



You are Invited to
Wisconsin Woodland Owners Association Inc.
46th Annual Meeting
September 18-21, 2025
Stoney Creek Hotel & Conference Center, Onalaska



You are invited to join WWOA members for an exhilarating autumn weekend along the Mississippi River! Don't miss this opportunity to network with WWOA members and learn more about your woods through our tours, presenters, exhibitors, and field day. Mark your calendar, make a hotel reservation, and send in your meeting registration to join us in Onalaska.

Gather at Stoney Creek Hotel, 3060 S. Kinney Coulee Road, Onalaska (stoneycreekhoteles.com— listed as La Crosse location), for all the fun! Make your room reservation by calling Stoney Creek Hotel at 608-781-3060 extension #2 and mention our group code "2025WWOA" for our special room rate of \$110 per night plus tax. Check in time is 3 pm and check out is 11 am. Complimentary hot breakfast is included with your room. The hotel is pet-friendly. Rooms include mini-refrigerator and microwave. The hotel offers a variety of amenities including a heated indoor/outdoor pool, outdoor patio, Lumberjacks Saloon, and many nearby restaurants and stores.

Annual Meeting Overview

Thursday and Friday tours showcase the local area including a boat trip on the Mississippi River, local forest and forest industry tours, and a La Crosse historical tour, giving you opportunities to learn more about the area and caring for your land. Thursday the WWOA Board of Directors will meet. On Thursday evening, after dinner on your own, join us for members Sharing Experiences followed by the PBS Wisconsin Hometown Stories hour-long movie about La Crosse. Friday evening's social will include exhibitors, WWOA's Gift Shop, cash bar with snacks, raffles and silent auction. After dinner, we'll hear from our 2024-25 AmeriCorps member, Kristen Summers. Then there will be a short update on State and Federal programs. Saturday morning's keynote speaker, Fred Clark of Wisconsin's Greenfire will present their report, Wisconsin's Forests at Risk. WWOA's Business Meeting will highlight the past year's activities. Saturday afternoon choose from a variety of concurrent sessions, or sit and stitch craft session. Our celebration continues with a social and Saturday evening's Awards Banquet and Annual Fundraiser drawings. Sunday's field day will be hosted by David and Diane Hoffman of Stoddard. Join us for a beautiful fall day in the woods.

Important Details

Deadlines

August 17 – Special Stoney Creek Hotel room rates end
August 18 (postmarked) – Early discounted Meeting Registration rates end

- ▶ Please check the WWOA website page at wisconsinwoodlands.org/annual-meeting/ for additional details, links, and updates on 2025 Annual Meeting activities. WWOA's carpool policy can also be found there.
- ▶ There are a variety of registration options—attend an event, a day, or come for the whole weekend! Weekend and whole meeting packages are discounted.
- ▶ After registering, you will receive a meeting confirmation letter from WWOA with your selected activity schedule, tour maps, and additional details.
- ▶ Bus transportation will be used only for Thursday's Riverboat tour and Friday's Forests & Fish of the Upper Mississippi tour. Before driving to your first tour stop, check in at registration to pick up your nametag and registration packet. Bring the tour maps provided in your confirmation packet. Tour times listed on the next page are the times you will leave and return to the hotel.
- ▶ Tours are filled on a first come, first served basis and are limited in size. All tours include lunch except Friday's La Crosse Historical tour. Dress appropriately for the field by wearing sturdy footwear. You are welcome to bring a hat, water bottle and walking stick. Tours are held rain or shine.
- ▶ Handicapped accessibility is available for some tours, such as Thursday's Riverboat and Friday's Historical tour. Contact WWOA at 715-572-4223, if you have concerns.
- ▶ Bring your silent auction donation(s) to the registration table when you check in and make sure to attach your name securely to the item.
- ▶ Your support of WWOA's fundraising activities is greatly appreciated and helps us provide you with more services. Bring *cash or a checkbook* for shopping at the Gift Shop, bidding on silent auction items, or purchasing raffle tickets.
- ▶ **Questions? Contact WWOA at 715-572-4223 or through the website contact us form.**
- ▶ A special thank you to our meeting sponsor

Thursday, September 18

Stoney Creek Hotel

6:30–9:30 AM	Stoney Creek Hotel complimentary breakfast available for hotel guests
7:45 AM–10:15 AM & 3:00–6:30 PM	Registration in the Northwoods Conference Center, tour participants please check in
8:15 AM–3:30 PM	Norskedalen Natural History Tour with lunch... take a tour of the historical homestead followed by a forester-led hike through the pine plantation to learn about logging difficulties in the driftless area then we will stop at their arboretum. After lunch, take a hike with a Trout Unlimited guide to hear about stream restoration work in the driftless area. Tour is 50 mile drive round trip.
10:00 AM–3:45 PM	Myrick Park & La Crosse Queen Riverboat Tour with lunch... bus tour to Myrick Park's The Nature Place for a short naturalist program, view their exhibits and enjoy the trails. Myrick Park is La Crosse's oldest park. After lunch, board the La Crosse Queen boat for a leisurely afternoon on the Mississippi River. Handicapped accessible except for bus steps.
9:00 AM–3:00 PM	WWOA Board of Directors meeting in Hearth Boardroom
7:00–9:15 PM	Sharing Experiences... three WWOA members will share their experiences <i>Warren and Renee Pickar of West Salem</i> —will explain why they created a special shed for storing their chemicals, how they use it and why this is important. <i>Steven Ahrenholz of Cincinnati, Ohio</i> —will share his experiences with his first timber sale as a nonresident woodland owner—what he learned and what he would do differently in the future. <i>Mark Goings of Augusta</i> —the Goings family has planted almost a quarter million trees on their land over the last 20+ years. Mark will share a wealth of tree planting ideas and experiences. PBS Wisconsin Hometown Stories... we welcome you to La Crosse with this hour-long PBS series about La Crosse's history at the junction of the Mississippi, Black and La Crosse Rivers.

Friday, September 19

Stoney Creek Hotel

6:30–9:30 AM	Stoney Creek Hotel complimentary breakfast available for hotel guests
7:45 AM–6:00 PM	Registration in the Northwoods Convention Center, tour participants please check in
8:00 AM–3:30 PM	Tour 1—Forest Management Tour with lunch... spend the day hiking in the Upper Hixon Forest and Coulee Experimental Forest with knowledgeable guides to learn about oak regeneration, prairie restoration, treating buckthorn, timber stand improvement, mixed tree planting, high density oak stand and forest conversion. There will also be a stop for the river view from a top Grandad bluff. Tour is <u>not</u> handicapped accessible. Tour is 40 miles round trip.
8:20 AM– 1:00 PM	Tour 2— Forest Industry Tour with lunch... take tours of two local forest industries—Rockland Flooring and Stella-Jones. Rockland Flooring manufactures laminated hardwood flooring for trailers, containers and truck bodies. Stella-Jones creates pressure-treated wood products such as utility poles, railroad ties, wood for other outdoor and industrial uses. Tour is <u>not</u> handicapped accessible and 34 miles round trip.
8:30 AM–4:00 PM	Tour 3—Forests & Fish of the Upper Mississippi Tour with lunch... bus tour to the U.S. Fish and Wildlife's Visitor Center to learn more about Mississippi River fish and shellfish. Then see a seining demonstration and the "catch of the day". After lunch on Goose Island, U.S. Army Corps of Engineers forester will lead several short walks on the island to learn more about bottom land river forest management and view some of their work on the island with oak plantings.
12:10 PM–3:45 PM	Tour 4—La Crosse Historical Tour... have lunch on your own before joining this tour in downtown La Crosse. Enjoy a special guided tour of the La Crosse Heritage Center and the Hixon House to see and hear more about the engaging stories from La Crosse's past. We will provide you with a self-guided driving tour of notable homes in the area for on your way back to the hotel. Tour is handicapped accessible except for steps at Hixon House. Tour is 16 miles round trip.
4:00–6:00 PM	Friends & Exhibitors Social... Enjoy time with fellow members, visit exhibitors, make your purchases at the WWOA's Gift Shop and for raffle tickets. Cash bar and snacks available. <i>Bring your checkbook or cash for purchases.</i>
6:00–8:30 PM	Friday Evening Dinner, Raffles, and Presentations... enjoy a casual evening of good friends, a delicious buffet, and lots of laughter as raffle winners are revealed. WWOA's 2024-25 AmeriCorps member, Kristen Summers, will summarize her time with WWOA. Then there will be a short update on the status of private woodland state and federal programs.

Saturday, September 20

Stoney Creek Hotel

6:45–8:00 AM	WWOA Board of Directors & Chapter Chairs Breakfast Meeting
7:00–10:00 AM	Stoney Creek Hotel complimentary breakfast available for hotel guests
7:30 AM–2:30 PM	Registration, Exhibits, Gift Shop, Silent Auction, Basket Raffle & Annual Fundraiser and Coffee
8:30 AM	Drawing for Door Prizes
8:45 AM	Welcome by <i>Don Hoffman, WWOA President</i>
9:00–10:00 AM	Keynote: Wisconsin's Forests at Risk: Engaging Wisconsinites in Another Century of Forest Conservation , <i>Fred Clark, Wisconsin's Green Fire, Senior Member - Wisconsin's forests have long enriched our state's economy and quality of life. With close to half of the land in Wisconsin today covered by forests that provide a wealth of benefits, now more than ever we need healthy, diverse, and productive forests, but our forests are facing serious threats.</i>
10:00–10:30 AM	Break— Refreshments, Exhibits, Gift Shop, Silent Auction, Basket Raffle & Fundraiser tickets
10:30–11:30 AM	46th Year Annual Business Meeting , <i>President Don Hoffman</i>
11:30 AM–1:00 PM	Lunch followed by Exhibits, Landowner Café, Gift Shop, Silent Auction, & Fundraiser tickets
11:30 AM–2:45 PM	Landowner Café—food for thought and your woodlands ...come and go as you please to learn more about a topic or get your questions answered by experts on a variety of topics such as the Managed Forest Law program, Natural Resources Conservation Service programs & cost-share, assessment of land, Mississippi Valley Conservancy, consulting forester services, and more!
1:00–2:15 PM	Concurrent Sessions , <i>no preregistration necessary, just attend the one of your choosing</i> ► How and Why Property is Assessed , <i>Bob Madvig, Municipal Assessor, Black River Falls—</i> A general overview on how and why property is assessed in rural Wisconsin. ► Consulting Forester Services , <i>Mike Dahlby, Dahlby Conservation Services LLC., Owner, Consulting Forester & Certified Plan Writer, Chippewa Falls—</i> Learn about the common services provided by consulting foresters and factors that landowners might consider. Hear about insights relating to today's logging contractors and provoke thought, questions and informative discussion.
1:00–4:00 PM	► Sit & Stitch Craft Session , bring your needlework or other craft project to work on (no supplies provided). The craft room will be open all afternoon. We recommend if additional lighting is needed that you bring a battery powered light source. Join us for a creative session sure to include good conversation.
2:15–2:45 PM	Break— Refreshments, Exhibits, Landowner Café, Gift Shop, Silent Auction & Fundraiser tickets Silent Auction ends at 2:45 pm— <i>so check your bids!</i>
2:45–4:00 PM	Concurrent Sessions , <i>no preregistration necessary, just attend the one of your choosing</i> ► Conservation Easements—Protecting your Woodlands in Perpetuity , <i>Abbie Church, Conservation Director, La Crosse—</i> Mississippi Valley Conservancy is a land trust working south west Wisconsin, and one of over 40 land trusts statewide. Learn about the nuances of conservation easements, pros and cons, eligibility requirements and compatibility with other programs. ► Restoration and Management of Oak Ecosystems , <i>Greg Edge, Forest Ecologist/Silviculturist, WI DNR, La Crosse—</i> Oak woodland play a vital role in Wisconsin's ecology and economy. However, in many areas, oaks are declining, giving way to shade-tolerant species and invasive plants. Discover how natural disturbances once sustained these ecosystems and how active management can help restore and preserve them today.
4:00 PM	Winners pick up Silent Auction items—cash or check payment options
5–6:15 PM	Meet Your Neighbor Social , visit with new and long-time friends before dinner at the cash bar
6:15–9:00 PM	Awards Banquet Celebration , enjoy a delicious dinner and feel the excitement building as the Annual Fundraiser tickets are drawn. Then help us recognize and appreciate the 2025 Wisconsin Outstanding Tree Farmer of the Year and selected WWOA members for their dedicated volunteer efforts within WWOA, WWOA chapters, or working with the next generation.

Sunday, September 21**Hoffman Family Tree Farm**

7:00–10:00 AM	Stoney Creek Hotel complimentary breakfast available for hotel guests
	Check out of hotel
8:00 AM	Drive to the Hoffman Family Tree Farm, Stoddard, WI (map enclosed)
8:45 – 9:00 AM	Welcome by David & Diane Hoffman
9:15 – 10:15 AM	Time Period A
10:30 – 11:30 AM	Time Period B
11:30 – 12:30 PM	Buffet Lunch
12:40 PM – 1:40 PM	Time Period C
1:55 PM – 2:55 PM	Time Period D

Sunday Field Day...

Join us at the Hoffman Family Tree Farm near Stoddard for the Sunday field day. Their farm is only about a 1/2 hour south of the hotel. David and Diane purchased their 175 acre farm in 1967 and have lived there ever since. The property has two log cabins. The Hoffman residence is a 1840 log cabin with many additions and improvements. The second smaller log cabin was built in 1893. In 2007, the Hoffmans restored the smaller log structure by first completely disassembling it. A new location was found on the farm for the building. Replacement logs from the farm woods were hand hewn, with some materials coming from another old farm building. The cabin was then reassembled on the new site. Today it is used to host family and friends, and to show off some antiques. You will have the opportunity to step back in time with a visit to the restored cabin during the field day.

The farm has 120 acres of woodlands that have been enrolled in a WI DNR forest management program for 50 years. Currently the woods are under the Managed Forest Law program. The acreage has hardwoods including red oak, maple and walnut. Some bitternut hickory, hackberry, and elm are present. Several timber harvests and extensive timber stand improvement work have taken place. The focus in the last few years has been the development of a walnut forest on 30 acres of hillside pastures. This acreage was originally grazed until the 1980's. The area is surrounded by oak and walnut trees providing a seed source for the new stock. Nothing was planted. Other volunteer trees and brush including invasive honeysuckle did force good straight growth of the new trees. There has been pruning and thinning of the desirable trees. At the same time, all undesirable stock was removed and they are working on the invasives. The result is a nice walnut forest with a few red oaks.



Registration includes morning coffee, catered lunch, field day activities, and handouts. During the Annual Meeting more detailed descriptions of the stations will be available and you will be able to preregister for the Sunday stations of your choice. If you stay for the whole day you will be able to attend 4 stations. Tentative station topics include:

walnut management
chainsaw safety with Stihl
forest management walking tour

American drone demonstration
forest seed collection
invasive species control

1893 log cabin restoration
BMPs for water quality
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