

## **NEWS RELEASE**

### ***2015 Wisconsin Conservation Hall of Fame Induction Ceremony***

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#### **Notes: For Immediate Release (March 15, 2015)**

1. This release could be shortened for an informational brief or used as is for a longer feature story (published prior to the event or after its completion).
2. Digital Copies of Photos are attached (at end) or contact Joe Passineau at [jpassine@uwsp.edu](mailto:jpassine@uwsp.edu) or Donna VanBuecken at [wchfresource@newbc.rr.com](mailto:wchfresource@newbc.rr.com) ) for more information.
3. Digital copies of the News Release and Photos will also be posted on the website at [www.WCHF.org](http://www.WCHF.org).

### ***Wisconsin Conservation Hall of Fame News***

## **Eugene Roark, David Ladd, and Ronald Koshoshek to be Inducted into the Wisconsin Conservation Hall of Fame on May 2<sup>nd</sup>**

### **Ceremonies Set for 10 a.m., Saturday, May 2, 2015 in Stevens Point**

The Wisconsin Conservation Hall of Fame (WCHF) will honor three new leaders who have contributed much to Wisconsin's Conservation Legacy. This year's ceremony will begin at 10 a.m. on Saturday, May 2nd, at the Sentry Theater in Stevens Point. The public is invited.

This year, all three of the inductees excel as "Citizen Conservationists" by going beyond their professional work to advance the Conservation Ideal in their civic and community life:

**(1) Eugene Roark (1931- )** A life-long resident of Madison, Eugene Roark dedicated his life to protecting Wisconsin's natural resources by leading and contributing to numerous conservation organizations and state agencies, promoting public policy, and ecologically restoring family lands.

**(2) David Ladd (1935- )** An avid outdoorsman, conservationist and lover of trees, David Ladd founded the Dodgeville company, Walnut Hollow, Inc., a forest products business promoting environmentally sustainable forest and industry practices.

**(3) Ronald Koshoshek (1937- )** A UW-Eau Clair Emeritus Professor of Philosophy, Ethics and Jurisprudence, Ronald Koshoshek's efforts reach far beyond the classroom to advance major environmental laws affecting Wisconsin and the nation.

***(For more information on inductees, see biographies and photos at end of new release)***

### **Induction Ceremony Details**

The Induction Ceremony will begin at 10 a.m. at the Sentry Theater in Stevens Point, located at the Sentry Insurance Headquarters, 1800 North Point Drive. (A 9 a.m. coffee reception will precede the program). The 10 a.m. ceremony includes tributes by invited speakers and the presentation of recognition plaques which will be displayed in the WCHF Gallery in Schmeckle Reserve. A 12:00 luncheon at the nearby Sentry World complex will conclude the day's activities. Luncheon reservations cost \$25, and can be made by calling 715-346-4992 (Schmeckle Reserve Visitor Center).

### **The Wisconsin Conservation Hall of Fame**

The Wisconsin Conservation Hall of Fame and Visitor Center, located at Schmeckle Reserve in Stevens Point, was established in 1985 to advance the conservation legacy of Wisconsin and now recognizes 86 leaders who have contributed significantly to it. WCHF is a cooperative venture of 20 state-wide conservation organizations. Individuals may be nominated for induction by member organizations or by the public. Based on a set of criteria, nominees are selected for induction by the WCHF Board of Directors and an independent Board of Governors.

### **Quotes by WCHF President**

Reflecting on the new inductees, WCHF President, Joe Passineau, said: "Gene Roark, David Ladd, and Ron Koshoshek, as a group of new inductees, exemplify perfectly the meaning of the term "Citizen Conservationist". They have all gone beyond their professional work to contribute to the success of civic conservation organizations, to advance resource and public policy through the political, legislative, and legal process, and to protect and preserve wildlands by ecologically restoring private and public lands for the benefit of citizens statewide."

He added, " This year is unique. For the first time in 30 years, we are looking forward to having all three of the inductees at the recognition ceremony on May 2<sup>nd</sup>. The public is invited to attend and enjoy the tributes and presentations by colleagues and friends. Come and meet our new inductees and learn more about the ever-changing and fascinating story of Conservation in Wisconsin."

"We also tried something new for our 30<sup>th</sup> Anniversary Celebration last year. We videotaped the entire Induction Ceremony and posted it on the Internet/ YouTube to share with a wider audience. We plan to do the same this year. You can go to [www.YouTube.WCHF](http://www.YouTube.WCHF) Induction 2014 to view last year's induction ceremony honoring Clifford Germain, William Horvath and Jay Reed."

## Biographies and Photos of Inductees

**(1) Eugene Roark (1931- )** A life-long resident of Madison, Eugene Roark dedicated his life to protecting Wisconsin's natural resources by leading and contributing to numerous conservation organizations and state agencies, promoting public policy, and ecologically restoring family lands. With a passionate love for nature since childhood, he started early on his avocation and career in conservation by joining the Madison Audubon Society as a teen. A memorable day with Leopold and his family at The Shack later nurtured his interest in the "Sand County Almanac" and a commitment to its Land Ethic. Following graduation from UW-Madison in the new field of conservation journalism, he worked for the Department of Natural Resources' Division of Information and Tourism and later served as Director of Tourism from 1970 to 1978. During his lifetime, Roark has contributed to over 50 conservation organizations, and, at the state level, often served as president or officer, board member, committee chair, and publications editor. He has been active, and has received meritorious awards from many of these organizations, including the Madison Audubon Society, the Dane County Conservation League, the Wisconsin Society for Ornithology, the Wisconsin Woodland Owners Association, the Natural Heritage Land Trust, and the Wisconsin Conservation Hall of Fame Foundation. He helped to found the Wisconsin Chapter of The Nature Conservancy (1960) and the Invasive Plant Association of Wisconsin (2001). As a persuasive communicator, he has given a voice to the collective conservation community by lobbying for new legislation and working with state agencies. Since the 1950's, he and his family have also led by example by planting thousands of trees and ecologically restoring family lands in Columbia and Richland County.

**(2) David Ladd (1935- )** An avid outdoorsman, conservationist and lover of trees, David Ladd founded the Dodgeville company, Walnut Hollow, Inc., a forest products business promoting environmentally sustainable forest and industry practices. Concerned with health of private and urban forests, he helped found the Wisconsin Woodland Owners Association and championed Urban Forest and Tree City initiatives in Dodgeville and statewide. As a citizen conservationist, Ladd also provided leadership to many other conservation organizations and state agency efforts. He was a founding member of the Southwest Chapter of Trout Unlimited, served on the Wisconsin Conservation Congress for over 40 years, chaired a Blue Ribbon Task Force of the Wisconsin Stewardship Program, taught Gun Safety classes for 20 years, and helped restore 438 acres of native prairie in Iowa County. He has received many prestigious awards for his dedication and leadership including the DNR John Brogan Award (2006), Gathering Water Conservancy's Lifetime Achievement Award (2007), and the Wisconsin Urban Forestry Council's Distinguished Service Award (2000).

**(3) Ronald Koshoshek (1937- )** A UW-Eau Claire Emeritus Professor of Philosophy, Ethics and Jurisprudence, Ronald Koshoshek's efforts reach far beyond the classroom to advance major environmental laws affecting Wisconsin and the nation. With a strong interest in protecting streams and wildlands since his youth in Eau Claire, he championed concerns for environmental justice, public health, and citizen rights. To do so, he harnessed the power of citizen-advocacy groups, local and county governments, scientists, the Citizen Advisory Committee, and the Office of Public Intervenor to influence environmental policies, laws and regulations. Highly interested in the balance between private land

rights and the public good, he used his understanding of ethics and the legal system to advance Wisconsin's Public Trust Doctrine. As a citizen and later as Chair of the Citizen Advisory Committee, working with the Public Intervenor, he promoted the use of test court cases to better protect streams and fisheries, help prevent road and construction site erosion, protect groundwater from landfill contamination, regulate local pesticide applications, require mining permits and reclamation efforts, and help to protect air quality and public health from frac sand mining in Wisconsin. He is still working with local citizen groups, local governments, and state agencies to resolve the sand mining controversy in Wisconsin.

**Attachments below: Digital Photos of the three inductees.**

- 1. Eugene Roark**
- 2. David Ladd**
- 3. Ronald Koshoshek**

-----*END OF NEWS RELEASE*-----



[David Ladd 1](#)



Ronald Koshoshek 1



Eugene Roark 1