products and had grown into the largest dedicated sales, research and marketing organization in the aquatics industry. The company is also a recognized pacesetter in the professional turf/landscape, greenhouse and nursery markets in addition to owning ReMetrix LLC, a national leader in invasive vegetation and aquatic ecosystems mapping and monitoring. Serving these very specialized and highly regulated markets requires that SePRO remain at the forefront of industry-advancing research and development, and this is a core capability of its business. In 2004, SePRO opened a 410-acre research and technology facility in Whitakers, NC currently supporting all of the company's business units.

Further distancing SePRO from competitors in a post-patent marketplace and in the area of environmental stewardship, SePRO has developed analytical assays to develop pre-treatment rate recommendations and post-treatment product concentrations in treated water to ensure safety and efficacy as part of an overall use of Integrated Methods for Controlling Aquatic Plants (IMCAP). These innovative technologies SePRO has developed, in addition to the formation of ReMetrix, have revolutionized the way aquatic ecosystems are rehabilitated throughout the U.S.A.

Contact

Jake Britton: jakeb@sepro.com
Mark Heilman: markh@sepro.com
Shaun Hyde: shaunh@sepro.com
11550 N. Meridian St., Suite 600
Carmel, IN 46032
317-580-8282
www.sepro.com



Vierbicher Associates, Inc.

Effective lake management requires the lakes entire watershed be properly managed. Vierbicher services include the full range of activities required to effectively manage your lake and its watershed. We have a unique team of professional planners, engineers, hydrologist, surveyors and landscape architects that have the expertise to handle all aspects of Lake Management projects. Specific activities include:

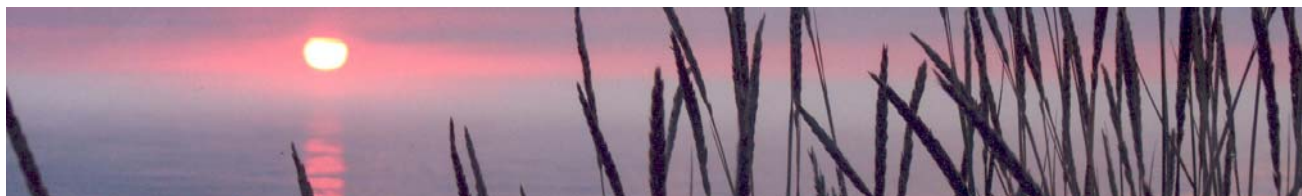
- grant applications,
- lake management plans,
- owner/resident surveys,
- lake district creation,
- dredging,
- boat landings,
- sediment traps,
- shoreline stabilization,
- drainage control structures,
- infrastructure improvements, and
- dam rehabilitation.

Please visit www.vierbicher.com or contact us at (800) 261-6468 so we can help make your vision a reality.

Contact

Kurt Muchow
Kathleen Lake
400 Viking Dr.
Reedsburg, WI 53959
608-524-6468 \ 800-261-6468
kmuc@vierbicher.com
www.vierbicher.com

vierbicher
planners | engineers | advisors



Walsh Marine Products, Inc

Walsh Marine Products is a manufacturer of navigational aids for inland waterways. Specializing in buoys and floats, our product line includes Coast Guard approved regulatory buoys and barrier floats ranging in sizes from 13" to 24" x 45".

Our products are made from a high-density polyethylene plastic providing a seamless product with vinyl graphics that will not fade for a minimum of five years. We also carry a full array of hardware in hot dipped galvanized and stainless steel. We have many custom designs under our belt, so if you can't find what you need— chances are we can help you with your needs.

Contact

Ken Ullman
2735 N Calhoun Rd.
Brookfield, WI 53005
262-439-4308 \ 262-797-9888 ext. 4308
ken@walshmarineproducts.com
www.walshmarineproducts.com

