

## Comments on the Induction of Bud Jordahl into Wis Conservation Hall of Fame April 9, 2005 - Stevens Point

### I. Introduction

Great pleasure to be here and recognize BJ on his induction into the galaxy of conservation stars that populate the Wis Con Hall of Fame. More than half century of his life has been devoted to Wis conservation and I'm delighted to see him take his place along with Leopold, Nelson, Sigurd Olson, Virgil Muench, Jake Beuscher and the many other luminaries so honored over the years. Bud has been my mentor since the 1960s, when I came to Wis for graduate school, and has provided wisdom and guidance – and occasionally some criticism! -- to me throughout my career in academe, government and the nongovernmental conservation world. And I am just one of many 'once-young' Wis conservationists who have benefitted greatly from his counsel and friendship over the decades.

### II. Selective career highlights and conservation contributions

Bud's career highlights and enormous contributions are summarized in Program, and have been noted in newspaper stories and in other award citations; while they paint a rich picture of his conservation achievements, chronological listings of his accomplishments have always seemed too sterile to me, missing the richness of his conservation life story. But I need to briefly recount some selected milestones here.

- after graduating from UM with degrees in forestry, 1950 - began a career with the WCD as a district game manager in Virocqua, at which time his lifelong love affair with the Coulee Country of SW Wis began (a love of the land reflected in his family's private land stewardship and environmental restoration of their Richland county farm). Had a variety of different assignments within WCD over next decade, with time off in mid 1950s to complete a MS in public administration at Harvard (he always told us students that compared to Galbraith, he was gentle!).
- in the early 1960s, he held a variety of positions including director and dep dir with the DRD (one of the predecessors of today's DNR); His work included extensive leadership in recreation and natural resources planning, and during this period, he was also a principal in developing Gaylord Nelson's ORAP - the precursor of today's Stewardship Prog.
- In 1963, Bud joined the staff of Sec. Of Interior Stewart Udall, serving as Regional Coordinator for the Upper Miss-Western GL Area – and since nobody knows what coordinators do, let me note that the job was to be the top field representative for the Secretary's Office in the region with responsibilities for coordinating the wide array of DOI programs. During this period, Bud benefitted from working with such conservation giants as Udall, Henry Caulfield and Chuck Stoddard
- In 1967, Bud shifted gears – staying at the federal level and accepting an appointment from Pres LBJ to serve as co-chair of the UGLRC; while the function of that Commission was econ development of the lagging UGLR, much of the work dealt with stewardship and use of the region's natural resources to

strengthen the economy (which was one of my early encounters with Bud, since the Comm funded the Inland Lake Program in Wis)

- It was during this period (1964-68) where Bud worked closely with GN and northern Wis conservationists like Martin Hanson in developing the Federal legislation establishing the St. Croix and Namekagon Rivers as wild and scenic rivers, and the Apostle Islands National Lakeshore - again launching a lifelong commitment to the protection of those remarkable natural landscapes.
- In 1965, Bud had accepted a part-time position as a lecturer in UW Dept URPL - teaching a seminar in Resource Policy Issues that became his signature course - one in which numerous future conservationists labored in the classroom to measure up to Bud's standards of newspapers, readings, major papers, and class debates...I was one of those suffering students, but the class shaped my career, as it did for many others.
- In the late 1960s...the part-time appt became formal and full-time - and until his retirement in 1989, Bud was a faculty member at UW-Madison, with a major commitment to UW-Extension - where he held a number of leadership and administrative positions related to resource policy and land use planning
- Along the way - in the early 1970s - he found time to serve on the NRB, including a term as chair....there are many legacies stemming from his NRB years, but of special note was his insistence on the development of forward-looking master plans to guide protection and use of our state public lands. And yes, he found time to work with GN in establishing the first EarthDay - a profound milestone in US history.

III. .As I noted, while Bud's professional history is remarkable for its breadth and significant accomplishments - it never seems to fully chronicle what he's done! Let me add a little more substance to the record.

- In the area of land use policy and planning, Bud has been a major player in almost every major program and legislative enactment for decades. Beyond ORAP, WSR, Apostle Natl Lakeshore...he served on the Governor's Land Resources committee in the early 1970s, and with others did much of the staff work and analysis supporting Govs. Knowles/PJL efforts to initiate better land use planning in the state (setting the stage decades later for Smart Growth/comp planning legislation). He did pioneering work in the use of scenic easements, which became a mainstay in the development of the Great River Rd along the Upper Miss. He has written definitive histories related to the county forests, and was one of the architects of the "managed forest act" to further private land stewardship on millions of acres of Wis forestlands. And he has consistently championed sound planning and regionalism - often in adverse settings where these essential ideas were less than popular - such as along the Wisconsin Riverway
- as an educator, not only has he played a primary role in the academic training of many of today's conservation leaders, but he saw the role of Extension as one that should foster citizen education and involvement in understanding and protecting Wis environmental heritage. A monument to that tenacity is the magnificent Northern GL \_\_\_\_\_ Center in Ashland....an effort that began with an innovative idea, Bud arranging funding for an URPL workshop to do preliminary concept and design work for such a facility, and

continuing over the years in work with local, state and federal officials (including Cong. Dave Obey and many others) in bringing the idea to fruition.

IV. But he saved some of his best work for his “retirement” years! His belief in (small D) democratic principles and the ability of citizens to play a major role in resources stewardship led to his active leadership in building the civic capacity of Wisconsinites to protect their cherished landscapes. He knew that successful conservation needed direct citizen engagement, as well as government. He was a founding Board member of 1000 Friends of Wis and Gathering Waters Conservancy, and he has provided leadership and support to those organizations ever since their inceptions. As a specific case, there were only about a dozen land trusts in the state when GWC was founded in 1994. Working with a talented Board and staff, Bud helped define the direction of GW, thereby supporting the incredible growth of the land conservancy movement in the state. Today there are more than 55 land conservancies, and private land trusts have protected over 135,000 acres of Wisconsin’s best natural resource treasures.

V. I could go on, but I hope you get a broader picture of this Wisconsin conservation stalwart. Words like civility, integrity, positivism, commitment, volunteerism....all come to mind in describing Bud Jordahl. He often tells me that you have to stay alive a long time and have persistent determination because many of the same big conservation issues keep reoccurring, and the battles never end. Bud’s followed that advice...living a long, full and amazingly productive life...and he continues to do so today...a conservation activist, a consummate professional, a gentleman, and now – via this richly deserved tribute – as a member of the Wis Cons Hall of Fame.