

# Annual Report

2016



## **Our Mission**

"To promote better stewardship of the natural resources of Wisconsin by advancing the understanding of invasive plants and encouraging the control of their spread."

## President's Note

In 2016, significant accomplishments were made to support IPAW's mission. IPAW's primary goal is to educate Wisconsin citizens about terrestrial and aquatic invasive plant species. IPAW continues to evaluate our role as invasive species educators within the state of Wisconsin. I'm proud to be part of IPAW and look forward to another year. Here is brief summary of IPAW's accomplishments from 2016.



## Accomplishments

In October of 2013, IPAW's Board of Directors met for a day long strategic planning meeting. A list of fourteen priorities was identified by IPAW as being important to carry out our mission. In 2016 we continued our focus on the following top three strategic priorities:

*2016 Strategic planning priorities were*

- *Coordinate and facilitate effectiveness and development of CISMAs*
- *Field days and conferences*
- *Legislative outreach*



IPAW President,  
Christa Schaefer, at  
IPAW's 2015 Annual  
Meeting

## COORDINATE AND FACILITATE EFFECTIVENESS AND DEVELOPMENT OF COOPERATIVE INVASIVE SPECIES MANAGEMENT AREAS (CISMAs)

CISMA coordination was identified as one of the top three priorities at the 2013 Board of Directors strategic planning meeting. IPAW views CISMAs as the primary local representation for invasive species outreach and education. Because of this, IPAW has been striving to provide support and coordination for CISMAs on a statewide level and propel the synergies IPAW and CISMAs provide to each other. In the spring of 2016, IPAW facilitated the second in-person meeting of CISMA and AIS coordinators, which was held on April 21<sup>st</sup>. At that time, IPAW also held its 2015 annual meeting and sponsored the lunch.

IPAW Board Member,  
Mic Armstrong, at the  
CISMA meeting



## FIELD DAYS AND CONFERENCES



From October 17<sup>th</sup>-19<sup>th</sup>, IPAW hosted the biennial Upper Midwest Invasive Species Conference (UMISC), which took place in La Crosse, Wisconsin. The goal of this conference was to strengthen management of invasive species, especially prevention, control and containment.

This very successful conference continues to grow. There were more than 650 attendees, 47 exhibitors, 35 poster presentations, 47 sessions and 220 oral presentations. And according to the conference surveys, about 99%

of the attendees reported that their understanding of invasive species improved as a result of this premier conference. UMISC is the largest invasive plant conference in the United States.

At UMISC, conference attendees participated in field trips to nearby areas of invasive species research and management along with several workshops and presentations that were given by internationally recognized scientists, federal agencies and national experts. There were also sessions specifically for CISMAs and opportunities to meet informally to mingle and discuss their individual issues.

IPAW is a co-sponsor of UMISC, we assisted with the planning and organization of the conference, and were the fiscal agent for this conference. Planning efforts are already under way for the 2018 conference. UMISC will be held October 15-17<sup>th</sup> in Rochester, Minnesota. So mark your calendars!

## LEGISLATIVE OUTREACH AND COORDINATION

A key part of IPAW's mission is to encourage the control of the spread of invasive species. IPAW realizes that control is dependent on monetary resources, so in an effort to help support the development of resources for

control, they put together a legislative outreach committee. The goal of the committee is to find ways to educate legislative members and work with other non-profit agencies to create synergies.

In 2016, IPAW's legislative committee worked hard at developing a key contacts list and evaluating what other states have done. These contacts and research will help the committee work towards developing a plan as we move into future budget cycles.

In the meantime IPAW developed a grant committee to help with development of resources for control. IPAW did apply for one grant in 2016. The application proposal was not accepted, but gave of lots to learn from for the 2017 year.

## Other Accomplishments

### EDUCATION AND OUTREACH

IPAW's number one accomplishment is education and outreach because it is core to our mission statement. Education and outreach are key in promoting better stewardship of natural resources by helping others understand invasive plants and how to control them. We accomplished this through our newsletters, website, Facebook, listserve, and participating in numerous presentations and exhibits at conferences and educational opportunities around the state. The following is a summary of 2016:

- Newsletters – published four issues of “Plants Out of Place”
- Website - received 6,843 hits by 1,763 users. Overall, since we created the new website, in January 2014, it has received 27,070 hits from 6,863 users.
- Facebook – 622 likes at the end of 2016, an increase of 203 (48%)
- Listserve – 372 members, an increase of 12
- IPAW participated and exhibited at these events around the state:
  - Wisconsin Public Television Garden Expo – Madison, WI on February 11-14<sup>th</sup>. Not only were we able to potentially speak to more than 18,000 folks about invasive species, but Kelly Kearns, WI DNR, also gave two presentations to gardeners on invasive species
  - The Prairie Enthusiast's Annual Conference – Madison, WI on February 20<sup>th</sup>.
  - Wisconsin Farm Technology Days – Walworth County on July 19<sup>th</sup>-21<sup>st</sup>. 30,000 people attended this show.
  - Wisconsin Land and Water Conservation Association's annual conference - Elkhart Lake, WI on March 2<sup>nd</sup>-4<sup>th</sup>.
  - Wisconsin Wetlands Association Annual Conference - Green Bay, WI on February 22<sup>nd</sup>-25<sup>th</sup>
- Co-sponsored and had an exhibit at the fourth annual “Where Ecology Meets Economy” which took place in Menomonee Falls on September 21<sup>st</sup>.
- Exhibited at UMISC 2016 (see Field Days and Conferences for more on what IPAW does for UMISC)

IPAW booth at  
UMISC, in La  
Crosse, WI



- Promoted June as Wisconsin's Invasive Species Awareness Month by providing an interesting "factoid" about an invasive species every day of the month of June to increase awareness. Also promoted the Wisconsin Invasive Species Council's Invader Crusader Awards and video contest.
- Encouraged folks to report new invasive species by offering a bounty for new invasive species. One of these rewards was given out in 2016.
- Donated educational materials to UMISC and field days.



Kari Hagenow presenting  
at UMISC 2016.

## MEMBERSHIP RECRUITMENT AND RETENTION PLAN

Again as identified in the strategic planning process, we approved a membership recruitment and retention plan. Membership recruitment and retention is key for IPAW to continue its mission. Members provide the support and the voice we need to move forward with our goals. Our membership committee has been working hard at implementing the plan. The following are some of the membership changes we made in 2016:

- IPAW increased membership rates for the first time in its history (IPAW was created 2001):
  - Student rate stayed at \$10.00
  - Individual rate increased to \$25.00 (an increase of \$5)



- Family rate increased from \$30.00 to \$40.00
- Organizational/Business rate remained at \$100.00
- IPAW's Organizational/Business rate also allows for the member to advertise on the IPAW website

## Membership Numbers

IPAW had a 23% increase in members in 2016.

- 140 members in January
- 172 members in December

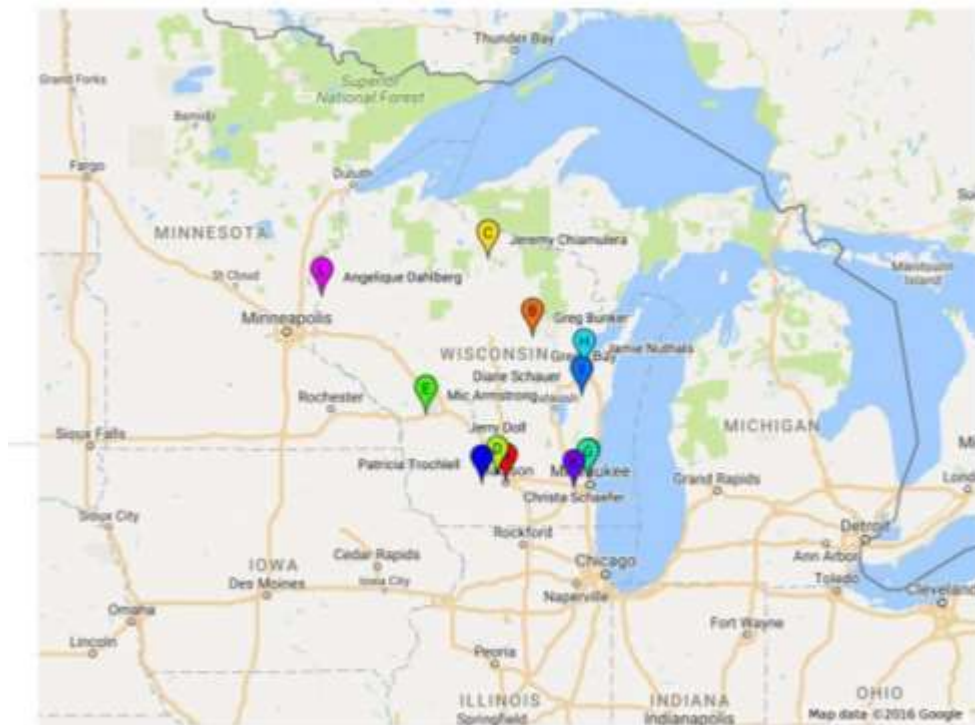
## Board of Directors

IPAW is always looking for outgoing and enthusiastic individuals to be a part of the team. You don't have to be in Madison to participate. We encourage participation from all parts of the state. Meetings are held every other month with a teleconference line provided. If you have an interest in being part of the team, email Michele Jasik at [info@ipaw.org](mailto:info@ipaw.org)

<b>Name</b>	<b>Date</b>	<b>Business / Industry Representation</b>
<i>President</i> Christa Wollenzien	Board: 05/2013 President: 10/2014	State Transportation Landscape Architect, WisDOT Bureau of Highway Maintenance
<i>Vice President</i> Mark Feider	Board: 07/2005 Vice President: 09/2010	Milwaukee Audubon Society Environmental Educator
<i>Secretary</i> John Lunz	Board: 12/2014 Secretary: 03/2016	The Park People - Weed-Out Program; Vice President, North Milw. Chapter - The Wild Ones; President, Preserve Our Parks
<i>Treasurer</i> Willis Brown	Board: 07/2006 Treasurer: 01/2012	Michler and Brown, LLC
Mic Armstrong	Board: 08/2013	Armstrong Landscaping
Greg Bunker	Board: 07/2011	Stockbridge-Munsee Community
Jeremy Chiamulera	Board: 05/2013	Compass Land Consultants, Inc.
Jerry Doll	Board: 07/2006	UW-Extension, Weed Scientist, Emeritus
Jamie Nuthals	Board: 05/2012	Natural Resource Management, WEC Energy Group
Diane Schauer	Board: 05/2013	Calumet County, Aquatic Invasive Species Coordinator
Patricia Trochlell	Board: 05/2013	Bureau of Watershed Management, Waterways and Wetlands Protection Wisconsin DNR
Angelique Dahlberg	Board: 09/2016	St. Croix River Association, Invasive Species Coordinator

Became a non-voting Member in 2016		
Tony Summers	Board: 10/2014	Terrestrial invasive plants enthusiast, Eugene, OR
Tom Boos	Board: 2001	Montana Fish, Wildlife & Parks, AIS Coordinator

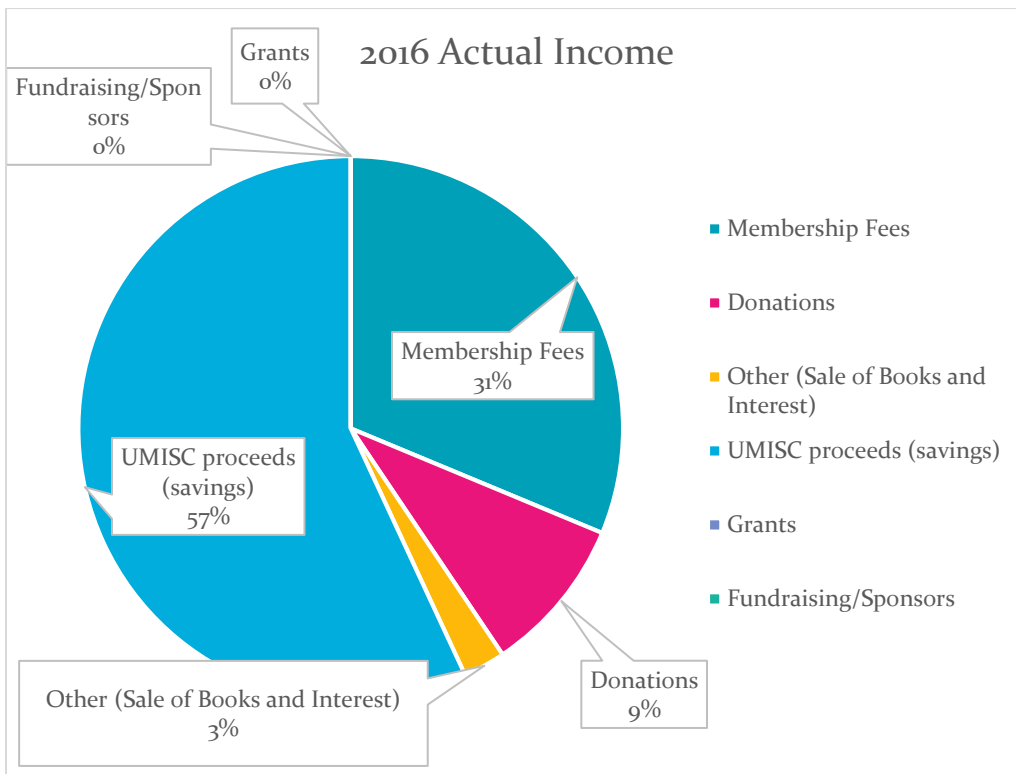
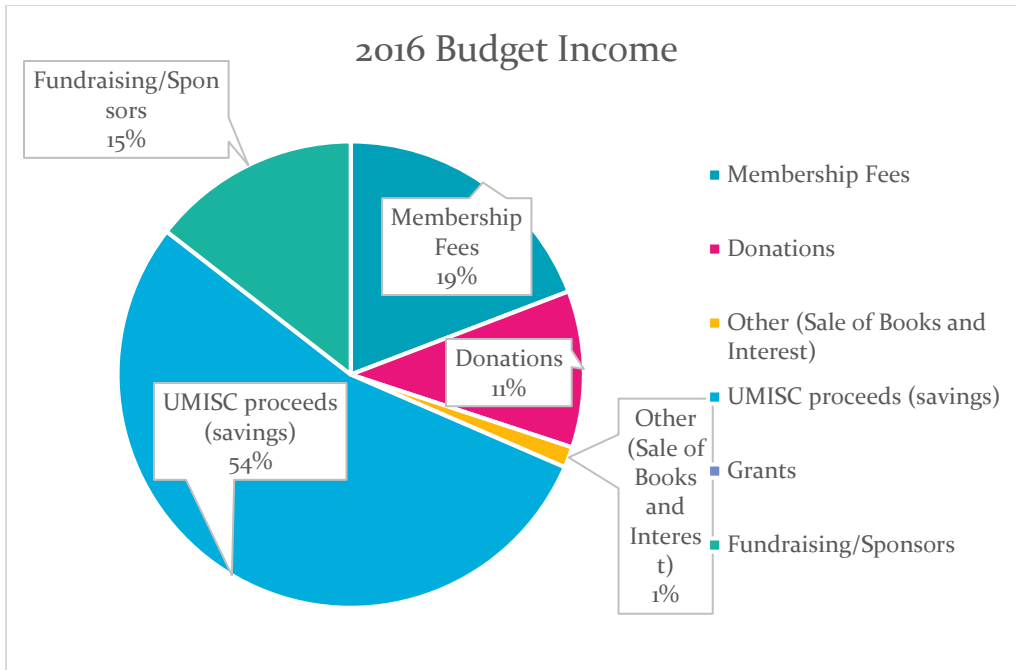
Geographical distribution of IPAW board members:



## Financial Summary

Traditionally IPAW has more expenses than income. The additional expenses are coming out of IPAW's savings account. IPAW's savings account is comprised of the proceeds from UMISC. UMISC proceeds have two purposes. First a portion is set aside for the planning of the next UMISC and second the remaining amount is used to supplement IPAW's expenses beyond membership fees, donations, and the sale of publications. All additional expenses are being spent on items that support IPAW's mission.

Income is comprised of membership fees, donations, and the sale of publications and, as well as, proceeds from UMISC.

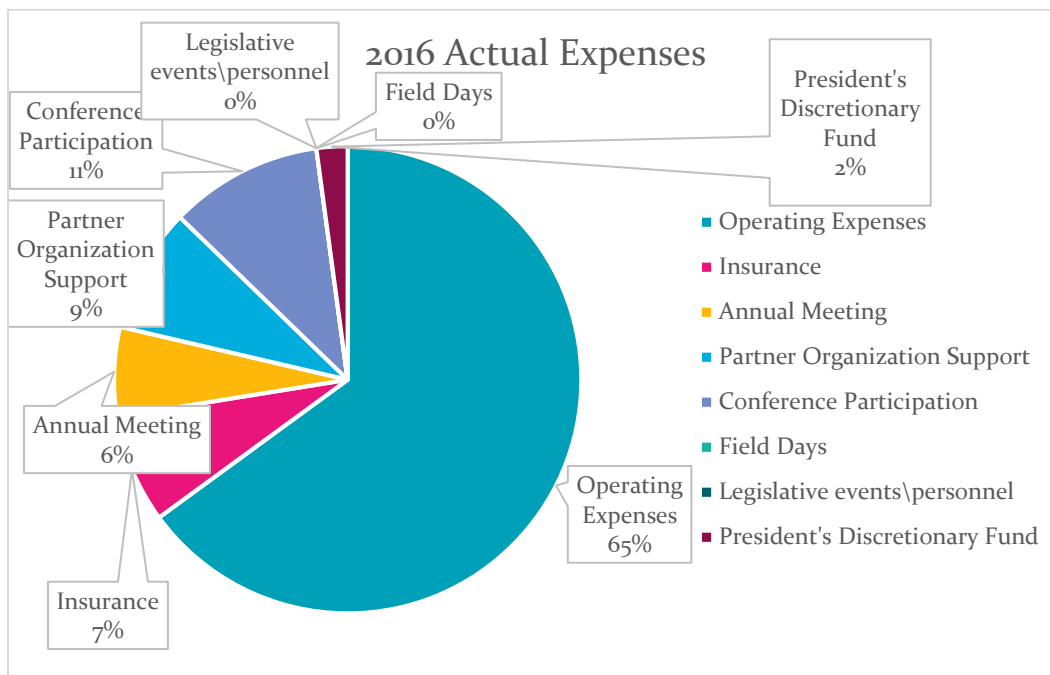
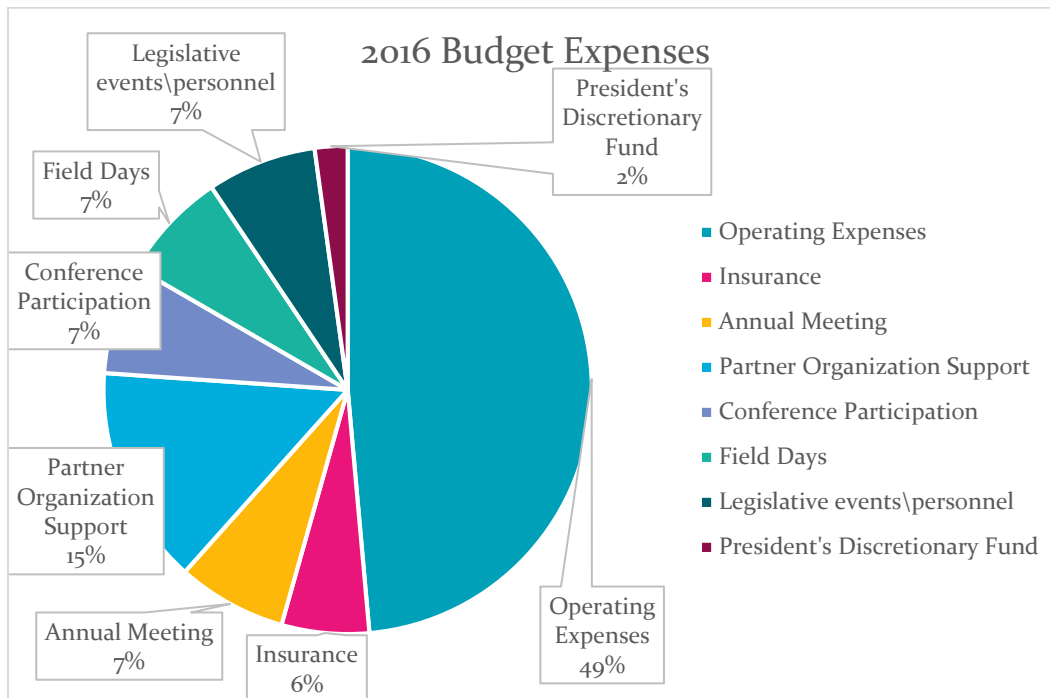


Expenses are comprised of:

- Operating expenses includes our part-time program assistant, website management, the reprinting of the IPAW brochure, and administration costs.
- Partner organization expenses included the support of CISMAs at events, IPAW’s annual meeting, and sponsoring meetings.



- Educational expenses consist of conference participation, the purchase of educational materials (i.e. the book - *Teaching About Invasive Species*), and IPAW's bounty.



## Thank you for your Donation!

### Up to \$50

Janet	Battista
Willis	Brown
Allan & Kathleen	Johnson
John & Marie	Mriani

James	Reinartz
Carl	Rudenberg
<b>\$100 or more</b>	
Julie	Horner
Michael	Vahldieck

## Thanks to IPAW Volunteers – We could not do it without you!

### Current Member:

Willis	Brown
Greg	Bunker
Jeanne	Christenson
Angelique	Dahlberg
Jerry	Doll
Mark	Feider
Frankie	Fuller
Kari	Hagenow
Gary	Hess
Julie	Horner
Michele	Jasik
Kelly	Kearns
Lyn	Kirschner
John	Lunz
Jeff	Saatkamp
Christa	Schaefer

Diane	Schauer
Rick	Schulte
Bryn	Scriver
William	Sharkey
Allan	Sommer
Katherine	Stahl
Pat	Trochlell
Michael	Vahldieck
Alex	Wenthe
Brock	Woods

### Non-Members:

Andrea	Diss-Torrance
Mike	Putnam

### Former Members:

Bernie	Williams
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## Call for Action

IPAW is always looking for enthusiastic people to promote our cause. Please consider becoming a volunteer by donating time at an event. No time, consider a monetary donation. We are always looking for industry sponsors to help us facilitate events.

Please contact Michele Jasik, our program assistant, at [info@ipaw.org](mailto:info@ipaw.org) for more information.

