



# Wisconsin Woodland Owners Association, Inc.

## *45th Year Annual Report* September 28, 2024

### *2023-2024 Year in Review*

- 🍁 Thank you to WWOA's Board of Directors - President Don Hoffman, Vice President Ken Kempfert, Secretary Randy Cooper, Treasurer Jack Rasmussen, Past President Tom Kempen, and Directors Steven Ahrenholz, Tom Culbert, Dick Czaja, Ralph Heiser, Ross Prior and Jake Schuh for their leadership.
- 🍁 Thank you to WWOA's Chapter Chairs and Chapter Board members for your efforts this year. Chapter Chairs were Bad Axe, Jeanie Kramer and Warren and Renee Pickar; Black Hawk, Ken Kempfert and Lyndon Russell; Central Sands, Buzz Vahradian; Chippewa Valley, Karen Callaway; NEWFO, Chuck Wagner; North Central, Rich Warosh; Northwest, Bobbi Freitag; Phoenix Falls, Jake Schuh; West Central, Chad Mueller; WinnebagoLand, Nancy Wirtz; and Wolf River, Anthony Rynish. More than 1,100 WWOA members belong to a WWOA chapter.
- 🍁 The WWOA Board of Directors worked on drafting the 2025-2030 Strategic Plan. In August 2023, to start the strategic planning process, a membership survey was sent out via email. The information from this survey was collated and shared with Board members to help prioritize ideas. A draft strategic plan was created and then shared with the Board and Chapter Chairs. The Board finalized the plan and it will be shared with members at the 2024 Annual Meeting. Special thanks to the working committee of President Don Hoffman, chair, Ken Kempfert, and Ralph Heiser.
- 🍁 The Board approved increasing WWOA dues effective January 1, 2024. Dues had not been increased since 2017 and there were significant increases in the costs of providing member services.
- 🍁 WWOA released a new website on January 31, 2024 with added features and a cleaner look.
- 🍁 WWOA kept members informed on SB 999/AB 1093 regarding proposed changes to woodlands designated as open under the Managed Forest Law program. These bills would require open MFL lands to also be open to vehicular traffic up to 8,000 lbs. including trucks, snowmobiles, all-terrain vehicles and UTVs. WWOA testified against these bills at the February 2024 public hearing, bringing along more than 50 member letters to legislators. The bills died at the end of the legislative session but the Board believes the proposals may resurface in the near future.
- 🍁 The Board of Directors approved a new Financial Reserves policy. Also approved were charter documents for WWOA's new Heritage Fund (a long-term fund) and the WWOA Forestry Leader Scholarship fund.
- 🍁 The Endowment Committee was dissolved, and its functions were assigned to the Finance Committee. The Board approved creation of an Investment Review subcommittee of the Finance Committee to continue to review investments and make suggestions to the Board about possible adjustments.
- 🍁 WWOA's 2024 UW-Stevens Point Forestry Leader Scholarship of \$5,000 was awarded to Brandon Schott from the Sauk City area.
- 🍁 The Board approved a car pooling policy because of the ongoing lack of availability of school buses for WWOA's tours and events.
- 🍁 The WWOA office continues to struggle with filling vacant positions, like many other businesses. This has limited the capabilities of the office staff.

# 2023 Annual Meeting Minutes

CHULA VISTA RESORT, WISCONSIN DELLS  
September 23, 2023

1. **CALL TO ORDER:** President Tom Kempen called the meeting to order at 9:00 AM.
2. **WWOA MISSION STATEMENT AND BOARD MEMBER INTRODUCTIONS:** President Kempen read the WWOA Mission Statement and introduced the current and new WWOA Board of Directors members. Tom also thanked retiring board members Keith Dobberstein and Kirk Dahl for their service.
3. **AGENDA REVISIONS AND ADOPTION: M/S/P** - Warren Pickar/Steve Raether: Motion to adopt agenda as presented.
4. **MINUTES OF SEPTEMBER 24, 2022 ANNUAL MEETING: M/S/P** - Chuck Wagner/? : Motion to accept the minutes of the September 24, 2022 meeting.
5. **PRESIDENT'S REPORT:** President Tom Kempen presented highlights of the past year:
  - The WWOA BOD approved hiring a new full-time assistant director – still in process.
  - WWOA lifted COVID restrictions
  - WWOA investments have been redirected to a fixed directional position which is expected to produce stronger growth due to lower cost management.
  - WWOA membership dues will be raised starting January 1, 2024.
6. **TREASURER'S REPORT:** Treasurer Arlene Roehl presented the Treasurer's Report for FY 2022-23 budget and actuals through June 30, 2023. She noted that the report was printed in the Annual Report in the registration packet. Roehl touched on several year-over-year trends. In summary, for FY 2022-2023, total income was \$199,204.00, total expense was \$216,610.78 and net income was \$7,690.39. Total Liabilities and Equity was \$501,594.54.  
  
**M/S/P** – Ralph Heiser/Warren Pickar: Motion to receive the Treasurer's report and place it on file for audit.
7. **COMMITTEE REPORTS:**
  - A. **MEMBERSHIP:** Keith Dobberstein, chair, presented committee activities. Keith thanked the membership committee members for their service. Keith mentioned programs to increase membership via sending WWOA magazines to WDNR MFL members and our current gift membership program. Notification of the gift membership program has been distributed to all WWOA members. Full analysis of membership numbers is not yet completed.
  - B. **WOODLAND MENTOR PROGRAM:** Don Hoffman, chair, gave an overview of this program and discussed the process of involvement and its benefits.
  - C. **NOMINATING:** Arlene Roehl, chair, introduced the new WWOA BOD members, Steve Ahrenholz, Tom Culbert and Jake Schuh. Arlene announced the FY 2023-24 WWOA executive committee: President, Don Hoffman, Vice-President, Ken Kempfert, Secretary, Randy Cooper and Treasurer, Jack Rasmussen. Arlene thanked serving members of the Nominating Committee: Randy Cooper, Roxanne Erickson and Steven Ring.
8. **ELECTION OF 2023-2024 NOMINATING COMMITTEE MEMBERS:** The President appointed Randy Cooper and Ralph Heiser as Nominating Committee members. The remaining two committee members are nominated from the meeting floor. By a voice vote from the WWOA members present, Steven Ring and Arlene Roehl were approved to continue representing the members on the Nominations Committee.
9. **MEMORIAL FUND ACKNOWLEDGEMENTS:** President Kempen asked for a moment of silence for WWOA members we lost over the past year. Families establishing WWOA memorial funds were presented with plaques in honor of their loved ones. President Kempen read their names - Carl Mueller (2022), Ray Steiniger (2022), Otto Waldbuesser (2023) and David Jackson (2023). Their families established memorial funds with WWOA.

## 2023 Annual Meeting Minutes

10. **OLD BUSINESS:** Newly elected President Don Hoffman presented Tom Kempen with a plaque for his service as President of WWOA.
11. **NEW BUSINESS:** None.
13. **NEXT MEETING:** The announcement was made for next year's annual meeting at the Hotel Marshfield on September 26-29, 2024.
14. **ADJOURN: M/S/P:** Motion to adjourn the meeting. Meeting adjourned at 10:00 AM.

Respectfully submitted,  
Ken Kempfert, Secretary



## 2023 – 24 Treasurer's Report

### Profit & Loss Statement

|                                      | July 2023-June 2024 | July 2022-June 2023 |
|--------------------------------------|---------------------|---------------------|
| <b>Income</b>                        |                     |                     |
| ADVERTISING                          | 16,111.00           | 15,775.00           |
| AMI-ANNUAL MEETING INCOME            | 35,772.00           | 32,154.00           |
| DONATIONS                            | 24,477.53           | 26,109.73           |
| FUNDRAISING INCOME                   | 48,699.00           | 49,551.50           |
| GRANTS INCOME                        | 3,643.00            | 3,497.00            |
| GSI-GIFT SHOP INCOME                 | 2,150.65            | 4,469.00            |
| ML-LIFE MEMBER                       | 5,050.00            | 2,800.00            |
| MN-NEW MEMBER                        | 7,885.00            | 6,385.00            |
| MR-RENEWAL MEMBER                    | 49,630.00           | 49,080.00           |
| OTHER INCOME ACCOUNTS                | -15.00              | 3,000.00            |
| STANDING COMMITTEES                  | 2,900.00            | 2,978.00            |
| WORKSHOPS INCOME                     | 1,280.00            | 3,404.77            |
| <b>Total Income</b>                  | <b>197,583.18</b>   | <b>199,204.00</b>   |
| <b>Gross Profit</b>                  | <b>197,583.18</b>   | <b>199,204.00</b>   |
| <b>Expense</b>                       |                     |                     |
| AME-ANNUAL MEETING EXPENSE           | 36,196.68           | 29,372.47           |
| BOARD EXPENSES                       | 296.38              | 112.00              |
| CHAPTERS EXPENSE                     | 0.00                | 16.70               |
| CONTRIBUTIONS-EXPENSE                | 5,000.00            | 10,000.00           |
| EX. DIRECTOR EXPENSES                | 1,974.87            | 1,976.09            |
| FUNDRAISING EXPENSE                  | 7591.79             | 5,361.35            |
| GIFT SHOP-EXPENSE                    | 1,737.03            | 3,987.63            |
| MEMBERSHIP                           | 380.00              | 380.00              |
| OFFICE EXPENSES                      | 9,100.17            | 9,235.30            |
| OTHER EXPENSE ACCOUNTS               | 10,462.95           | 14,112.96           |
| PAYROLL EXPENSES                     | 123,627.44          | 128,589.97          |
| PUBLICATIONS                         | 18349.08            | 10,183.80           |
| STANDING COMMITTEES-EXPENSE          | 3,935.46            | 647.06              |
| TAXES                                | -690.00             | -1320.00            |
| WORKSHOPS EXPENSE                    | 1,697.83            | 3,955.45            |
| <b>Total Expense</b>                 | <b>219,659.68</b>   | <b>216,610.78</b>   |
| <b>Net Ordinary Income</b>           | <b>-22,076.50</b>   | <b>-17,406.78</b>   |
| <b>TRANSFERS &amp; REINVESTMENTS</b> | <b>37,818.40</b>    | <b>25,097.17</b>    |
| <b>Net Other Income</b>              | <b>37,818.40</b>    | <b>25,097.17</b>    |
| <b>Net Income</b>                    | <b>15,741.90</b>    | <b>7,690.39</b>     |

## 2023 – 24 Treasurer’s Report

### Balance Sheet Statement

June 30, 2024

June 30, 2023

#### ASSETS

##### Current Assets

##### Checking/Savings

|                                    |            |            |
|------------------------------------|------------|------------|
| BANK - CHECKING                    | 2,645.29   | 1,962.76   |
| BANK – MONEY MARKET - SCHOLARSHIP  | 0.00       | 50,136.23  |
| BANK – SAVINGS – 3 YEAR            | 21,481.26  | 22,648.72  |
| BANK – SAVINGS - HERITAGE          | 54,912.14  | 54,169.82  |
| BANK – SAVINGS – MEMBERSHIP SHARE  | 420.12     | 275.22     |
| BANK – SAVINGS - PAYPAL            | 1,003.34   | 1,003.22   |
| BANK – SCHOLARSHIP CD #1           | 0.00       | 51,173.26  |
| BANK – SCHOLARSHIP CD #2           | 0.00       | 40,782.64  |
| INVESTMENTS – ASSETS - LIFE        | 199,307.17 | 209,804.43 |
| INVESTMENTS – ASSETS - SCHOLARSHIP | 144,029.09 | 0.00       |
| INVESTMENTS – FMV - LIFE           | 92,020.36  | 68,628.88  |
| INVESTMENTS – FMV - SCHOLARSHIP    | 143.32     | 0.00       |
| PETTY CASH                         | 58.80      | 58.80      |

##### Total Checking/Savings

516,020.89      500,643.98

##### Total Current Assets

516,020.89      500,643.98

##### Fixed Assets

##### ACCUMULATED DEPRECIATION

-8,728.00      -8,443.00

##### EQUIPMENT

10,043.55      9,393.56

##### Total Fixed Assets

1,315.55      950.56

#### TOTAL ASSETS

517,336.44      501,594.54

#### LIABILITIES & EQUITY

##### Current Liabilities

0.00      0.00

##### Total Liabilities

0.00      0.00

##### Equity

MARKET APPREC/DEPREC INVESTMENT      92,020.36      68,628.88

RESTRICT NET ASSETS-SCHOLARSHIP      144,763.41      142,683.13

RESTRICT NET ASSETS-TEMP OTHERS      83,789.97      83,392.86

RESTRICTED NET ASSETS - LM FUND      94,865.79      90,825.79

RETAINED EARNINGS      86,155.01      108,373.49

Net Income      15,741.90      7,690.39

##### Total Equity

517,336.44      501,594.54

#### TOTAL LIABILITIES & EQUITY

517,336.44      501,594.54

## 2023-24 Donors

*Your donations assisted us in outreach to nonmembers,  
expanded our educational programming, and helped us provide technical  
and educational support to WWOA members.*

### WWOA Donations

#### **Acorn Donors ~ \$1 - \$10**

Paul Amundson, Sparta  
Mary Bilodeau, Forestville  
Mark Bohrnstedt, Oshkosh  
Mary Ann & Brian Buenzow, Janesville  
William Burmeister, Germantown  
Jacquelin & Natalyn Collins, Boyceville  
Dan Conway, Merrimac  
Duane Dorn, Lake Geneva  
Truman Everson, Ettrick  
Anthony Grabski & Sara Harstad, Blue Mounds  
Mary Hanna, Monroe  
Guy Hansen, Harshaw  
Lee C. Hansen, Green Bay  
Alan Henke, Fitchburg  
Jim & Mary Joslin, Marshfield  
Leroy Kazmierczak, Mosinee  
Elizabeth Kramer, Madison  
Krueger Lumber Co Inc., Valders  
Fred & Teresa Miller, Brooklyn  
Peter Mosling, Pickett  
Sue Murphy, Delavan  
Al Neuenfeldt, New London  
William Rupp MD, Eau Claire  
James, Joe, Chuck Richards, Kronenwetter  
William Schmelzer, Wausau  
Tom Spaay, Wausau  
Roy Valitchka, Appleton  
David Westrate, Eau Claire  
Sid & Linda Williams, Austin, TX  
Lola Zaug, Tigerton

#### **Root Donors ~ \$11 - \$24**

Greg Knuteson, Poynette  
Kent Makela, Maple  
Hugo Martin, Saronia  
Joan Mertz, McNaughton  
Carl & Cindy Nelson, Minnetonka, MN  
Bruce & Monica Robb, Brule  
Tim & Stephanie Stover, Gurnee, IL  
Ray & Joan Unrein, Madison  
Rich Warosh, Wausau

#### **Branch Donors ~ \$25 - \$49**

George Amelse, Irma  
Frank & Lisa Baltus, Pittsville  
Robert & Miriam Bennett, Janesville  
David Bertolino, Montreal  
Arhtur Elsesser, Sussex  
Larry Ensslin, Barrington, IL  
Steven & Barbara Frazier, Monroe  
Michael Goc, Friendship  
Brian Knapp, Shawano  
Bradley Koschak, Spring Grove, IL

John Kurth, Columbus  
Jeff & Kay Liebzeit, Larsen  
John Pfeifer, Brookfield  
David Pfeifer, Neenah  
Jon & Valerie Phillip, Neenah  
Jean Porter, Sheboygan Falls  
Tom Prijic, Amherst Junction  
Ronald Rasmussen, Burlington  
William Rauwerdink, Oostburg  
Vern Schaller, Rhinelander  
Jim Schmitt, Butternut  
Francis Seroogy, Tomahawk  
Joe Solawetz, Monroe  
David Stoiber, Scandinavia  
Gus Swoboda, Longboat Key, FL  
Karen Tibbitts, Milwaukee  
Michael Utschig, Wautoma  
William & Joanne Wengeler, Merrill  
Paul Wertsch, Madison  
Ray Wilde, Waupaca  
Jeff Wittrock, Delafield  
Ted Zabel, De Pere  
Jerry & Warren Zaug, Sister Bay

#### **Trunk Donors ~ \$50 - \$74**

Bruce Ayres, Colfax  
Troy Berg, Eau Claire  
Chris & Tish Bordeaux, Fremont  
Theodore Boucher, Brooklyn  
Mary Brown, Wisconsin Rapids  
Warren Buckles & Wendy Rakower, Madison  
Charlie & Theresa Cleereman, Plainfield  
Michael DeCleene, Green Bay  
Eric Erpenbach, Oronoco, MN  
Dewey & Sue Fritz, River Falls  
Terry Hanna, Monroe  
Ralph Heiser, Baraboo  
John & Kari Hogden, Galesville  
Leo Jannus, Fitchburg  
Jason Kelly, Townsend  
Edward King, Eden Prairie, MN  
Jim Kingsbury, Mountain  
Lawrence Kuiper, Milwaukee  
Jeremy Landt, Santa Fe, NM  
George Lehrer, Deerbrook  
Kathy Lewis, Stockholm  
Peter Luxenhofer, Caledonia  
Richard McDermott, Chicago, IL  
John Mikrut, Lake Geneva  
Randall Miller, Manitowoc  
William Murphy, Houlton  
Michael Nothom, Chanhassen, MN  
John Ouellette, Fitchburg  
Stewart & Steffan Rachwal, Weyauwega  
Gary Rieniets, Dubuque, IA  
Eric Rittenhouse, Elroy  
Arlene Roehl, Long Lake, MN

Brent Rystrom, Waller, TX  
Dennis & Kim Schoeneck, Pelican Lake  
Jerald Schoenike, Clintonville  
Geary & Kay Searfoss, Ojibwa  
Tom Sharratt, Westby  
David Stingle, Black Creek  
Steven Thaler, Chippewa Falls  
Thunder Mountain Ranch, Crivitz  
Rick Toneys, Waupaca  
Scott Tracy, Greendale  
Jeffrey Uecker, Adell  
Richard & Kathy Wagner, Weyauwega

#### **Crown Donors ~ \$75 - \$99**

Randall Fredricks, Wisconsin Dells  
Gordon Grieshaber, Mineral Point  
Sarah Huemoeller, Sun Prairie  
Jeff Jones, Eau Claire  
Possum Lodge Irrevocable Trust, Port Washington  
Randy Schacht, South St. Paul, MN  
James Werner, Marathon

#### **Tree Donors ~ \$100 - \$499**

Steven & Teresa Ahrenholz, Cincinnati, OH  
Gerald Backes, New Richmond  
Alvin Barden, Eagle River  
Jeffrey Basford, Kasson, MN  
Merlin & Georgie Becker, Manawa  
Joseph & Carrie Bird, Iowa City, IA  
Brian & Mary Blakeley, Boyceville  
Nancy Bozek, Stevens Point  
David Burbach, La Crosse  
Tom Culbert, Holcombe  
Richard & Mary Czaja, Pittsville  
John & Gayle DeBaun, Brookfield  
Darrel Degelau, Gays Mills  
Keith & Karla Dobberstein, Hortonville  
Clyde Eggett & Karen Hagen, Elizabeth, IL  
Mark & Roxanne Erickson, Medford  
Thomas & Jill Gaertner, Forestville  
Kathleen Gerds, Green Bay  
David Gilbank, Janesville  
Rob & Joy Gottschalk, Madison  
James & Diane Grunloh, Oshkosh  
Robert Gundlach, Arlington  
Richard & Deborah Hall-Reppen, Geneva, IL  
Alan Haney, Custer  
Richard Hansen, Wautoma  
Chuck Haubrich, Burlington  
Earl Hildebrandt, Mayville  
Byron Hill, Ripon  
Jim Jensen, Verona  
Gerald Kann, La Crosse  
Paul & Christina Kienitz, Merrill

## 2023-24 Donors

Curt & Martha Knoke, Gresham  
Ted Knorring, Wheaton, IL  
Kristine Krause & Scott Patulski,  
Rhinelander  
Gary Krosnicki, Green Bay  
William "Biff" Kummer, Tomahawk  
Lee Laechelt – Alabama Forest Owners  
Assoc., Inc., Birmingham, AL  
Marvin Lansing, Eau Claire  
Keith Lemburg, Sister Bay  
Dale & Fay Lightfuss, Ogdensburg  
Dan Lightfuss, Appleton  
Scott Manhart, Billings, MT  
Brent & Deborah McCown, Madison  
James McDermott, Leesburg, VA  
David McMillan, Madison  
Helen & Heinz Melzl, Big Bend  
Robert Menzel, Cedar Grove  
Doris Mueller, Onalaska  
Louise Pacholik, Palmyra  
Christine Perz, Kaukauna  
Ben & Melissa Peterson, Aniwa  
Russell & Carolyn Plagemann, Wisconsin  
Dells  
Steve & Lois Raether, Chippewa Falls  
Jack Rasmussen, Baldwin  
Rick & Kim Roberts, Appleton  
Charles & Wendy Schmidt, Wild Rose  
Darrell Scherwinski, Plover  
David & Kim Schiedermayer, Appleton  
James Schwanke, Weyauwega  
Henry & Judith Simon, Middleton  
Marilyn Steele, Valparaiso, IN  
John Swanson, Sturgeon Bay  
Ellen Swedberg, Shawano  
Thomas & Marilyn Swiontek, Pewaukee  
Richard & Karen Teske, Boulder  
Junction  
Thomas Thayer, Fitchburg  
Thrivent Financial for Lutherans,  
Appleton – behalf of Christine Perz  
Michael & Peg Uihlein, Cedarburg  
John Walte & Pamela Callahan,  
Highland  
Bob Wick, Wisconsin Dells  
Tiffany Williams, Englewood, FL  
David Wilson, Austin, TX  
Lon Yeary, Cross Plains  
Jim & Marlene Zdanovec, Oshkosh

### **Forest Donors ~ \$500+**

Anonymous 1  
Richard Arnold, Eau Claire  
Kurt & Deborah Boettcher, Seymour  
Randy & Karen Cooper, New Berlin  
Barb Gosh, Ingleside, IL  
Don & Jacki Hoffman, Black River Falls  
Dean & Kay Mehlberg, Hales Corners  
Dale Parker, La Farge  
Dane Rasmussen, Baldwin  
Debbie Schroeder Fisher & Jerry Fisher,  
Appleton

Dona Schwichtenberg, Wausau  
Janette Sweasy, Bay City  
Karen Wedde, Oshkosh

### **Life Members**

Shawn Barneson, Richfield, MN  
Kurt Gruetzmacher, Grafton  
John Imobersteg, Neenah  
Lee Lightfoot, Mosinee  
David Rabl, Adams  
Jake Schuh, Seymour  
Robert Thompson, Woodstock, IL

### **In Kind Donations**

KerberRose S.C., Green Bay  
Andrew Schmidt, Wausau

### **Thrivent Choice Dollars**

Gordon Aprill, Oconto Falls  
Wendy Goerke, Arsdale  
Ronald Koenig, Sauk City  
Geneva Krahn, Arsdale  
Dale Lightfuss, Ogdensburg  
Edwin Moberg, Nekoosa – to  
Endowment  
Rhonda Richards, Shawano  
Sue Ring, Shiocton  
Debra Vandertie, Forestville  
William Vandertie, Forestville

### **Annual Fundraiser Donations**

Nancy Bozek, Stevens Point  
Randy & Karen Cooper, New Berlin  
Keith & Karla Dobberstein, Hortonville  
James & Cheryl Haasis, Foxboro  
Charles Haubrich, Burlington  
Jim Kingsbury, Mountain  
William Kummer, Tomahawk  
Eldon Liebbezeit, Waupaca  
Frederick Miller, Brooklyn  
Richard Neville, Eden Prairie, MN  
Victoria Reigel, Birnamwood  
Arlene Roehl, Long Lake, MN  
Janette Sweasy, Bay City  
Timothy Sweeney, Green Lake  
Rick Toney, Waupaca

### **Annual Fundraiser In-Kind Donations**

Anonymous  
Bear Butt Chainsaw Carving, Medford  
Nancy Bozek, Stevens Point  
Mark & Roxanne Erickson, Medford  
Green Bay Packers, Green Bay  
Ken Kempfert, Belleville  
Jim Kingsbury, Mountain  
Klingbeil Lumber Co., Medford  
George Lehrer, Deerbrook  
Middleton Power Center, Middleton

Chuck Pogorelnik, Milwaukee  
Steve & Lois Raether, Chippewa Falls  
Riesterer & Schnell, Inc., Stratford  
Vortex Optics, Barneveld  
Wick Habitat Services LLC, Wisconsin  
Dells  
WWOA Chippewa Valley Chapter  
WWOA North Central Chapter

### **Annual Meeting Donations**

Merlin & Georgie Becker, Manawa  
Gary & Bonnie Christenson, Cameron  
Ken & Doris Eisner, Allenton  
Andrew & Susan Schmidt, Wausau  
Thrivent Financial for Lutherans,  
Appleton – behalf of Merlin Becker  
USDA – Natural Resources Conservation  
Service, Madison  
WI DNR, Division of Forestry, Madison

### **Annual Meeting In-Kind Donations**

Wick Habitat Services LLC, Wisconsin  
Dells


### **Endowment Fund Donations**


Steven & Sandy Berg, Savage, MN  
Michael Hovel, Stevens Point  
Lee Lehrer, Iola

## WWOA Scholarship Fund

 **Aspiring Forester ~ \$1-10**  
Larry Coleman, Wisconsin Rapids

 **Tree Planter ~ \$11-24**  
Herman Gagnon, Two Rivers

 **Forest Ecologist ~ \$100-499**  
William Biff Kummer, Tomahawk  
Sandra Tibbetts, Green Bay

 **Chief Forester ~ \$500+**  
Green County Forestry Educational  
Center, Monroe  
Debbie Schroeder Fisher & Jerry Fisher,  
Appleton

WWOA Memorial Funds

 **Judy Bauer**  
Nancy Bozek, Stevens Point

 **Glenn Charlson**  
Merlin & Georgie Becker, Manawa  
Nancy Bozek, Stevens Point  
Randy & Karen Cooper, New Berlin  
Ken & Doris Eisner, Allenton  
Mark & Roxanne Erickson, Medford  
Ralph Heiser, Baraboo  
Ken & Judith Kaphingst, Pembine  
Richard & Margaret Keough, Kaukauna  
Jim Kingsbury, Mountain  
Gary & Jane Larson, Wonder Lake, IL to  
Endowment


Jeff & Sara Wiesner, Madison  
George Woelfel, Suring  
WWOA Phoenix Falls Chapter to  
Scholarship  
Jim & Marlene Zdanovec, Oshkosh


 **Shirley Kopitske**  
Merlin & Georgie Becker, Manawa

 **Gavin Kowalski**  
Nancy Bozek, Stevens Point

 **Don Krahn**  
Cheri & James Ross, Friendship

 **Steve Plendl**  
Richard & Kristen Plendl, Lincolnshire, IL

 **James Shea**  
Nancy Bozek, Stevens Point  
Randy & Karen Cooper, New Berlin  
Jennifer Gunnerson, Morton Grove, IL  
Patrick & Elissa Perez, Menomonee Falls  
Mary Ellen Shea & Henry Musto,  
Milwaukee  
Scott & Linda Stevenson, Otsego, MI

 **Otto Waldbuesser**  
Shelly Creaser, Menomonie  
Randy & Karen Cooper, New Berlin



## 2023-24 Volunteers

*YOU are WWOA*

*More than 140 WWOA members volunteered for over 2,000 hours!*

*Your generous gifts of time and sharing of your talents allows us to achieve so much.*

*Thank you – we couldn't do it without YOU*

Steven & Teresa Ahrenholz,  
Cincinnati, OH  
Shirley Bargander, Marshfield  
Brian & Mary Blakeley, Boyceville  
Brian & Dawn Borreson, Pigeon  
Falls  
Allan Braun, Madison, WI  
Karen & David Callaway, Altoona  
Sara Cardwell, Menomonie  
Gary & Bonnie Christenson,  
Cameron  
Bill & Peg Connelly, Augusta  
Randy & Karen Cooper, New Berlin  
Tom & Margaret Culbert, Holcombe  
Richard & Mary Czaja, Pittsville  
Kirk Dahl, Eau Claire  
John & Gayle DeBaun, Brookfield  
Keith & Karla Dobberstein,  
Hortonville  
Anthony Dzialowy, Chippewa Falls  
Steve Dzubay, River Falls  
Kenneth & Doris Eisner, Allenton  
Mark & Roxanne Erickson, Medford  
Bobbi & Rick Freitag, Birchwood  
Sue & Dewey Fritz, River Falls  
George Grimm, Redgranite  
Jim Grunloh, Oshkosh  
Felix Grutzik Jr. & Margaret  
Parsons, Junction City  
Rich Hall-Reppen, Geneva, IL  
Jerry Hamm, Neillsville  
Ralph Heiser, Baraboo  
Don and Jacki Hoffman, Black River  
Falls  
Diane Humphrey Lueck, Coloma  
Tom Jacobs, Crivitz  
Tom & Mary Kempen, Greenleaf  
Kenneth & Jean Kempfert, Belleville  
Paul Kienitz, Merrill

Jim Kingsbury, Mountain  
Alice Kissinger, Stone Lake  
Kathy & Jim Kjorlie, Middleton  
Jeanie & Betty Kramer, Madison  
Tom Kretovics, New Richmond  
Jack & Mary Kucksdorf, Random  
Lake  
Judy Kucksdorf, Marion  
Dale Lightfuss, Ogdensburg  
Daniel Lightfuss, Appleton  
Kent & Jeanette Makela, Maple  
John & Rosanne Marquardt,  
Wittenberg  
Steve McDonald, Hudson  
Colleen Matula, Mellen  
Dan & Mary Meyer, Crivitz  
Ed Moberg, Nekoosa  
Russ Moody, Monona  
Chad Mueller, Blaine, MN  
Michael Nee, Richland Center  
Carol & John Nielsen, Mount Horeb  
Dale & Judy Paust, Crivitz  
Roger Perrault, Gillett  
Warren & Renee Pickar, West  
Salem  
Chuck Pogorelnik, Milwaukee  
Ross Prior, Coleman  
Dan Pubanz, Shawano  
Lois & Steven Raether, Chippewa  
Falls  
Jack Rasmussen, Baldwin  
James Richards, Kronenwetter  
Joe Richards, Kronenwetter  
Gary & Jean Rieniets, Dubuque, IA  
Steven Ring, Shiocton  
Arlene Roehl, Long Lake, MN  
Mike Roy, Madison  
Lyndon & Deb Russell, Madison  
Anthony Rynish, Fremont

Darrell Scherwinski, Plover  
Andrew & Susan Schmidt, Wausau  
Mary Beth Schmidt, Almond  
Scott Schoepp, Ellsworth  
Debbie Schroeder Fisher, Appleton  
Vern Schroth, Stevens Point  
Jake Schuh, Seymour  
Kurt & Gloria Schuh, Amberg  
Geary & Kay Searfoss, Ojibwa  
Gary Senn, Beldenville  
Kathy Serley, Wausau  
Mary Ellen Shea & Henry Musto,  
Milwaukee  
Ken & Dottie Staffeldt, Porterfield  
Marilyn Steele, Valparaiso  
Terry Strong, Rhinelander  
Dick & Charlotte Thompson, Lake  
Geneva  
Buzz & Marcia Frost Vahradian,  
Wautoma  
Roy Valitchka, Appleton  
Jim & Jackie Wagener, Madison  
Richard & Kathy Wagner,  
Weyauwega  
Chuck Wagner, Luxemburg  
Anastasia Wampfler, Brodhead  
Richard Warosh, Wausau  
Karen Wedde, Oshkosh  
Robert Wick, Wisconsin Dells  
Chris Widstrand, Eau Claire  
Tom Wilhelm, Appleton  
Nancy Wirtz, Eden  
Chris Wyman, Hortonville  
Ted Zabel, DePere  
Randy Zastrow, Shawano  
Jim & Marlene Zdanovec, Oshkosh

*If your name is inadvertently missing from these lists, we sincerely apologize. Please notify the WWOA office so we can correct our records.  
If you are interested in sharing your talents with WWOA please contact the WWOA office or complete the volunteer interest form on our website.*



# Strategic Plan Updates

## 2020-25 WWOA Strategic Plan Accomplishments in Fiscal Year 2023-24

### GOAL I - Financial Stability

- ❖ Become financially independent and/or less financially dependent on one-time donors and donations by expanding membership by 25% by 2023, increasing advertising income by 0.5% per year by 2025, identifying specific expenses that could be sponsored and inform members of these (named or anonymous) opportunities by June 30, 2020; present these opportunities to the membership by December 31, 2020.

*WWOA has brought the Advertising Sales position into the WWOA office to help stabilize these sales and start reaching out to potential advertisers since we have been unable to find a competent independent consultant to do this job. Advertising rates, which had not been increased since January 2018, were increased in January 2023. WWOA continues to develop new online educational seminars and hopes to provide more online programming in the future to diversify our income.*

*A tight job market has made it difficult to recruit and fill vacant WWOA and AmeriCorps positions. The Board created a full-time, salaried, Assistant Director position by combining the Office Assistant and Advertising Sales contractor positions and adding new duties but WWOA has been unable to find someone with the right mix of skills for this position in 2023.*

*WWOA investments were moved to Edward Jones in FY 2021-22 for more timely management. In FY 2022-23 the Board of Directors voted to direct these funds to Vanguard with the Finance Committee and Board of Directors managing the funds. The Board continues to work on the framework to create a new long-term fund (Heritage Fund) for the Association. WWOA greatly appreciates the Memorial Funds designated by families of deceased members. Some funds are used for special purposes such as a portion of the Helen Moberg fund went to the Women of WWOA, the Rachel Jordan fund helped us purchase a new laptop computer, the Janet Lehrer fund grew our Endowment Fund, while the Al Steele fund helped defray 2022 Annual Meeting expenses.*

*WWOA office continues to handle advertising in FY 2023-24 and was able to slightly increase advertising. Board member, Tom Culbert, assembled a sponsorship packet and he is approaching Wisconsin companies to sponsor future WWOA Annual Meetings.*

- ❖ Create a long-term fundraising strategy, which does not cause donor fatigue, leveraging input from WWOA volunteers and consultants by June 30, 2025.  
*Special thank you to Mark Erickson and the Fundraising Committee for a record Annual Fundraiser in 2021-22!*

### GOAL II - Leadership

- ❖ WWOA volunteers are instrumental in achieving WWOA's mission. WWOA will design and implement a more formal volunteer program by December 31, 2023. *Through generous donors, WWOA has been able to continue to host an AmeriCorps member, Violet Thielke, in 2021-2022. As WWOA's volunteer coordinator, she led the 2<sup>nd</sup> year of the WWOA Woodland Mentor Program, increasing its resources. WWOA's volunteer Board of Directors and Chapter Officers donated time to expand WWOA programming as we move out of the pandemic. The Publications Committee members continued to produce an amazing magazine. Through generous donors, WWOA has been able to continue to host an AmeriCorps member, Häven Epstein, in 2023. She created many wonderful Learn Something New emails, updated the WWOA Woodland Mentor Program materials, and assisted with the Wisconsin Womens Woodland Gathering in May 2023 for more than 80 women from across Wisconsin. Unfortunately, WWOA did not receive any applications for our AmeriCorps position in FY 2023-24.*
- ❖ WWOA will annually conduct leadership training for WWOA Board of Directors, Chapter Chairs, staff and other members interested in leadership development. *WWOA Board of Directors designed and scheduled a Leadership Retreat for January 2022, however the COVID-19 rates increased significantly resulting in postponement and finally cancellation of this event. A leadership retreat was not held in FY 2023-24.*
- ❖ Establish a subcommittee of the Chapter Chairs Committee to review the chapters' operating structure and clarify state and local membership looking for common ground and ways to streamline how chapters function within WWOA. *Committee will report findings to WWOA Board at September 2021 quarterly meeting. This has been put on hold until in-person meetings can be regularly scheduled.*

## Strategic Plan Updates

- ❖ President to appoint an ad hoc committee focused on evaluating the current and future committee structures by March 2020 quarterly Board meeting and by September 2020 report findings to WWOA Board at quarterly meeting. *This was presented at the Board of Director's meeting on the April 7, 2020, where the new committee structure was approved.*

### GOAL III - Communication


- ❖ WWOA Board will appoint a committee of select chapter chairs to create a new statewide communication plan with a goal of implementing the plan statewide by September 30, 2021. *The document was completed in Fall 2021 and is available for chapters to implement.*
- ❖ Enhance WWOA's visibility by presenting or providing WWOA displays at 10 events for other conservation groups in 2021; increase presentations 40% per year by 2025. *In person events and opportunities to exhibit continue to be limited under COVID-19 and after. Chapters and volunteers are needed to help achieve this.*
- ❖ Review and possibly revise WWOA's current mission and vision statements. *Draft was approved by WWOA Board on April 28, 2020. WWOA members approved the proposed change at the 2021 Annual Meeting on September 18, 2021. The new Mission Statement has replaced WWOA's Purpose.*

### GOAL IV - Building Membership

- ❖ In an effort to increase membership by 25% by 2023, complete an analysis on a variety of innovative methods and select five approaches to implement. *WWOA Board approved creating an online advertising campaign and allocated funding for this effort in 2021-22. The Membership Committee developed 5 Facebook advertisements in 2021-22. These ads reached more than 98,000 people resulting in more than 1400 clicks through to our website. This increased awareness of WWOA and grew our Facebook audience.*
- ❖ Create a 5-year marketing strategy supporting WWOA's mission leveraging an ad hoc committee of WWOA volunteers and professionals (with marketing/advertising/ communications skills) by March 31, 2020 to develop a plan. Present the plan to the WWOA Board for approval at the March 2021 quarterly meeting. *The Membership Committee has been working on ideas to create an outreach and marketing strategy.*
- ❖ Supported by the WWOA Membership Committee, develop one collaborative project with 1-2 statewide partners to increase the membership base by interfacing with a minimum of 1,000 non-WWOA, private woodland owners in Wisconsin by 2022. *WWOA applied for a grant in 2022 to work on this, however the project was not funded. In FY 2022-23, the Membership Committee worked with the Publications Committee to send out Wisconsin Woodlands quarterly magazine to nonmembers. Chapter areas selected to participate in this project were Phoenix Falls, Chippewa Valley, Black Hawk and West Central. More than 1300 nonmembers received a copy of the magazine this past year.*  
*The Women of WWOA partnered with several agencies to create a Spring 2023 gathering at the Lion's Camp for more than 80 women from around the state. Nancy Bozek and AmeriCorps member, Haven Epstein, lead this amazing weekend.*  
*WWOA is partnering with NRCS and the U.S. Forest Service through the Joint Chief's Landscape Restoration Partnership on the Northeastern Wisconsin Forestry and Wildlife Partnership project. The Partnership provides technical and financial assistance to woodland owners in eight northeastern Wisconsin counties through EQIP funding for priority practices including addressing wildfire threats, cleaning up blowdown timber, improving water quality and wildlife habitat by replacing degraded culverts on trout streams, tree seedling planting and protection in areas impacted by the emerald ash borer or oak wilt, forest management plans, and habitat for the golden-winged warblers and monarch butterflies.*  
*WWOA continues to make the regional Winter Conferences a priority for building membership and increasing our educational efforts.*  
*In FY 2024-25 the Membership Committee updated the Membership page in Wisconsin Woodlands magazine and will focus on WWOA's Gift Membership initiative.*

## **GOAL V – Education**

- ❖ President will appoint an ad hoc committee by January 31, 2020, to develop a sustainable plan to determine an annual meeting site by January 31 of the prior year. This will include at least one alternative to chapter sponsorship. Plan to be developed and presented to the WWOA Board for approval by December 31, 2021. *Committee was formed at the Leadership meeting on September 18, 2021 and Nancy Bozek contacted them for assistance in selecting a site for 2023. Some of these committee members have served on the 2022, 2023, and 2024 Annual Meeting Planning Committees.*
- ❖ Website Chair and committee members starting in January 2020 will gather costs, feasibility, and information related to creating a web-based interactive forum to be presented to the WWOA Board at their March 2021 quarterly meeting for approval. *The Website Committee completed a review of the existing website and met with a contractor to start updating the WWOA website. It is anticipated that the update will occur in Fall 2023. WWOA's new website went live on January 31, 2024.*
- ❖ Establish a volunteer committee, with AmeriCorps member assistance, in 2020, to analyze 2018 membership survey responses to identify valued WWOA services and create a plan to improve them starting in 2021. *This has been completed.*
- ❖ Continue WWOA's Growing Your Legacy project and promote use of the My Land Handbook through educational workshops and outreach materials during 2020-2025. *WWOA has continued the Growing Your Legacy project by connecting woodland owners to WDNR foresters for woods walks, providing our Growing Your Legacy brochure, and My Land Handbook to those requesting these resources. The My Land Handbook is also incorporated into WWOA's Woodland Mentor program and is available on WWOA's website under Resources.*
- ❖ Promote and grow WWOA's Forestry Leader Scholarship at UW-Stevens Point providing a minimum of one \$5,000 scholarship to a student majoring in Forest Management per academic year. *In 2024, Brandon Schott from near Sauk City was the recipient of WWOA's Forestry Leader Scholarship. WWOA sends out a postcard to eligible UWSP forestry students each autumn to inform them of the scholarship. Members continue to support this initiative through their donations and through word-of-mouth promotion of the Scholarship to family members and friends.*
- ❖ Leveraging AmeriCorps member and WWOA volunteers create a mentoring program with a goal of supporting 50 new members by 2023; scale the program to support 100 new members by 2025. *WWOA's Woodland Mentor program continued in Fall 2022 because Violet Thielke was hired temporarily to continue assisting in the WWOA office until a new AmeriCorps member could be found. In January 2023, AmeriCorps member, Häven Epstein, was hired and she reviewed the curriculum and added online resources such as videos, podcasts, and other multi-media resources. Evaluations of the program continue to show that Mentors and Aspens feel it is a valuable experience. WWOA recruited chapters to assist in mentoring Aspens for FY 2023-24.*



***The WWOA Board of Directors encourages members interested in working on any of these goals or sharing their talents to assist us in implementing this plan to contact the WWOA office.***

## **BAD AXE CHAPTER, Warren & Renee Pickar and Jeanie Kramer, Co-Chairs**

The Bad Axe Chapter consists of 9 counties, Crawford, Grant, Iowa, La Crosse, Lafayette, Monroe, Richland, Sauk, and Vernon. Officers include Warren & Renee Pickar and Jeanie Kramer, Co-Chairs; Rich Hall-Reppen, Treasurer; Kathy Kjolrie, Secretary; Directors, Michael Roy, Gary Rieniets, and Betty Kramer. We have approximately 200 members.

Summer 2023 Picnic recap - The Bad Axe Chapter of WVOA held their summer gathering and potluck at the Kramer Farm in Richland County. Highlights of the event were the delicious barbeque and dishes provided by the Kramer family and guests. Following lunch, Mike Nee, Bad Axe member, botanist and lifelong expert on the flora of Richland County and Southwest Wisconsin gave a presentation and demonstration. Mike explained how botanical specimens are identified, collected and preserved for herbaria and he reviewed the important roles of plant collections for environmental and other scientific studies. Mike then led us on a walking tour in which he identified native and invasive plants in the understory of a plantation. A board meeting was held after lunch.

Summer 2024 Picnic recap - Several chapter members and guests gathered at the Wilson State Nursery located in Boscobel, WI, for a ½ day tour of the nursery followed by a discussion over our picnic lunches. Our tour was led by Rodger Bohringer, Assistant Manager of the nursery and Ross DeWitt, WDNR forester and Bad Axe liaison forester. Our outing started with a talk led by Rodger about the history, mission and day-to-day operations of the 100-year-old, state-owned nursery that produces seedlings for reforestation, restoration and conservation programs. The DNR Division of Forestry grows 3-5 million seedlings annually. In addition to growing seedlings for use in Wisconsin, the reforestation program participates in research projects, including tree improvement, nursery soils, nursery insect and disease and reforestation monitoring efforts. A board meeting was held after the picnic.

## **BLACK HAWK CHAPTER, Ken Kempfert & Lyndon Russell, Co-Chairs**

The Blackhawk Chapter consists of 6 counties which include Columbia, Dane, Dodge, Green, Jefferson, and Rock. We have 220 members. Officers include Ken Kempfert & Lyndon Russell, Co-Chairs; Carol Nielsen, Secretary/Treasurer.

### Date and Location of Chapter Events

|          |                          |                         |                                |
|----------|--------------------------|-------------------------|--------------------------------|
| 08/16/23 | Tapp'n Woods             | Wis Brewing Co.         | Sharing & Fellowship           |
| 09/09/23 | BHC Annual Planning Mtg. | Ken Kempfert            | 2024 BHC Activity Plan         |
| 10/07/23 | WWC/BHC Field Day/lunch  | Jim Karpinsky Prop.     | Walnut Mgmt & Threats          |
| 10/18/23 | Tapp'n Woods             | Rex's Inn Keeper        | Sharing & Fellowship           |
| 02/24/24 | Annual Mtg & Speaker     | Turner Hall             | Monroe Prairie/Oak Restoration |
| 04/17/24 | Tapp'n Woods             | Full Mile – Sun Prairie | Sharing & Fellowship           |
| 05/15/24 | Tapp'n Woods             | Night Owl-Evansville    | Sharing & Fellowship           |
| 06/14/23 | Tapp'n Woods             | Capital Brew-Madison    | Sharing & Fellowship           |

## **CENTRAL SANDS CHAPTER, Buzz Vahradian, Chair**

The Central Sands Chapter consists of 6 counties, which includes Adams, Juneau, Marquette, Portage, Waushara, and Wood. Officers include Buzz Vahradian, Chair; Marcia Frost Vahradian, Secretary; George Grimm, Treasurer and Jim Wagener, Past Co-Chair. We have 85 members.

**Date:** 3/8/2024 **Chapter Event:** Annual Meeting

**Topic covered:** Mark Diesen, DNR Forester/Ranger presented an overview of the Pallet Fire – a 714-acre forest fire that occurred on July 10, 2023 near Coloma, in Waushara County.

## **CHIPPEWA VALLEY CHAPTER, Karen Callaway, President**

The Chippewa Valley Chapter consists of 7 counties, which includes Barron, Chippewa, Clark, Dunn, Eau Claire, Jackson, and Trempealeau. Officers include Karen Callaway, President; Jerry Hamm, Vice President; Arlene Roehl, Secretary; Kris Peterson, Treasurer; and Ralph Heiser, Past President. Members at Large include: Gary Christenson, Lois Raether, Sara Cardwell, Don Hoffman, Bill Connelly and Dawn Borreson. We have 142 members.

### **Date and Location of Chapter Events**

**July 22, 2023** – Log Jam Picnic at the High Grounds in Neillsville, WI, host Jerry Hamm, attendance approx. 25. Everyone toured the High Grounds Veteran’s Memorial in the morning, then went to Jerry’s land for afternoon tours.

**October 14, 2023** – CVC Planning Meeting, the Fish House in Altoona, WI, hosted by Karen KCallaway, approx. attendance 10. Worked on planning events for 2024.

**January 27, 2024**, CVC Annual Meeting at the Fish House in Altoona, WI, attendance 43. Held annual meeting of all members of the Chippewa Valley Chapter, including lunch and guest speakers talking about NRCS Conservation and Programs for Woodland Owners, and DNR updates.

**March 9, 2024** – CVC/West Central Chapter Spring Conference – The Phoenix in Baldwin, WI, attendance approx. 120. Several guest speakers, vendors, and lunch.

**May 18, 2024** – Spring Field Day in Black River Falls, hosted by Don Hoffman, attendance approx. 40. This was done in conjunction with the Walnut Council of Wisconsin. Don showed us his extensive land and how to plant, care for and prune Walnut trees.

## **NEWFO CHAPTER, Chuck Wagner, Chair**

Jan. 27, 2024 Woodland Owners Conference held in Green Bay.

## **NORTH CENTRAL CHAPTER, Rich Warosh, President**

The North Central Chapter consists of 9 counties, which includes Forest, Iron, Langlade, Lincoln, Marathon, Oneida, Price, Taylor, and Vilas. Officers include Rich Warosh, President; Andrew Schmidt, Vice President; Roxanne Erickson, Secretary/Treasurer; and Members at Large, Keith Dobberstein, Mark Erickson and Susan Schmidt. We have 295 members.

### **Dates and Location of Chapter Events**

Feb. 10, 2024 Winter Woodland Owner’s Conference at Rib River by Accentu, Marathon  
Estate Planning, WI Forest Tree & Shrub Seed Collection & Uses, Invasive Plants, Managing Woodlands for Migrant & Resident Birds while Benefiting Other Wildlife, and the History of Silver Creek Camp Woodlands by Chuck Pogorelnik

## **NORTHWEST CHAPTER, Bobbi Freitag, Chair**

The Northwest Chapter consists of Ashland, Bayfield, Burnett, Douglas, Polk, Rusk, Sawyer, and Washburn counties. Board Members are Bobbi Freitag, Chair; Kay Searfoss, Secretary/Treasurer, Kent Makela, Douglas Co rep; Alice Kissinger, Sawyer Co rep; Jerry Curnow, Polk Co rep. We have 149 members.

On Saturday, April 6, 2024, the Northwest Chapter of WVOA held a re-boot meeting at Round Man Brewing Company in Spooner WI. 35 people attended.

- Kay Searfoss described her experiences with the new WVOA Woodland Mentor program.
- Sam Williams, WDNR Forestry Specialist provided an update on current Managed Forest Law (MFL) issues. The major topic in the state at that moment was the proposal to allow vehicles on Open MFL land.
- The keynote presentation was given by Ethan Ragan, Outreach Forester for the American Forest Foundation. The Family Forest Carbon program is currently available to landowners in northern Wisconsin.
- Geary Searfoss spoke on behalf of the Landmark Conservancy and discussed land trusts and conservation easements.

### **PHOENIX-FALLS CHAPTER, Jake Schuh, President**

The Phoenix-Falls Chapter of WVOA covers Florence, Marinette, Menominee, and Oconto counties. Our chapter board members include Jake Schuh, President; Ross Prior, Past President; Ken Eisner, Treasurer; Judy Paust, Secretary; Members at Large include Tom Jacobs, Dale Paust, Roger Perrault, Ken Staffeldt, Randy Zastrow. Publicity delegate is Jim Kingsbury and Historian is Dan Meyer.

**7/29/2023** - Our Summer Picnic was held at the Tom Jacobs' property in the town of Wagner. There was an extensive guided "chair ride" through the property highlighting the history of the area as well as the different forestry and wildlife practices done through the years. Some memorable items were road building, pond digging, and seeing the old ice roads used by loggers many years ago. We then had a chicken lunch with a variety of sides and desserts. It is a very beautiful property and we had a good turn-out.

**10/7/2023** - We had a fall field day on the Ross Prior property in the town of Porterfield. We again had an extensive "chair ride" through the property seeing many different logging events, different ways to build roads, preparation for reclaiming an ash swamp that had succumbed to emerald ash borer, and some experimental plantings Ross has done. We even examined a fresh lightning strike that shattered a large tree.

**3/9/2024** - The chapter's annual meeting and winter banquet was held at Renn's Supper Club near Crivitz. We had the business meeting followed by lunch and Jake Schuh gave a presentation on the OnX mapping application and how to use it. We then held our annual silent auction and socialized.

### **WEST CENTRAL CHAPTER, Chad Mueller, Chair**

No report.

### **WINNEBAGOLAND CHAPTER, Nancy Wirtz, President**

The WinnebagoLand Chapter consists of Calumet, Fond du Lac, Green Lake, Sheboygan, and Winnebago. Officers are Nancy Wirtz, President; Pete Meyer, Vice President; and Kim Destree, Secretary/Treasurer. Current membership is unknown. There were no activities in the 2023-2024 fiscal year.

### **WOLF RIVER CHAPTER, Anthony Rynish, President**

The Wolf River Chapter consists of Outagamie, Shawano, & Waupaca counties. Officers are Anthony Rynish, President; Steven Ring, Vice-President; Kathy Wagner, Secretary; Mary Kucksdorf, Treasurer; Jack Kucksdorf, Communications chair; John Marquardt, Membership chair; Chris Wyman, Event Planner. We have 214 members.

The Wolf River Chapter of WVOA has had an active year with a variety of speakers that covered topics of fur trapping, invasives and maple syrup!

On **Saturday, October 7, 2023** the Wolf River Chapter held a field day about fur trapping at Mosquito Hill Nature Center, located outside of New London. There were 9 members in attendance. Jim Binder, the coordinator for the WI Trapper's Education, spoke about several different types of traps, and which are best for different animals. He also instructed the audience on how to trap animals ethically so that there is as little pain as possible inflicted on the animal, and when to stop trapping an area.

On **Friday, January 26, 2024** the Wolf River Chapter held its annual meeting at Romy's Nitingale near Shiocton, WI. There were 50 members in attendance. At the meeting, Anthony Rynish, a private consulting forester, explained the process of timber harvest and that it takes time. From looking for a forester to work with to the final harvest, it can take several years for this process to be completed. He also spoke about how invasive plants and shrubs can impede forest regeneration and the need to control them. Anthony pointed out a few cost sharing opportunities landowners can sign up for to help with the cost of controlling invasives on their property.

On **Saturday, May 18, 2024** the Wolf River Chapter toured John and Rosanne Marquardt's Sugar Shack, located near Wittenberg. There were 32 members in attendance. The WRC Board made pancakes for all that attended the event to go along with the maple syrup! Along with the touring the sugar shack attendees were able to take a wagon ride to see the different harvesting practices being implemented on John and Rosanne's forest.

## WWOA Committee Reports

### **AWARDS COMMITTEE, Marcia Frost Vahradian, Chair**

Committee Members: Nancy Bozek, Chuck Pogorelnik, Arlene Roehl, and Richard Wagner.

The Awards Committee selects the recipient(s) of WWOA's Distinguished Service Award for outstanding dedication and achievement in furthering the goals and principles of WWOA. Recipients of WWOA's Special Recognition Award are considered for special projects that have a statewide impact that may be narrow in focus. The Next Generation award is a dual award presented to an educator and a WWOA member who work together in a continuous effort to inform the next generation about the value of Wisconsin's private woodlands and sustainable forest management. The Chapter Distinguished Service Award is given for outstanding dedication and achievement in furthering the goals and principles of a WWOA Chapter(s). The nomination form is available to all members on our website with a deadline of June 1 each year. Chapters are encouraged to consider awards for their members based on chapter activities and accomplishments.

WWOA, represented by Lois and Steve Raether, is a member of the Wisconsin Conservation Hall of Fame. This year's inductees include Walt Bresette and Lewis Posekany. To learn about conservation leaders from across the state that have been inducted go to <https://wchf.org>. WWOA, represented by Chuck Pogorelnik, is a member of the Wisconsin Forestry Hall of Fame. Learn more at <https://www.wisaf.org/wisconsin-forestry-hall-of-fame/>.

### **FINANCE COMMITTEE, Jack Rasmussen, Chair**

Committee members: Mary Kempen, Dale Lightfuss, Daniel Lightfuss, Margaret Parsons, Ross Prior, Steve Ring, Jack Rasmussen and Arlene Roehl.

We started the fiscal year on July 1, 2023 with a balance of \$1,962.76 in our checkbook. The market value of WWOA's funds as of June 30, 2024 was Life mutual fund investments \$291,327.53, scholarship investment was \$144,172.41, regular savings \$55,332.26, 3-year membership savings \$21,481.26, and PayPal savings \$1003.34. In the 2023-2024 fiscal year, WWOA's income was \$197,583.18. The money from the seven new life memberships totaling \$4,040 was transferred from the checking account and invested in mutual funds. Checkbook balance as of June 30, 2024 was \$2,645.29.

As of June 30, 2024, the WWOA Endowment Fund held by the Community Foundation of Central Wisconsin was valued at \$95,235.93. WWOA receives a grant from this fund each year to be used for WWOA's mission, to increase acreage under active management and to enhance WWOA membership. This year, WWOA received a distribution of \$3,643.00.

At the May 2, 2024, Finance Committee meeting the fiscal 2024-2025 budget was developed with input from the standing committees, gift shop, publications, and the executive director. Committee recommendations for the proposed budget were provided to the Board of Directors at their June 6, 2024 meeting for their approval. WWOA's 2024-2025 budget is projected to have an income of \$192,503.00 with expenses of \$256,332.00 leaving a deficit of (\$63,829.00).

### **FUNDRAISING COMMITTEE, Mark Erickson, Chair**

Fundraising is done with getting prizes gathered. Tickets have been mailed and we're hoping our efforts have been successful. Hoping to have a great turnout and great results. Thanks to all who contributed to the fundraising cause.

### **GIFT SHOP COMMITTEE, Mary Ellen Shea & Henry Musto, Co-Chairs**

Members of the WWOA Gift Shop Committee are: Nancy Bozek, Roxanne Erickson, Deborah Russell, Jim and Jackie Wagener.

The WWOA Gift Shop Committee met on April 26, 2024 to review current inventory, choose new merchandise, and brainstorm ideas to encourage sales. The Gift Shop will have a few new items for the Annual Meeting including a large bandana celebrating WWOA's 45<sup>th</sup> year. Books for adults and kids, aluminum signs, notecards, can koozies, steel cookie cutters, and other popular merchandise will be stocked at the meeting, many of those items and select clothing at sale



## WWOA Committee Reports

prices. Remember – 100% of the proceeds benefit WWOA programs! If you are not able to attend the Annual Meeting in Marshfield, support WWOA the easy way – shop the web at [wisconsinwoodlands.org/about-us/gift-shop/](http://wisconsinwoodlands.org/about-us/gift-shop/)

### **GRANTS COMMITTEE, Don Hoffman, Chair**

No viable opportunities this year.

### **GOVERNMENT AFFAIRS COMMITTEE**

WWOA kept members informed on SB 999/AB 1093 regarding proposed changes to woodlands designated as open under the Managed Forest Law program. These bills would require open MFL lands to also be open to vehicular traffic up to 8,000 lbs. including trucks, snowmobiles, all-terrain vehicles and UTVs. WWOA President Don Hoffman testified against these bills at the February 2024 public hearing, bringing along more than 50 member letters to legislators. The bills died at the end of the legislative session, but we believe the proposals may resurface in the near future.

### **MEMBERSHIP COMMITTEE, Ken Kempfert, Chair**

Ken Kempfert, Chair, thanks Committee members, Dick Czaja, Jack Kucksdorf and Nancy Bozek for their contributions and thoughts toward our goal to increase membership. The Committee met via Zoom in May to discuss what has worked well for us and our recommendations going forward. Ken Kempfert also collected suggestions and thoughts from our Board of Directors in June. Consensus from these discussions is to place more effort into and promotion of our Gifted Memberships Program which has been effective in the past.

Membership counts as of June 28, 2024 are as follows: Regular members - 1029, family members – 222, life members – 289, and student members – 2. The total as of that date was 1542 members. Year-to-date we have gained 67 new members including 39 gift members.

### **NOMINATING COMMITTEE, Randy Cooper, Chair**

Nominating Committee members included Board members Randy Cooper and Ralph Heiser and elected from the membership at the 2023 Annual Meeting, Steven Ring and Arlene Roehl. At the end of the 2024 Annual Meeting, Board Members Randy Cooper, Dick Czaja, Ralph Heiser, and Ken Kempfert's terms will expire. The following members agreed to be candidates for the four open positions on the WWOA Board of Directors: Karen Cooper of New Berlin, Bobbi Freitag of Birchwood, Ralph Heiser of Baraboo, Ken Kempfert of Belleville, and Alan Van Straten of Shiocton.

We thank them for their willingness to offer leadership skills, time, and energy toward furthering WWOA's mission. Serving on WWOA's Board of Directors provides an opportunity to give something back to the forestry community. We encourage WWOA members to consider running for the Board of Directors or local chapter boards.

### **PAST PRESIDENTS COMMITTEE, Tom Kempen, Chair**

The Past Presidents committee has nothing to report.

### **PRESIDENT'S COUNCIL ON CHAPTERS, Ken Kempfert, Chair**

Committee is chaired by WWOA's Vice President and is comprised of WWOA's Chapter Chairs.

The Chapters Chairs' Committee met with the WWOA Board of Directors on September 23, 2023 during the Annual Meeting in the Wisconsin Dells. The next committee meeting will be held during the 2024 Annual Meeting in Marshfield.

### **PUBLICATION COMMITTEE, Kirk Dahl, Chair**

Current committee members are Nancy Bozek (WWOA Executive Director), Kirk Dahl (chair), John DeBaun, Ed Moberg, Russ Moody, Carol Nielsen, Margaret Parsons, Dan Pubanz, Barbara A. Schmidt (editor), Roy Valitchka, and Rich Warosh. Also, Kirsten Held from the Wisconsin DNR continues to serve on the committee as WDNR liaison.

## WWOA Committee Reports

The Publications Committee meets three times per year to discuss and establish content for WWOA's magazine, *Wisconsin Woodlands*. The Committee's mission is to produce an informative and interesting quarterly magazine to keep members informed of current issues and help them become better woodland stewards.

The membership survey conducted by WWOA in 2023 helps guide the committee in the selection of topics and articles. We are working towards including more timely and newsworthy articles specifically addressing current issues and challenges facing woodland owners in Wisconsin. The magazine also features articles that help connect members to each other, plus advertisements for products and services of interest. The Committee welcomes your thoughts, article ideas, original articles, and advertising leads.

### **SCHOLARSHIP COMMITTEE, Paul Kienitz, Chair**

Committee members are Jim Grunloh, Darrell Scherwinski, Charlotte and Dick Thompson, and chair Paul Kienitz.

We congratulate WWOA's Forestry Leader Scholarship recipient for 2024, Brandon Schott from near Sauk City. WWOA's Forestry Leader Scholarship at the University of Wisconsin-Stevens Point is awarded to a forest management student. Scholarship applications are accepted from November 1, 2024 through January 1, 2025 with the recipient announced in spring 2025. The application is available on WWOA's website at [wisconsinwoodlands.org/forestry-leadership-scholarship/](https://www.wisconsinwoodlands.org/forestry-leadership-scholarship/). The \$5,000 scholarship is awarded in payments over two semesters, and it is credited directly to the student's university account. Members may donate directly to this fund at any time. As of June 30, 2024, the scholarship fund had a balance of \$144,172.41.

### **WEBSITE COMMITTEE, Rich Warosh, Chair**

The Website Committee consists of the following members: Rich Warosh – Chair, Nancy Bozek, Ed Moberg, Tom Kempen, Ken Kempfert and Roxanne Erickson.

The new website was released on January 31, 2024. The committee has not formally met this year but spent many hours updating information on the new website. Rich did stop at the WWOA office to discuss issues.

Facebook now has over 1,600 followers and over 1,400 likes. Year-to-date website analytics show 5,300 visitors and 41,000 pages viewed. The top 5 pages viewed on the website were: main, annual meeting, events, annual meeting registration and chapters.

### **Women of WWOA (WOWWOA) COMMITTEE**

Steering committee members: Dawn Borreson, Karen Callaway, Marcia Frost Vahradian, Judy Kucksdorf, Mary Kucksdorf, Diane Humphrey Lueck, Margaret Parsons, Arlene Roehl, Mary Beth Schmidt, and Nancy Bozek.

Women of WWOA held two gatherings this past year. On October 21, 2023, twenty-two women gathered at the Woodside Ranch near Mauston. The Sparta School Forest faculty advisor shared current activities of their high school students teaching younger grades and all getting involved in woodland learning activities. A soup and salad lunch was followed by a narrated wagon ride through forests and fields. Later, about half the group went on an optional horseback trail ride.

On April 27, 2024, seventeen women gathered at Main Street Cafe in Bloomer for sharing, education and lunch. The group then carpooled to the TM Culbert & Family LLC woodland near Holcombe. We saw beaver ponds, wetlands and learned about managing ironwood in the understory. We were also treated to a wonderful dessert buffet and a look at a wood-fired hot tub as well as a fabulous gazebo.

### **WOODLAND MENTOR PROGRAM**

WWOA staff shortages resulted in the pausing of the formal program, however, chapters were encouraged to conduct their own pairing between new members and local members. Four of the five new members who signed up before the pause were successfully paired with a chapter mentor using the existing 10 modules as a guide for topics.

# WWOA Past Presidents & Awards

## PRESIDENTS

|                                     |                              |                             |
|-------------------------------------|------------------------------|-----------------------------|
| 1979-80..... Ernest Brickner        | 1991-93..... Norma Belliveau | 2011-12..... Joe Arington   |
| 1980-81..... A. H. Wakeman          | 1993-95..... Clyde Samsel    | 2012-14..... Charles Wagner |
| 1981-82..... Edward Steigerwaldt    | 1995-97..... Ann Hockerman   | 2014-16..... Paul Kienitz   |
| 1982-83..... Jack Densmore          | 1997-99..... Jack Edson      | 2016-18..... Steven Ring    |
| 1983-84..... Milo Tapon             | 1999-2001...Virgil Kopitske  | 2018-19..... Richard Wagner |
| 1984-85..... Maurice White          | 2001-03..... Marvin Meier    | 2019-21..... Randy Cooper   |
| 1985-87..... Richard Hall           | 2003-05..... Alvin Barden    | 2021-23..... Tom Kempen     |
| 1987-88..... Rachel Jordan          | 2005-07..... Dale Zaug       | 2023-24.....Don Hoffman     |
| 1988-89..... LaVern Dierschow       | 2007-09..... Merlin Becker   |                             |
| 1989-91..... Marcia Frost Vahradian | 2009-11..... Loren Hanson    |                             |

## DISTINGUISHED SERVICE AWARD RECIPIENTS

|  |   |  |
|--|---|--|
| 1985-86.... <i>Frederic Braun &amp; Jack Densmore</i>          | 1997-98.... <i>Jack Edson, A. Jeff Martin &amp; Walter Naab</i>                 | 2007-08.... <i>Donna Johnston</i>  |
| 1986-87.... <i>H. A. Wakeman</i>                               | 1998-99.... <i>Michael Hildebrandt &amp; Jerry Lapidakis</i>                    | 2008-09.... <i>Al Barden, Merlin Becker, Robert Rusch</i>                      |
| 1987-88.... <i>Hiram Hallock</i>                               | 1999-2000... <i>Helen and Ed Moberg</i>   | 2011-12.... <i>Bill Horvath</i>  |
| 1988-89.... <i>Rachel Jordan &amp; Tom Rausch</i>              | 2000-01.... <i>Tim Eisele &amp; Ann Hockerman</i>                               | 2012-13.... <i>Shirley Bargander</i>   |
| 1989-90.... <i>Gordon Cunningham &amp; Grace White</i>         | 2001-02.... <i>Dale Lightfuss &amp; Everett Queckboerner</i>                    | 2013-14.... <i>Jan Lehrer</i>  |
| 1990-91.... <i>Chris Hauge &amp; Bill Seybold</i>              | 2002-03.... <i>Dave Downs &amp; Eugene Roark</i>                                | 2014-15.... <i>Arlene Roehl</i>  |
| 1991-92.... <i>Richard Hall &amp; Betty Hauge</i>              | 2003-04.... <i>Virgil Kopitske &amp; Beverly &amp; Dale Schendel</i>            | 2015-16.... <i>Steven and Lois Raether &amp; Charles R. Wagner</i>             |
| 1992-93.... <i>LaVern Dierschow &amp; Maurice White</i>        | 2004-05.... <i>Ev &amp; Glenn Charlson &amp; Marv Meier</i>                     | 2016-17.... <i>Paul Kienitz</i>  |
| 1993-94.... <i>Jack Bazile</i>                                 | 2005-06.... <i>Nancy Livingston</i>   | 2017-18 ... <i>Steven Ring</i>   |
| 1994-95.... <i>Betty Densmore &amp; Marcia Frost Vahradian</i> | 2006-07.... <i>Dave Hall, &amp; Dale Zaug, &amp; Jim &amp; Marlene Zdanovec</i> | 2020-21 .... <i>Roxanne Erickson, Margaret Parsons &amp; Felix Grutzik Jr.</i> |
| 1995-96.... <i>Clyde Samsel</i>                                |   | 2021-22 ... <i>Mark Erickson</i>   |
| 1996-97.... <i>Norma Belliveau</i>                             |   |  |

## CHAPTER DISTINGUISHED SERVICE AWARD RECIPIENTS

|  |  |
|--|--|
| 2018.... <i>Mike &amp; Sally Schendel, Chippewa Valley</i> | 2022.... <i>Jack Rasmussen, West Central</i> |
| 2021..... <i>Gary Rieniets, Bad Axe</i>                    |  |

## SPECIAL RECOGNITION AWARD RECIPIENTS

|   |  |
|---|--|
| 1993.... <i>Milt Reinke</i>                                     | 2014... <i>Faithful Annual Meeting Volunteers –Judy &amp; Ted Bauer, Roxanne Erickson, Dave Hall, Ruthanne Horning, Lee Johnston, Jan Lehrer, Nancy Livingston, Sue Swanson, Jackie &amp; Jim Wagener, Rich Warosh, Marlene &amp; Jim Zdanovec; &amp; John DuPlissis, Richard Wedepohl</i> |
| 1995.... <i>Robert Rusch</i>                                    | 2017... <i>Bill Cook</i>   |
| 2003.... <i>Gene Francisco &amp; Richard Warosh</i>             | 2019... <i>Daniel Lightfuss</i>  |
| 2004.... <i>Shirley Bargander</i>                               | 2021... <i>Dr. John Kotar, Lars Loberg</i>   |
| 2006.... <i>Don &amp; Inez Krohn</i>                            | 2023... <i>Arlene Roehl, Marlene &amp; Jim Zdanovec</i>  |
| 2008.... <i>Joe Arington &amp; Cathy Lorang, John Czerwonka</i> |  |
| 2009.... <i>Nancy Bozek</i>                                     |  |
| 2010... <i>Karen &amp; Randy Cooper, Ray Amiel</i>              |  |
| 2012... <i>Arington Tree Farm &amp; 3-D Post</i>                |  |

(over)

# WWOA Past Presidents & Awards

## NEXT GENERATION AWARD RECIPIENTS

2006... *Peggy Werner & Nancy Livingston*

2010... *Jodi Tomczyk & Marlene & Jim Zdanovec*

2012... *Genny Fannucchi*

2013... *Ron Shankland & John Czerwonka*

2014... *Colleen Lourigan & Joe Arington*

2015... *Barbara Krautkramer, Rachel Mroczenski & Diane & Jim Mroczenski*

2017... *Aerica Bjurstrom & Chuck Wagner and Bridget Ericksen & Steven & Lois Raether*

2023... *Steven & Sue Ring*