

# Annual Report

2017



## **Our Mission**

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

## President's Note

Another year has passed and I find myself writing my third IPAW annual report. Writing these reports is a great way to reflect on where we were and where we are going. 2017 was a year of internal organization. IPAW did a lot of internal focus and prioritization. As always I'm proud to be part of IPAW and look forward to another year. Here is a summary of 2017 IPAW's accomplishments.



## Accomplishments

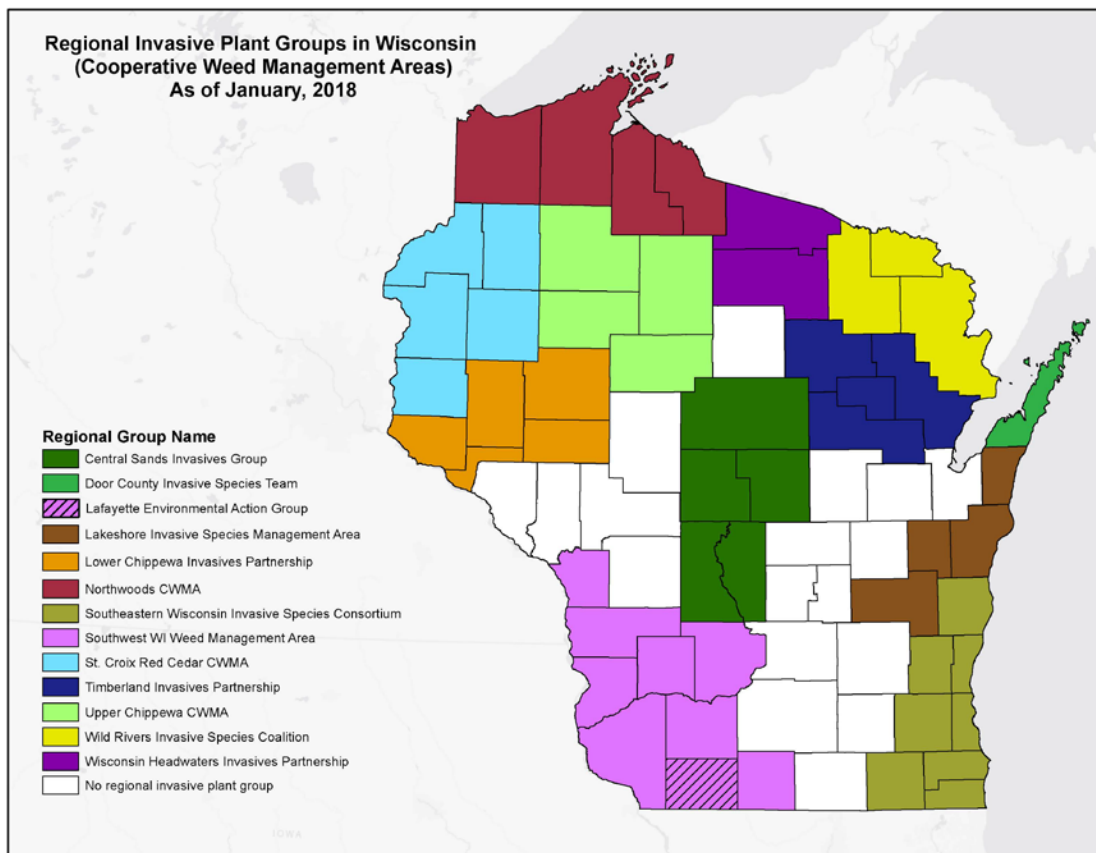
### MISSION STATEMENT REFRESHED

We updated our mission statement:

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

### CISMA OUTREACH & EDUCATION PROGRAM LAUNCHED

In response to conversations at the 2016 annual meeting and CISMA meeting, IPAW developed and launched a new program to assist outreach and education efforts by Cooperative Invasive Species Management Areas (CISMA) and Cooperative Weed Management Areas (CWMA). IPAW will give each individual CISMA or CWMA up to \$200 annually to pay for booth spaces at events for invasive plant outreach and education in exchange for displaying the CISMA or CWMA map and providing IPAW brochures at the event.



## ANNUAL MEETING AND CISMA MEETING

In the spring of 2017, IPAW helped facilitate the third in-person meeting of CISMA and Aquatic Invasive Species (AIS) coordinators, which was held on March 15<sup>th</sup> at UW Green Bay. At that time, IPAW also held its 2017 annual meeting and sponsored the lunch.

CISMA coordination was identified as one of the top three priorities at the 2013 Board of Directors strategic planning meeting and in 2017 it became the number one priority. 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.



CISMA meeting 2017

## BOARD OF DIRECTORS RETREAT

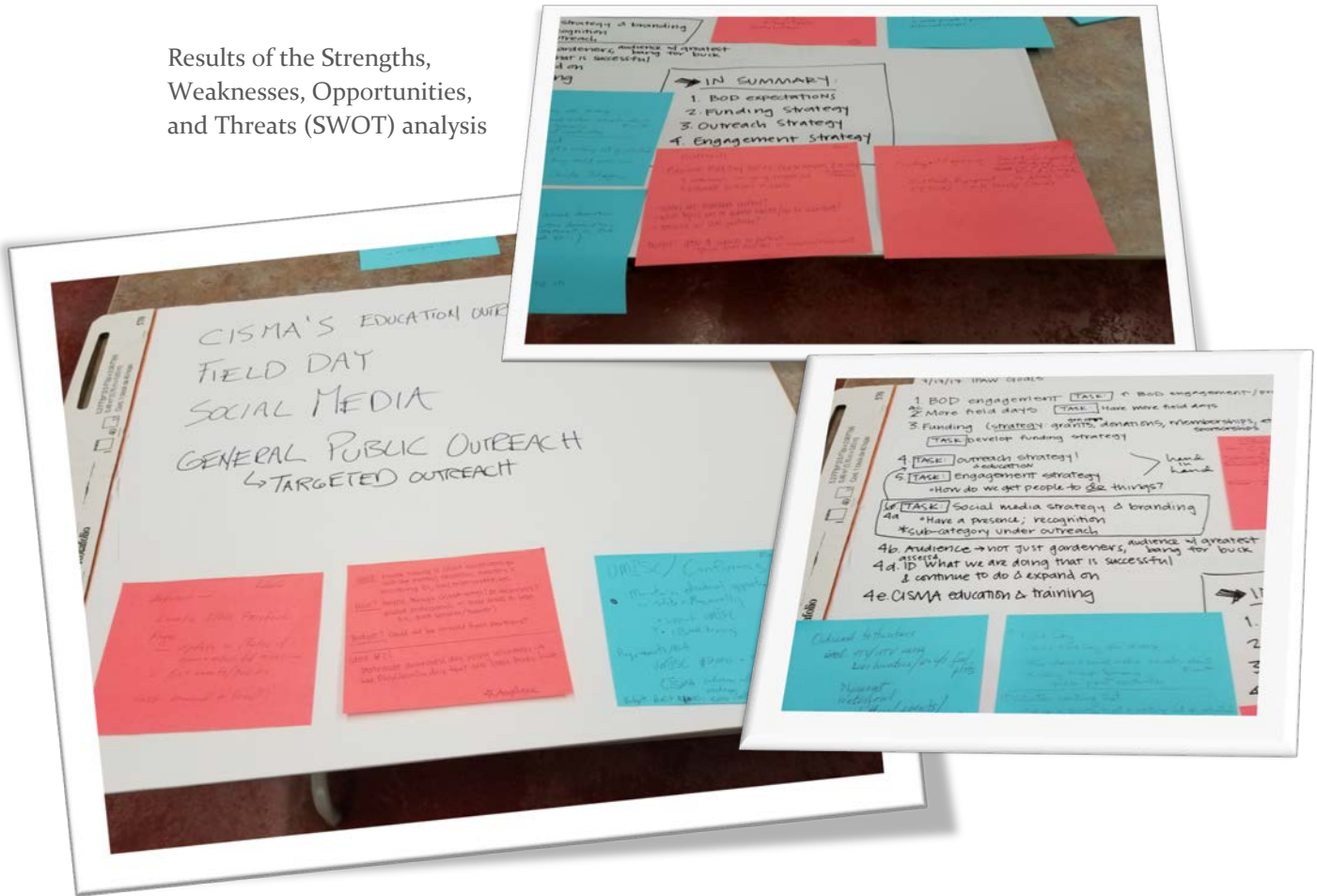
Things have been moving along well for IPAW, so the board of directors decided to take a good look internally. This internal evaluation started with the board of directors retreat on July 17<sup>th</sup>, we met for a daylong meeting at Rib Mountain State Park in Wausau. During the retreat, we covered many important topics some of which you've seen changes in the last 6 months. Others yet to come. These efforts have kept the board working hard and very busy.

We spent time *strategic planning*. We reviewed past planning goals and performed a Strengths, Weakness, Opportunities, and Threats (SWOT) analysis. From our discussions, we found these to be our top four priorities in 2018.

1. *CISMA education and outreach*
2. *Holding field days*
3. *Development of more social media outreach*
4. *Continuation of public outreach and education*

Efforts towards these goals are already underway. We are currently planning 2018 activities. This includes the IPAW annual meeting and CISMA meeting on March 7<sup>th</sup>, at Beaver Creek Reserve and two to four field days at different locations to be determined. Watch for the save the date information coming for both the IPAW annual meeting and field day events.

Results of the Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis



### BYLAWS AND STANDARD OPERATING PROCEDURES (SOP) UPDATES

In 2017 there was a unanimous board of director's decision to update the bylaws and standard operation procedures (SOPs). An email requesting IPAW members input to the revised bylaws was sent on October 11th. Then on November 13<sup>th</sup> the board of directors approved the new version of the bylaws. The new bylaws are now posted on the website <http://www.ipaw.org/AboutUs/Governance.aspx>

We also began and will continue to update the SOPs in 2018. Watch for notice of the final version to be posted to the website.

### UMISC – NAISMA 2018

IPAW is a co-host and fiscal agent of UMISC, Upper Midwest Invasive Species Conference. IPAW co-hosts this conference on a biennially basis with two other hosts, Midwest Invasive Plant Network (MIPN) and Minnesota Invasive Species Advisory Council (MISAC). In 2018 we are honored to have North American Invasive Species Management Association (NAISMA) join us. 2017 consisted of planning efforts for the 2018 conference. We assisted with the planning and organization of the conference. UMISC will be held October 15-18<sup>th</sup> in Rochester, Minnesota. So, mark your calendars!

The goal of this conference is to strengthen management of invasive species, especially prevention, control and containment. There were more than 650 attendees, 47 exhibitors, 35 poster presentations, 47 sessions and 220 oral

Approved March 12, 2018

presentations in 2016. Per the 2016 conference surveys, about 99% of the attendees reported that their understanding of invasive species improved because of this premier conference. UMISC is the largest invasive plant conference in North America.



## Other Accomplishments

### EDUCATION AND OUTREACH

The core to our mission statement is education and outreach. They are key in promoting better stewardship of natural resources by helping others understand invasive plants and how to control them. We accomplish 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 2017:

- Newsletters – published two issues of “Plants Out of Place”
- Website - received 8,637 hits by 6,933 users, an increase of 1,794 hits (21%)
- Facebook – 765 likes at the end of 2017, an increase of 23%
- Listserve – 378 members, an increase of 6
- IPAW participated and exhibited at these events around the state:
  - Wild Ones Toward Harmony with Nature Conference – Oshkosh, WI on January 28, 2017
  - Wisconsin Public Television Garden Expo – Madison, WI on February 10-12<sup>th</sup> - Not only were we able to potentially speak to more than 20,000 folks about invasive species, but Kelly Kearns, WI DNR, also gave two presentations to gardeners on invasive species

Approved March 12, 2018

Kelly Kearns presenting  
at the Garden Expo



- Wisconsin Farm Technology Days – Walworth County on July 11<sup>th</sup> - 13<sup>th</sup> 30,000 people attended this show
- Wisconsin Wetlands Association Annual Conference – Stevens Point, WI on February 28<sup>nd</sup>- March 2<sup>nd</sup>
- Co-sponsored and had an exhibit at the fifth annual “Where Economy Meets Ecology” which took place in Menomonee Falls on September 20<sup>th</sup>
- Promoted the Wisconsin Invasive Species Council’s Invader Crusader Awards and video contest



Invader Crusader Awards  
Ceremony Cake

- Encouraged folks to report new invasive species by offering a bounty for new invasive species
- Donated educational materials to conferences and field days

IPAW brochure display



## Membership Numbers

Members provide the support and the voice we need to move forward with our goals. IPAW had a 7% increase in members in 2017.

- 172 members in January
- 185 members in December

IPAW membership rates remained the same:

- Student - \$10.00
- Individual - \$25.00
- Family - \$40.00
- Organizational/Business - \$100.00

IPAW's Organizational/Business rate also allows for the member to advertise on the IPAW website

## Board of Directors

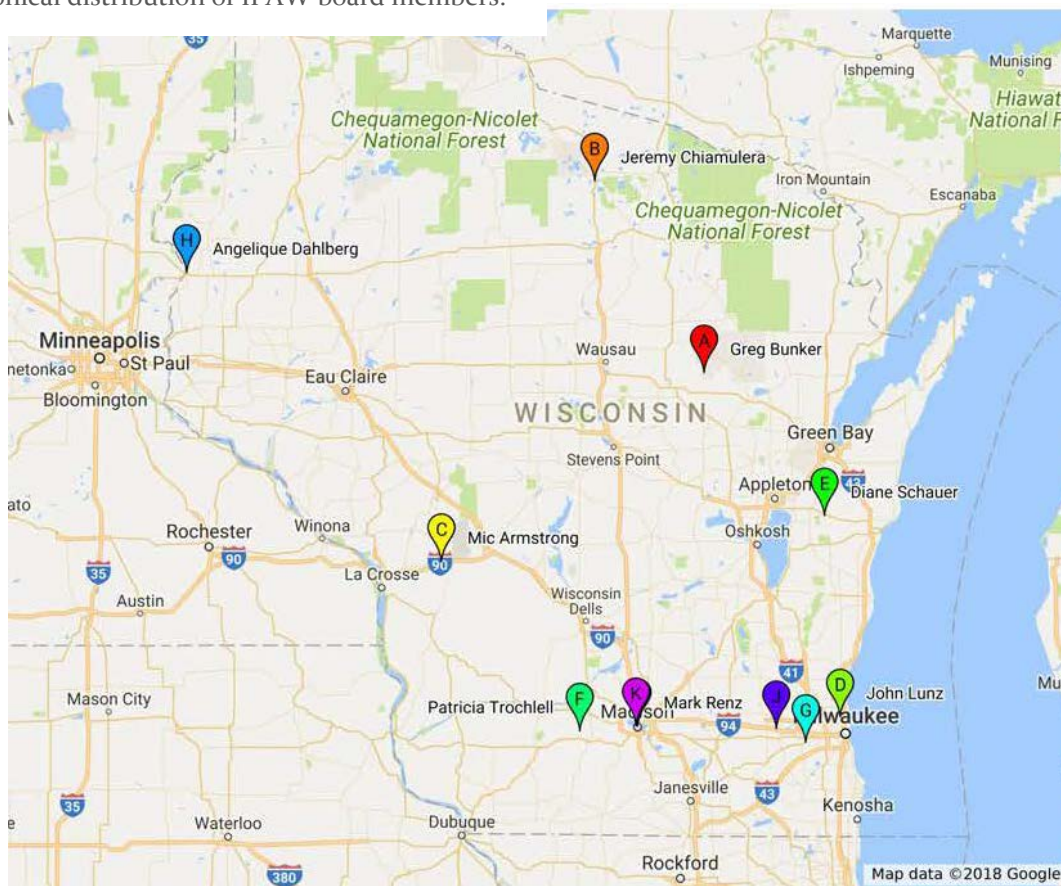
We had the *passing of the torch* of board members. Some dedicated directors left us after many years of service and new enthusiastic board members joined. You can see the current list and those who have left us below.

IPAW is always looking for outgoing and enthusiastic individuals to be a part of the team. 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>Board of Directors</b>		
<i>Name</i>	<i>Date</i>	<i>Business / Industry Representation</i>
<i>President</i> Christa Schaefer	Board: 05/2013 President: 10/2014	State Transportation Landscape Architect, WisDOT Bureau of Highway Maintenance
<i>Vice President</i> Diane Schauer	Board: 05/2013 Vice President: 07/2017	Calumet County
<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> Mark Renz	Board: 07/2017 Treasurer: 07/2017	UW-Madison Associate Professor & Extension Specialist
Mic Armstrong	Board: 08/2013	Armstrong Landscaping, LLC
Greg Bunker	Board: 07/2011	Stockbridge-Munsee Community
Jeremy Chiamulera	Board: 05/2013	Maplebrook Forestry
Heidi Kennedy	Board: 03/2017	SEH, Natural Resources Scientist

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
Anne Pearce	Board: 07/2017	Wisconsin First Detectors Network Coordinator
<b>Designated Director Emeritus 2017 – Non-voting Members</b>		
Thomas Boos II, Willis Brown, Jerry Doll, Mark Feider and Tony Summers		
<b>Left board in 2017</b>		
Willis Brown	Board: 07/2006 Left: 07/2017	Michler and Brown, LLC
Jerry Doll	Board: 07/2006 Left: 07/2017	UW-Extension, Weed Scientist Emeritus
Mark Feider	Board: 07/2005 Left: 07/2017	Milwaukee Audubon Society Environmental Educator
Jamie Nuthals	Board: Left: 06/2017	Natural Resource Management, Integrys Energy Group

Geographical distribution of IPAW board members:

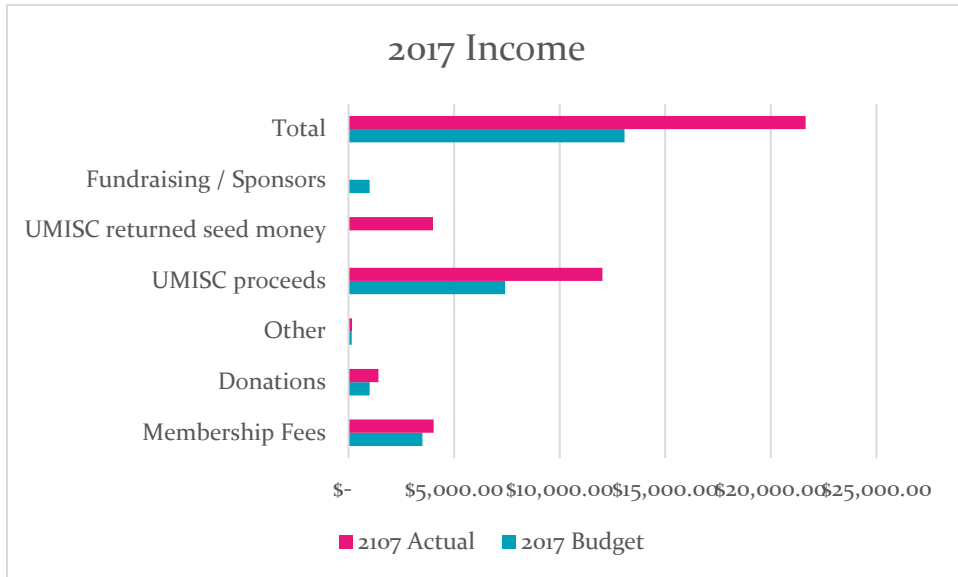




## Financial Summary

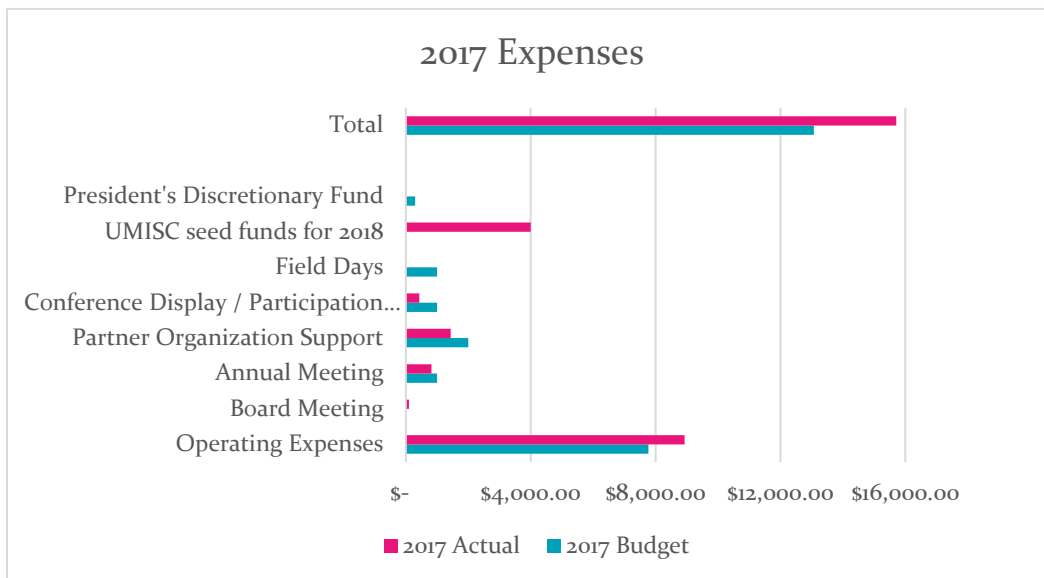
Traditionally IPAW has more expenses than income. The additional expenses are coming out of IPAW’s savings account. IPAW’s savings account is comprised of the proceeds from UMISC. UMISC proceeds have two purposes. First a portion is set aside for the planning of the next UMISC and second the remaining 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 educational materials, 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

Kathie & Tom	Brock
Jack	Daniel
Bob	Retko

### \$50 - \$99

Hildy	Feen
Melanie	Lord
Jackie & Wayne	Pauly
Jon	Traver

Gary	Werner
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### \$100 or More

Marcy & Ken	Essman
Bonnie	Harper-Lore
Julie	Horner
Martha & John	Lunz
John	Reindl
Michael	Vahldieck

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

### Current Member:

Jessica	Derr
Jerry	Doll
David	Eagan
Frankie	Fuller
Kari	Hagenow
Mark	Horn
Michele	Jasik
Kelly	Kearns
Jan	Ketelle
Lyn	Kirschner
Gigi	La Budde
John	Lunz
John	Reindl
Diane	Schauer
Rick	Schulte
Amberle	Schwartz

Mr & Mrs	Spoerke
Pat	Trochlell
Tom	Ward

### Non-Members:

Mary	Bartkowiak
Andrea	Diss-Torrance
Krista	Lutzke
Mike	Putnam
Anna	Radske
Colleen	Robinson
Anna	Rzchowski
Bernie	Williams

### Former Members:

Kevin	Hendricksen
Vijai	Pandian
Alex	Wenthe

## 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.

Michele wearing crown of crown vetch for fun.