

A scenic sunset over a lake. The sky is filled with dark, dramatic clouds, with a bright orange and yellow glow from the setting sun breaking through near the horizon. The water in the foreground is dark with gentle ripples, reflecting the colors of the sky. In the upper left corner, the dark silhouette of a tree branch with needle-like leaves hangs down. The overall mood is serene and peaceful.


2012

Wisconsin Lakes Convention

Business Partners Guide

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April 10-12, 2012

Partnering for Lakes

Protecting Wisconsin's Waters



Wisconsin
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2012 Lakes Convention

KI Convention Center, Green Bay, WI

Please Note:

Inclusion in the 2012 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.

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Lead

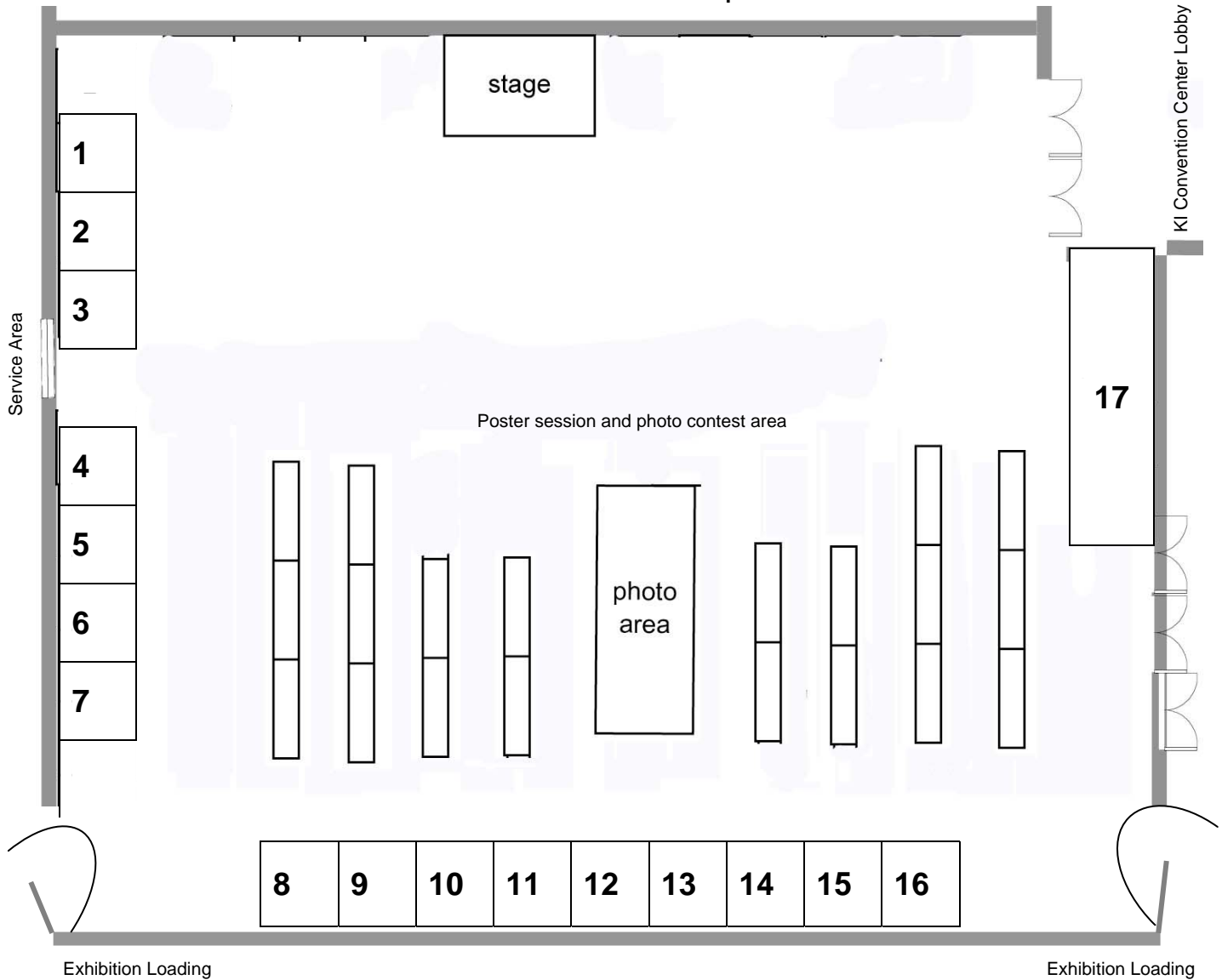


Onterra, LLC
Lake Management Planning

Contributing



Exhibit Hall Map



Booth #	Exhibitor Name	Booth #	Exhibitor Name
1	Onterra	10	Marine Biochemists
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8	Clean Lakes, Inc.	17	Northwest Passage, Ltd.
9	Applied Polymer Systems		<i>In a New Light</i> Photography Exhibit

Alphabetical Listing of Exhibitors & Sponsors

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!

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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.



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Applied Biochemists, A Lonza Business

For complete control of water weeds and alga, Applied Biochemists has your lake and pond management solution. Our complete line of products including algaecides, herbicides, colorants and biological products, will help get your water the way it should be, able to be used for swimming, fishing, watering, drinking, or just enjoying the aesthetic beauty of your backyard.

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Photo credit: Jamie and Kuba Jestadt



Applied Polymer Systems

Applied Polymer Systems is the originator of Silt Stop® and Floc Log products which are innovative blends of polyacrylamide based products used for soil thickening, erosion control, water clarification, soil stabilization, pond-lake management, and nutrient removal. All APS products have undergone Acute and Chronic wet testing for aquatic organisms and have been found non toxic by an EPA certified laboratory. In addition to receiving numerous excellence awards, APS products have been tested by universities and other state agencies who have proven them to work well and be safe for the environment.

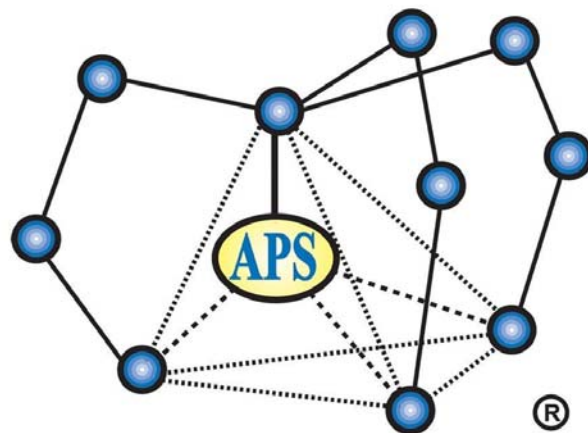
Floc Logs and Pond Logs reduce turbidity from water by binding together suspended particles. Common uses for Floc Logs are storm water treatment (such as ditches) and dewatering applications. In addition to removing turbidity, Pond Logs and their smaller version, Pond Zingers, work like magnets, binding together the excess nutrients in a pond, thereby reducing algae's food source and, unlike algaecide, no monitoring or testing is required. It is important to note that Pond Logs and Pond Zingers do not remove all the nutrients, just enough to create a healthy ecosystem.

Silt Stop® powders, emulsions, and E-Z-Pam are used for soil stabilization and demucking applications. When activated by water, such as a rain event, the soil stabilizers react with the soil and act as a tackifier, stopping erosion. They are applied to bare soil through a hand spreader, hydroseeder, or any other method by which you would spread seed and fertilizer and can be applied at the same time as the seed and fertilizer. Silt Stop® Powder improves water absorption and nutrient and oxygen transport, resulting in better germination. Silt Stop® powder can also be used to thicken highly saturated soil, making it easier to remove.

For more information please visit our website at www.siltstop.com.

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Stantec

Stantec (formerly Bonestroo) provides professional consulting services in planning, engineering, surveying, environmental sciences, project management, and project economics. We support public and private sector clients in a diverse range of markets at every stage, from the initial conceptualization and financial feasibility study to project completion and beyond. Our services are provided on projects and clients around the world through approximately 11,000 employees operating out of more than 170 locations in North America and 4 locations internationally.

In Wisconsin we serve our clients from 9 locations throughout the State. We offer our water resource clients a variety of solutions to their most common issues from leading edge Aquatic Invasive Specie (AIS) management, to fish passage projects, to shoreland/stream bank restoration services. All work is performed by highly trained and experienced staff with the goal of creating cost effective long term solutions for our clients. Potential project solutions are evaluated from a long and short term perspective educating our clients as to the advantages of all available options, we understand one size does not fit all.

Stantec, One Team. Infinite Solutions.

Contact Mark Kordus at 715-344-9480 or via email mark.kordus@stantec.com for a free individual no obligation consultation on your next water resource project.

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Stantec

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.

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Clean Lakes, Inc.

Clean Lakes, Inc. has been actively involved in the control of exotic and invasive species through providing aquatic ecosystem restoration and maintenance services to governmental and private sector clients worldwide since the 1970's.

The LittLine[®], a Littoral Zone Treatment Technology, was developed to support increased efficacy from aquatic pesticide applications for the control of Aquatic Invasive Species (AIS) including aquatic vegetation, cyanobacteria, mussels and fish. Through the use of the LittLine, aquatic pesticide applications can target any portion of the water column versus the entire water column allowing increased efficacy through the use of lowest effective amount of pesticides in compliance with the new EPA NPDES PGP requirements.

The scope of services typically provided by Clean Lakes, Inc. includes the development of Aquatic Vegetation Management Programs; Environmental Monitoring of Plant Communities; Implementation of Invasive and Nuisance Species Control Programs; NPDES Aquatic Plant Control Permit Preparation, Compliance and Annual Reporting; Aquatic Herbicide Trials and Demonstration; Marsh Restoration; Aquatic Ecosystem Mapping; Water Quality Compliance Monitoring Programs; Aeration System Design, Sales and Installation and Maintenance; and Mussel Detection Veliger Services.

Our mission is to provide the highest quality aquatic vegetation management services through the integration of Best Available Technologies in support of Best Management Practices.

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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.

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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.

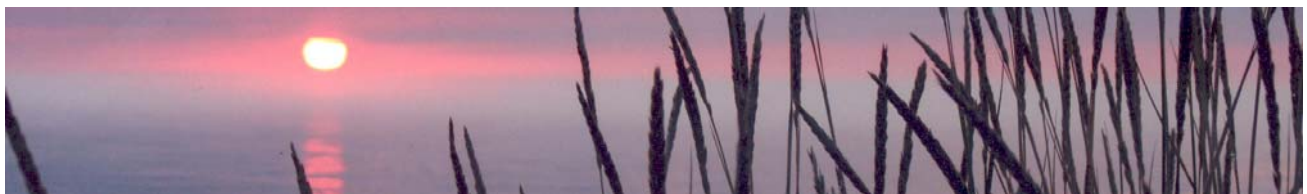
From biomonitoring and environmental compliance support to underwater inspections and diving services, our reputation for excellence has been built one project at a time— with technically-sound protocols, detailed reports, and superior client service by our comprehensive team of biologists in our Lake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

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Photo credit: Nancy Gill



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.

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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, electrofishing surveys, and aquatic mapping (including bathymetry and vegetation distribution) using state-of-the-art hydroacoustic echo sounding combined with GPS data and GIS software.

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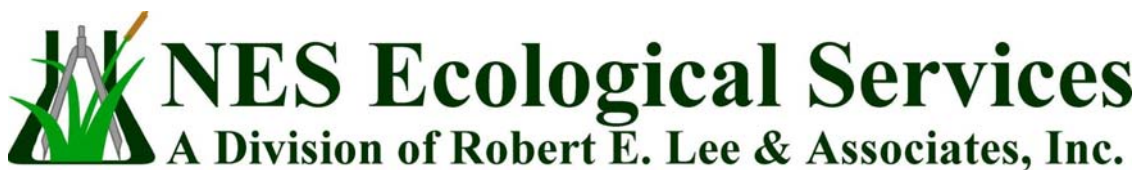


NES Ecological Services

Since 1996, NES Ecological Services has provided native habitat restoration and wetland services to municipalities, lake management districts and associations, the Wisconsin Department of Natural Resources (WDNR), the U.S. Fish and Wildlife Service, and individual landowners. We currently staff four ecologists in our Green Bay and Madison locations with over 50 years of working experience in the native restoration and wetland sector. Our experience includes project design, estimating, management, vegetation assessments, report preparation, field work, and short to long term maintenance including invasive species identification and control. The team's field experience includes certified and licensed herbicide applicator work; hand and mechanical woody species control; native landscape mowing; prescribed burning in a variety of ecosystems; mechanical site/soil preparation; broadcast and no-till seeding; installation and removal of herbivore protection systems; tree, shrub and herbaceous plantings in upland and wetland communities; installation of a wide array of erosion control products according to manufacturer's specification including shoreline protections such as biologs; and other restoration practices. NES also has two Professional Assured Wetland Delineators with the WDNR. Wetland delineations conducted by these individuals do not require concurrence by WDNR staff helping to reduce permit review timeframes, which results in both financial and time savings.

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Northwest Passage, Ltd.

In a New Light Photography Exhibit

In a New Light: At-Risk Teens Finding Hope through Nature Photography in National Parks

In 2010, 26 teenage boys at Northwest Passage (a residential treatment facility in Wisconsin) were taught nature photography and sent out to capture the stories of the St. Croix National Scenic Riverway. With photographic equipment, instruction, and a lot of time on the Riverway, the boys created stunning photographs. The resulting exhibit has been seen by over 20,000 people so far. However, this project turned out to be about more than great photos. The boys embraced their role as storytellers, and in the process of capturing the character of the Riverway, they shared their own struggles, dreams, and quest for healing. Because of the success in 2010, *In a New Light* was expanded in 2011 to bring youth to four national parks in addition to the Riverway, including Yellowstone, Badlands, Rocky Mountain, and Isle Royale. The project also expanded to include more youth, including a program for at-risk girls. The resulting exhibit will tour the nation, and a powerful documentary chronicling the youths' journey is currently under production and will be released in the coming year.

The mission of *In a New Light* is twofold: 1. Empower troubled teens to engage in photographic journeys of self expression within national parks in order to catalyze lifelong transformative experiences. 2. Share these underserved youths' powerful stories of healing, renewal, and redemption with a wide public audience through diverse media in order to inspire people to seek out national parks as places of their own personal healing and renewal.

The *In a New Light* artists are at Northwest Passage because they have struggled in their homes, schools, or communities. Their tendencies to take risks, operate outside of convention, and make decisions based on emotions have been a source of these past struggles. However, these are personal characteristics shared by most great artists. Through this project, the boys embrace the opportunity to harness their natural tendencies for a positive outlet, and they create art that would hold its own in professional photography portfolios. The ease with which the boys learn to create great photos continues to amaze everyone. They learn how to quiet their minds in order to feel and masterfully express the subtleties of the natural places they photograph. However, in capturing the spirit of national parks, the boys embrace the opportunity to share their own stories and reveal their own spirits.

While *In a New Light* is a project with many layers, one truth has emerged most clearly: this is a project about healing. The wild character of the national parks rekindles within these boys a sense of reverence and awe toward the natural world, and therefore toward life in general. The opportunity for creative expression helps the boys understand themselves and their places in the world better than ever before. The confidence they regain in themselves, and the confidence regained in them by their families and communities, is life changing.

Be sure to check out the *In a New Light* website: www.inanewlight.org. You can view over 100 photos from the project, artist biographies, blog entries from the trail, and support the project.

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Photo credit: Earl Cook



Onterra

Onterra offers objective lake management planning services at a reasonable cost. The firm provides a variety of lake-related services ranging from science-based 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.

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Raptor Education Group, Inc.

The Raptor Education Group, Inc. (REGI) is a non-profit, avian rehabilitation facility located just outside of Antigo, WI. REGI treats 500-700 wild birds annually, from tiny song birds to majestic Bald Eagles, with the intent to return them to the wild fully healed. REGI educators travel to hundreds of programs each year, accompanied by live, non-releasable raptors to inspire conservation attitudes.

Visit the REGI education team for a chance to meet some of our partners in education. See some of Wisconsin's common, but rarely encountered birds. Discover what a raptor is, hear their stories and learn what you can do to ensure they remain a significant part of the ecosystem.

Visit REGI's website: <http://www.raptoreducationgroup.org>

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SePro Corporation

SePRO Corporation is recognized as an industry leader in providing quality products and technical services to the specialty markets of the USA. Over the past 18 years, SePRO Corporation has researched, developed and formulated innovative technologies to advance the science of aquatic plant management. With the recent introduction of technologies such as SonarGenesis* Aquatic Herbicide, SeClear* Algaecide and Water Quality Enhancer, Phoslock® Phosphorus Locking Technology, SeSCRIPT* Algae and Water Quality Analytical Services and GenTEST* Aquatic Plant Genetics Assessment, SePRO Corporation remains dedicated to advancing the science of water resource management.

To learn more about SePRO and our water management solutions, visit www.sepro.com.

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Photo credit: Rip Maclay



Short Elliott Hendrickson Inc. (SEH)

SEH is a full-service professional services firm comprised of 550 engineers, architects, planners, and scientists located in offices across the nation. Our purpose is Building a Better World for All of Us™, and we do this by providing civil, environmental, transportation, drinking water, wastewater, and structural engineering; funding acquisition; planning and landscape design; architectural design; surveying, and technology and GIS services. We've been in business for 85 years and serve both public and private clients from more than 30 offices across the Midwest, Colorado and Wyoming.

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