



Wisconsin  
Conservation  
Hall of Fame

# New Leaf

*Semiannual newsletter of the Wisconsin Conservation Hall of Fame*

## PONDERINGS from your foundation president

This time 'round I'd like to discuss two things with you. First – this year's induction ceremony; then – the idea of "Affiliate Membership"

The Induction Ceremony this year will be April 21st at the Sentry Theater in Stevens Point. We are going to recognize three people with diverse backgrounds who exemplify the variety of individual talents and interests that have combined to strengthen and extend the conservation ideal in the state and in the nation.

Russell W. Peterson, Guido Rahr, Sr., and Henry Reuss stand as different strands working together to form part of a strong rope supporting the idea of conservation. Russell Peterson's career in public service is the type of activity that supported and enhanced the contributions of private philanthropists like Guido Rahr, Sr., while the vision and legislative perspicacity of Henry Reuss showed the way to opening doors to help public servants and private activists bring about important results in the conservation area. Each of these people brought a unique contribution to the development and growth of the conservation ideal, and, while they certainly didn't work in the same area, their individual efforts, taken together have made a better environment.

The same observation is true of all of the inductees in the Hall of Fame. They have all been different, have all worked in different arenas, and have brought different tools to the job, but together, the patchwork of ideas and ideals has formed a fabric which over the long run will make the environment we leave behind, somehow healthier than the one into which we entered.

It is the goal of the Hall of Fame Foundation that we help people understand what others have done, in order to know what they can do to help forward the conservation ideal.

Now – "Affiliate Members" – The Hall of Fame Foundation is an organization of organizations. The member organizations are listed elsewhere in this newsletter. However, from the beginning we encouraged individual donations from persons who wanted to support the organization.

As of last year, we have recognized donors as Affiliate Members. Nothing has changed for the

*(Continued on page 2)*



Earl Spangenberg



Russell W. Peterson



Henry Reuss

## Russell W. Peterson, Guido Rahr, Sr., and Henry Reuss – Our Newest Inductees Ceremonies set April 21, 2007 in Stevens Point

Russell W. Peterson, Guido Rahr, Sr and Henry Reuss are the 2007 inductees into the Wisconsin Conservation Hall of Fame.

The trio will join 57 other distinguished inductees to the Wisconsin Conservation Hall of Fame in ceremonies at 10AM Saturday, April 21, 2007 at the Sentry Theater in Stevens Point.

Born in Portage, Peterson graduated with a PhD from the University of Wisconsin-Madison in 1942. Having moved to Delaware, he become its governor in 1969. From there he moved into national politics playing very large roles in developing our national environmental policy.

Rahr was the philanthropist of the group. Graduating from Yale University, he joined the family business and played prominent roles in the success of the Rahr Malting Co in Manitowoc. He was appointed to the State Conservation Commission in 1951 and established the Rahr Foundations in the 1950s.

Born in 1912, Reuss received his law degree from Harvard in 1936 and became Wisconsin's 5<sup>th</sup> Congressional District U.S. Representative in 1954. He was known in Congress for his grasp of economics and international finance, and gained prominence for his involvement in sponsoring legislation such as the United States Peace Corps, and numerous environmental conservation issues such as the National Scenic Trail.

"Russell W. Peterson, Guido Rahr, Sr and Henry Reuss stand as different strands working together to form part of a strong rope supporting the idea of conservation and we are pleased to be able to honor them," said Earl Spangenberg, president of the Wisconsin Conservation Hall of Fame Board of Directors. "Their conservation work spans more than half a century and is still present today. All of our past inductees

would certainly be proud of their accomplishments."

**Russell Wilber Peterson**, having earned a doctorate in chemistry, took a position with the DuPont chemical company. For over 26 years Peterson held prominent jobs in research, manufacturing and sales, and finally in corporate management, becoming an executive.

As governor of Delaware, one of his major accomplishments was to lead the effort to adopt a Coastal Zone Act. This sweeping legislation prohibited all new development of heavy industry in a two-mile wide, 115-mile-long zone that covered the shores of Delaware Bay, the Atlantic coast and bays on the leeward side of Delaware's barrier islands in the south.

From 1973 to 1976 Peterson served as chair of the President's Council on Environmental Quality (CEQ) he was instrumental in assuring that the Environmental Impact Statement process was implemented, fending off efforts in the Nixon and Ford administrations to prevent implementation of the process. In 1974 Peterson, as chair of CEQ, organized and co-chaired a federal task force to study the claim that chlorofluorocarbons (CFCs) used in aerosol sprays and as refrigerants were a threat to the ozone

*(Continued on page 3)*

**Mark your calendars:**  
**The 24th annual Induction  
Ceremony will be held  
Saturday, April 21, 2007  
at Sentry Theater,  
Stevens Point.  
See you There!**

## Board of Directors representing member organizations

- Earl Spangenberg** (President)  
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Wisconsin Association of  
Land Conservation Employees
- James C. Cahill**  
Wisconsin Conservation Congress
- Tom Rudolph**  
Wisconsin Land and Water Conservation  
Association



## President's ponderings *(continued from page 1)*

donors – their support and benefits remain the same. The change is aimed at strengthening the ties between the Foundation and our individual supporters. The Board of Directors is working toward giving Affiliate Members a “place at the table” so to speak, and at the next meeting in November the Board will consider a formula for Affiliate Member participation in Board deliberations.

If you have some ideas that can help in the Board deliberations, please let us know. We look forward to hearing from you, and we look forward to seeing you at the Induction on April 21st.

## 2007 Inductees *(continued from page 1)*

layer. When the task force's report was issued, Peterson called for regulations outlawing the use of CFCs in aerosol sprays and for research to find substitutes for use in refrigerants. Twelve months later, the world community adopted a timeline for phasing out production of CFCs.

His work at CEQ was lauded by many, including former Staff Director Steven Jellinek, who said: “. . . your courage, your eloquence and your determination to keep the big picture in view provided both inspiration and motivation to the broader environmental community across the nation.”

As president of the National Audubon Society from 1979 to 1985, Peterson led efforts to expand Audubon's scientific and educational capabilities. He strengthened the group's work on influencing environmental decisions and broadened its wildlife protection program.

As chairman of the Center on the Long-Term Biological Consequences of Nuclear War, Peterson worked with Carl Sagan, Paul Ehrlich and Peter Raven to recruit prominent scientists around the world to inform world leaders and the public about the environmental threat of nuclear weapons.

Peterson was also president of the International Council for Bird Preservation, and has served as a principal officer in three international environmental organizations and as an ongoing participant in numerous activities of the United Nations.

The League of Conservation Voters gave Peterson its Lifetime Achievement Award in 1995 and said this of him: “Ever the scientist and always the humanist, you have woven these twin passions into a lifetime of dedication to protecting this earth. Whatever the job, whatever the administration, you have put the environment ahead of politics, supporting pro-environmentalists wherever you have found them.”

The National Wildlife Federation gave Peterson its Conservationist of the Year Award in 1994. The Federation's president and chief executive officer, Jay Hair, saluted Peterson's “remarkable, unstinting, courageous and insightful contribution to environmental protection around the world.”

The Wilderness Society bestowed its highest honor, The Robert Marshall Award, on Peterson in 1984. The group said of Peterson: “Renaissance man – scientist, scholar, statesman, educator, public servant, author, esteemed colleague: yours has been an extraordinary and profound contribution toward protecting and enhancing the environment of our nation and our world, following, in your own words, a ‘one world’ vision – so essential to the preservation of this fragile planet.”

Former President Jimmy Carter reflected on Peterson's career in a speech at the University of Delaware in 1993: “Every time something wonderful has happened when I was president and since then in the field of environmental quality in this country or on a global basis, Russ Peterson has been inti-

mately involved in it.”

Citizen-conservationist-philanthropist **Guido Rahr Sr.** was born March 25, 1902, in Manitowoc, Wisconsin. His family owned Rahr Malting Co. since it was founded by his grandfather, William Rahr, in 1947.

Rahr graduated from Culver Military Academy and Yale University. Joining the family business after graduation, he rose to become president and treasurer, then chairman of the board and chief executive officer of the reorganized Rahr Malting Co.

Gov. Walter Kohler appointed Rahr to the State Conservation Commission, where he is credited with helping to operate the commission as an efficient, business-like body.

A biographical sketch prepared when Rahr was named National Conservationist of the Year by the National Wildlife Federation in 1967 credited Rahr for being “. . . personally responsible for many of the profession policies and programs that have made the Wisconsin Conservation Department one of the outstanding wildlife agencies in the nation.” According to the NWF biography under Rahr's leadership, the Commission made sustainable yield operations a standard in Wisconsin, gained public acceptance of scientific deer herd management, nearly doubled the size of the state park system, guided recreation development and land purchases on a business-like basis, and instituted many other significant programs.

As head of the Rahr Foundation and the Guido R. Rahr Foundation he directed donations of many thousands of dollars to conservation causes, in addition to similar donations to civic and community organizations.

Rahr took a deep personal interest in conservation education. He is credited with providing \$1,500 annually to teachers for schol-

## NEWS RELEASE

FOR IMMEDIATE  
RELEASE CONTACT:

**Earl Spangenberg**  
**PHONE: 715/341-4127**

*This press release also  
available on the web at  
[www.wchf.org](http://www.wchf.org)*

*For digital photos, contact:  
Donna VanBuecken at  
[dvbaccentnl@new.rr.com](mailto:dvbaccentnl@new.rr.com)*

arships at conservation workshops and training courses. Financial contributions to groups included Trees for Tomorrow, Wisconsin Audubon Camp, the "Ranger Mac" school conservation program, school forests, Boy Scouts and YMCA outdoor recreation activities.

In Manitowoc, he maintained a large demonstration farm, open to the public, to promote good forestry and wildlife management practices in connection with agriculture. Thousands of visitors used the facilities annually, including many school and youth groups.

Rahr had a role in the acquisition of the Collins Marsh area near Manitowoc. He led in the development of Conservation Education Inc. in 1954. Conservation Education Inc. sponsors workshops to immerse new teachers into forest and terrestrial ecology, aquatic communities and soil and land use. The organization manages the Collins Marsh Nature Study Center with a resident naturalist. Many school groups visit the site annually at the 4,200-acre marsh owned by the state.

In 1955, Rahr bought wooded land adjacent to the Point Beach State Forest and gave it to the Manitowoc Board of Education for development as a school forest education project.

Rahr was also long associated with the Milwaukee Museum, where he held the position of research associate in conservation, and the Milwaukee County Zoological Society.

Rahr also held membership in numerous conservation groups, including the Izaak Walton League. He supported and was a member of groups that included the Wisconsin Wildlife Federation, Ducks Unlimited, the National Audubon Society and Society of *Tympanuchus Cupido Pinnatus*.

"He was a conservationist before it was popular, a Teddy Roosevelt kind of conservationist," recalled grandson Guido Rahr III, president of the Wild Salmon Center in Portland, Oregon.

**Henry S. Reuss** practiced law in Milwaukee for a time, and then entered the U.S. Army as a private in January 1943 and served in the European Theatre until his discharge in January 1946. After a brief stint at banking at Marshall and Ilsley Bank in Milwaukee, Reuss entered politics, and in 1954, he won

Wisconsin's 5<sup>th</sup> Congressional District seat to begin a nearly 30-year run as U.S. Representative.

Reuss, known in Congress for his grasp of economics and international finance, gained prominence as Chairman of the House Banking Committee. He was one of the first authors of legislation that would become the United States Peace Corps, and an ardent proponent of civil rights and environmental conservation. His legacy in Wisconsin, the nation and beyond includes rich chapters on his environmental accomplishments in both protection from pollution and preservation of natural assets.

Starting in the mid-1960s, Reuss, chaired the House Subcommittee on Conservation and Natural Resources. "The subcommittee became a real tiger..." he recalled.

In 1971, the subcommittee held hearings on the Department of Agriculture's Soil Conservation Service, to stop stream channelization. Pushed by Reuss, the committee held regional hearings across the country to put the spotlight on problems caused by channelization. The SCS abandoned the program in the early 1970s.

The committee also brought about one of the earliest attacks on water pollution in the country. In the early 1970s, committee staff found the Refuse Act of 1899 which provided that anyone who introduced a pollutant into any lake or stream, whether navigable or not, without obtaining a permit from the Army Corps of Engineers, was subject to a fine. Reuss tested the statute in 1971 in his home state, where a federal attorney for the Western Districts successfully brought action against four major polluters.

In 1999, Reuss wrote "Perhaps the most salutary effect of discovering the Refuse Act was that enforcing it soon convinced industry to stop fighting federal antipollution legislation and instead accept the reasonable federal regulatory system created by the Clean Water Act of 1972."

Reuss was quick to hand out credit for Wisconsin's Ice Age Trail to others, especially Wisconsin Conservation Hall of Fame inductee Ray Zillmer who first approached Reuss in 1958 with an idea of creating a national park, to be called the Wisconsin Glacier National Park, to preserve the evidence of the last great glacier – eskers, kames and other topographical features.

Reuss wrote legislation to create a federal reserve of the Ice Age Trail area. The bill became law in 1964. In 1980, Congress designated the trail a National Scenic Trail, on a par with the Appalachian and Pacific Crest National Scenic Trails. Reuss served on the trail foundation board and wrote a booklet about it, called 'On the Trail of the Ice Age.'

Reuss was interested in sustainable city life. His Subcommittee on the City had no power to create legislation, but it did work to outline new ideas for America's urban areas. In his 1977 book, "To Save a City," he pointed out that urban sprawl wasted energy in transportation, heat loss and other areas. "The country cannot afford more urban sprawl," he wrote, adding: "The role of the city as the Great Conservator of land, energy and resources can be enhanced by city planning to encourage...walking, bicycling or short community distance of workplaces, shopping and recreation." He advocated mass transit, bus service and restrictions on automobile use in the central districts. In the late 1970s, he sponsored a "Small is Beautiful" exposition in Milwaukee.

After retiring, Reuss remained active in a variety of causes. He was a founding director of Green Empowerment, a group that promotes "community-based green energy projects to generate social and environmental progress."

In appreciation of Reuss at the time of his death, economist James K. Galbraith wrote, "Henry Reuss's monuments, apart from the Ice Age Trail, are not mainly physical. They are social, institutional, historic: . . . He was a lawyer, a legislator, an environmentalist, urbanist, economist, statesman, a visionary, and a guerrilla."

The new inductees bring to 60 the number of people memorialized in the Wisconsin Conservation Hall of Fame. Located at Schmeckle Reseve in Stevens Point, it includes interactive displays and information on Wisconsin's conservation history and conservation leaders. Its purpose is to educate and inspire people with information about how resource conservation has shaped our environment and our lives. The surrounding nature reserve has extensive walking trails and is a link in the Stevens Point area's 25-mile Green Circle Trail. More information on Wisconsin's Conservation Hall of Fame is on the web at [www.wchf.org](http://www.wchf.org).

## Wisconsin Conservation Hall of Fame Foundation, Inc. and you

The Wisconsin Conservation Hall of Fame Foundation was established to encourage the growth and practice of a conservation ethic as a legacy for the people of the state. The Foundation is a non-profit organization composed of 24 Wisconsin conservation-related organizations.

A number of progressive steps toward the conservation of natural resources have originated in Wisconsin through the continuing efforts of leaders in the conservation field. The Wisconsin Conservation Hall of Fame has been established to permanently recognize these individuals, in order to encourage citizens to involve themselves in efforts to manage resources effectively, and to encourage continued education about conservation issues.

Since it was founded in 1985, the Hall of Fame has recognized fifty-seven conservation leaders in many fields, and has provided consolidated information at a central reference site.

The Hall of Fame supports a museum display and recognition gallery at the Visitor Center in the Schmeckle Reserve in Stevens Point. We maintain a web site (<http://www.wchf.org>) where biographical information about the inductees and their contributions is available. Each year, we recognize one or more native or adopted Wisconsinites for their contributions to the conservation ideal. The recognition takes place at an Induction Ceremony where tributes are given to the individuals, and where a plaque and legislative recognition are unveiled. The plaques go on permanent display in the recognition gallery of the Hall of Fame.

The annual payment from member organizations is membership dues, rather than a donation. The Hall of Fame does solicit donations from interested individuals, but the business of the organization is run by the Board of Directors, composed of representatives of the member organizations.

Annual dues go to a variety of efforts of the Hall of Fame. In particular:

- Support for the annual recognition ceremony (including the gallery plaques)
- Commission biographies of candidates for nomination for induction
- Maintain the web site
- Pay for production and mailing of news releases, invitations, and an annual newsletter to members
- Pay the necessary incorporation fees to the state each year

Each member organization is represented on the Board of Directors of the Foundation. Individual members of a member organization are eligible to receive the annual newsletter. Those interested in receiving a newsletter should contact their Board member to have their names added to the newsletter mailing list.



Wisconsin Conservation  
Hall of Fame Foundation  
Schmeckle Reserve-UW-SP  
Stevens Point, WI 54481

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## **— Member Organization Profiles —**

**Wild Ones Natural Landscapers Ltd (Wild Ones)** Wild Ones is a national not-for-profit organization with a mission to educate and share information with members and community, and to promote environmentally sound landscaping practices to preserve biodiversity through the preservation, restoration and establishment of native plant communities. They serve as a resource for private individuals, schools, commercial property owners, and community decision makers as they move toward ethical choices in land use and in the redefinition of current guidelines and ordinances affecting our landscape. The Fox Valley Area Chapter which takes in the Outagamie, Winnebago and surrounding counties area serves as their representative to the Hall of Fame.

They are delighted to be able to announce that Wild Ones national will soon have a permanent facility located on the west shore of Little Lake Butte des Morts. A capital campaign is cur-

rently on-going and they hope to be moved into the Wild Ones EcoCenter by summer 2007. For more information about this project go to <http://www.for-wild.org/chapters/Watsnew/index.html#061025>

**Wisconsin Outdoor Communicators Association (WOCA)** WOCA is a non-profit group whose members are freelance writers, photographers, newspaper and magazine staffers, publishers, editors and radio and television reporters, public speakers, and outdoor staff and hosts. WOCA's objectives are: to provide a forum for the exchange of information and ideas among its members; to stimulate improvements in the craft of outdoor writing; to promote wise use of the environment; and to foster natural resources education. WOCA normally holds one meeting a year. WOCA also publishes a newsletter, The WOCA Record.

Become part of Wisconsin's conservation history by contributing to the **Wisconsin Conservation Hall of Fame Foundation** with your membership. *Help commemorate those who labored in years past to ensure the future of Wisconsin's abundant and diverse natural resources. Keep alive the ideas and ideas of those who foresight preserved our environment.*

My tax-deductible donation is enclosed:

- Sponsor (\$25)
- Supporting (\$50)
- Sustaining (\$100)
- Patron (\$500)
- Benefactor (\$1,000 or more)

*I would like to become a Conservation Hall of Fame Affiliate Member*

Name (individual/group) \_\_\_\_\_

Mailing address \_\_\_\_\_

E-mail \_\_\_\_\_

*Please enclose check (see membership levels at left) and mail to:*

**Wisconsin Conservation Hall of Fame Foundation Inc.  
Schmeckle Reserve - UW-SP  
Stevens Point, WI 54481**

*Thank you!*