

Jordahl views DNR as manager of not only resources, but people

In the weeks ahead, the Capital Times will present a series of interviews with each member of the Natural Resources Board, which controls the Department of Natural Resources, one of the most influential agencies in the state.

In an interview with George Vukelich of The Capital Times staff, Harold Jordahl, an emeritus member of the Natural Resources Board, reflected on the Board's never-ending struggle to achieve objectivity and then looked at the problems which confront the seven citizens currently serving on the Board.

Q: What is the most important problem facing the Department of Natural Resources in Wisconsin today?

A: Well, it's not a new problem. It's been with us a long time, is with us today, and will continue to be with us in the future and that is: Making sure that the decision-making process regarding the way in which we use Wisconsin's natural resources is an effective and democratic process.

What I'm talking about specifically is making sure a large umbrella agency — the Wisconsin Department of Natural Resources — which has the comprehensive responsibility for Research Management, makes decisions based on the best available facts, in an orderly and systematic way, making certain that all interests that have a stake in these resource decisions are adequately represented.

And more importantly, of course, is making absolutely sure that the Natural Resources Board, which sets the policy direction for DNR, makes decisions based on a solid, scientific, factual basis.

It is extremely important that the Natural Resources Board has available facts not only from DNR, but from other interests in Wisconsin and nationally, and from other kinds of bureaucracies.

At the Board level, what is often involved is a value decision or a political decision based on a judgment.

In order to make those kinds of decisions, it's extremely important that all interests and all bodies of knowledge are adequately represented.

You have to take as a given here the fact that DNR — or any other bureaucracy — has its own goals and purposes and that it feels that the policy board be a part of serving those goals and purposes.

And, often times, the goals and purposes of the bureaucracy may be inconsistent with the goals and purposes of society at large. This, I view, as a most important problem.

It must be said that we have taken substantial strides over the last five or six years. The Board is much more accessible than it used to be. It listens to points of view from many different kinds of interest groups — more than it used to.

And it's not totally dependent on DNR for advice and information. It draws on the expertise of

other state and federal agencies. It draws on the expertise of the university.

It has much more material before it now when it makes a value judgment.

Q: Not all people within DNR, or within society for that matter, view 'resources' in the same light. Some people are 'preservationists.' Others want to make a dollar or two on resources. How can the Board balance all the pressures to use the same resources?

A: First, as a Board member, you have to maintain a level of objectivity, even though you may have a certain bias, such as wilderness preservation, for example. You have to make sure other points of view are brought to bear on a resource decision.

Second, you have to keep yourself open, by phone and by mail, not only to the agency, but to other interest groups. You have to make sure you're getting those kinds of outside messages and not just the communications coming up through the agency.

Third, I think it's terribly important that a Board member read very widely in the Natural Resources and Environmental area so you can



have the feeling of what other people are thinking and saying regarding some of these complex issues.

And fourth, you must have an array of alternatives out on the table: Wilderness, on the one hand, or maximum use of a forest resource for wood production on the other. You need that kind of range with all the gradations in between on which you can then make your judgment.

We had a beautiful case of this when we approved the master plan for the Brule River State Forest.

The Board could have opted for wilderness on the one hand, or multiple-use, total multiple-use, on the other hand.

One of the issues here was whether or not we should permit inner-tubing on the Brule River to continue.

Generally, the Board and DNR, felt that inner-tubing was an 'inappropriate' use of the Brule, and

personally, I could understand and appreciate that view.

The inner-tubers thought they had a legitimate claim to using a navigable water of the State of Wisconsin, as legitimate a claim as that of fishermen and canoeists.

In this instance, I happened to be aware of the fact that research was being done on the UW-Madison campus by sociologists regarding conflicts on the Brule: Tubing, fishing and canoeing. That information was not brought up through the bureaucracy. DNR's recommendation was that inner-tubing be prohibited.

Yet when you looked at the facts that the researchers were uncovering, it became clearly evident that conflicts were almost non-existent. Among the things they found were:

- Inner-tubing took place only during a certain period of the day, generally when the fishermen were not on the stream.
- Inner-tubing occurred only on a certain portion of the river, and a relatively modest portion of the river at that.
- Inner-tubers and canoeists had no conflicts over their respective uses.

So then, you could make a decision based on the facts. The Board decided that inner-tubing would be a compatible use if it was permitted only in a particular zone of the river and only between the hours of 10 a.m. and 2 p.m.

Now, had the Board relied on DNR, we would have said to the teen-age group out of Superior and Duluth:

"No, you don't have the right to use the Brule River. We are going to reserve it for elitist groups: The dry fly fishermen and the canoeists."

We would have been saying exactly that to them despite the fact that the Brule is public water, held in trust by the State of Wisconsin as "forever free" to be used by the people, and the people does include teen-age inner-tubers.

My point is that because of outside information, the agency was not able to superimpose its value judgments on this decision, judgments that should be reserved to the Board and not to the bureaucracy.

Q: You've been quoted as saying that learning to manage resources was only half of DNR's job. What's the other half?

A: Learning to manage people. Certainly to manage them more effectively than we've done in the past. You can see our problem in the extreme when 625,000 hunters are turned loose on one day — a Saturday morning — to go into the woods and supposedly hunt deer.

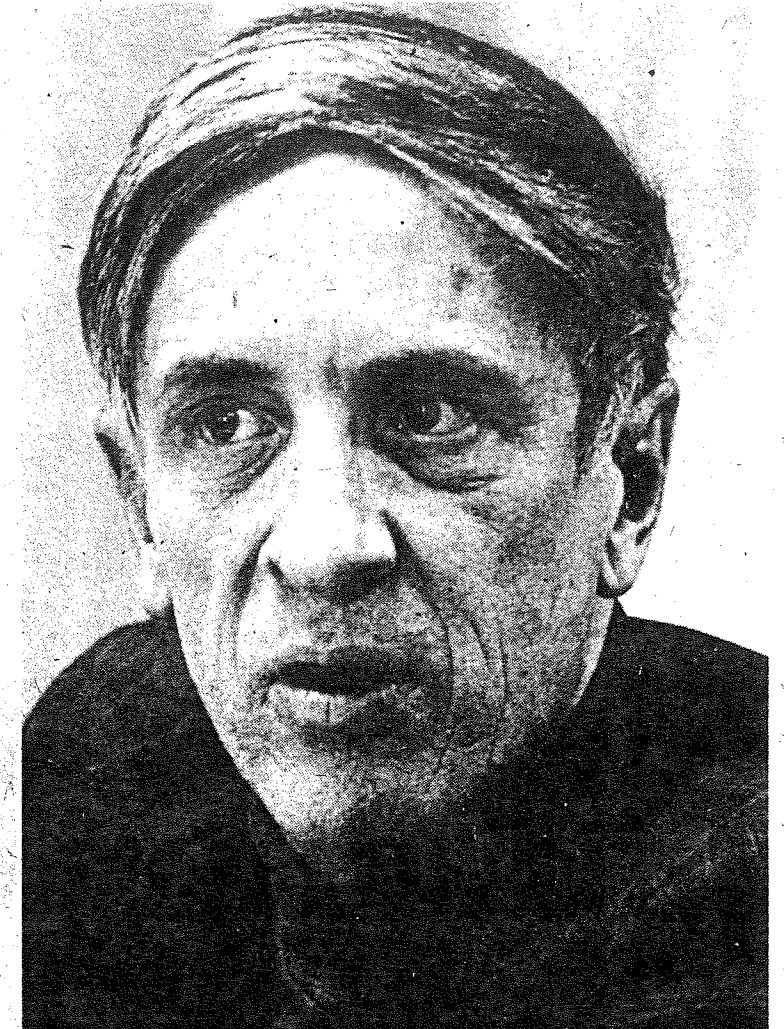
I think that's a disgrace to the whole sport.

Have you ever spent a Sunday afternoon on Lake Geneva in southeast Wisconsin? That is total chaos. There's absolutely no opportunity for any kind of quality recreational experience on that magnificent lake because we are not regulating people.

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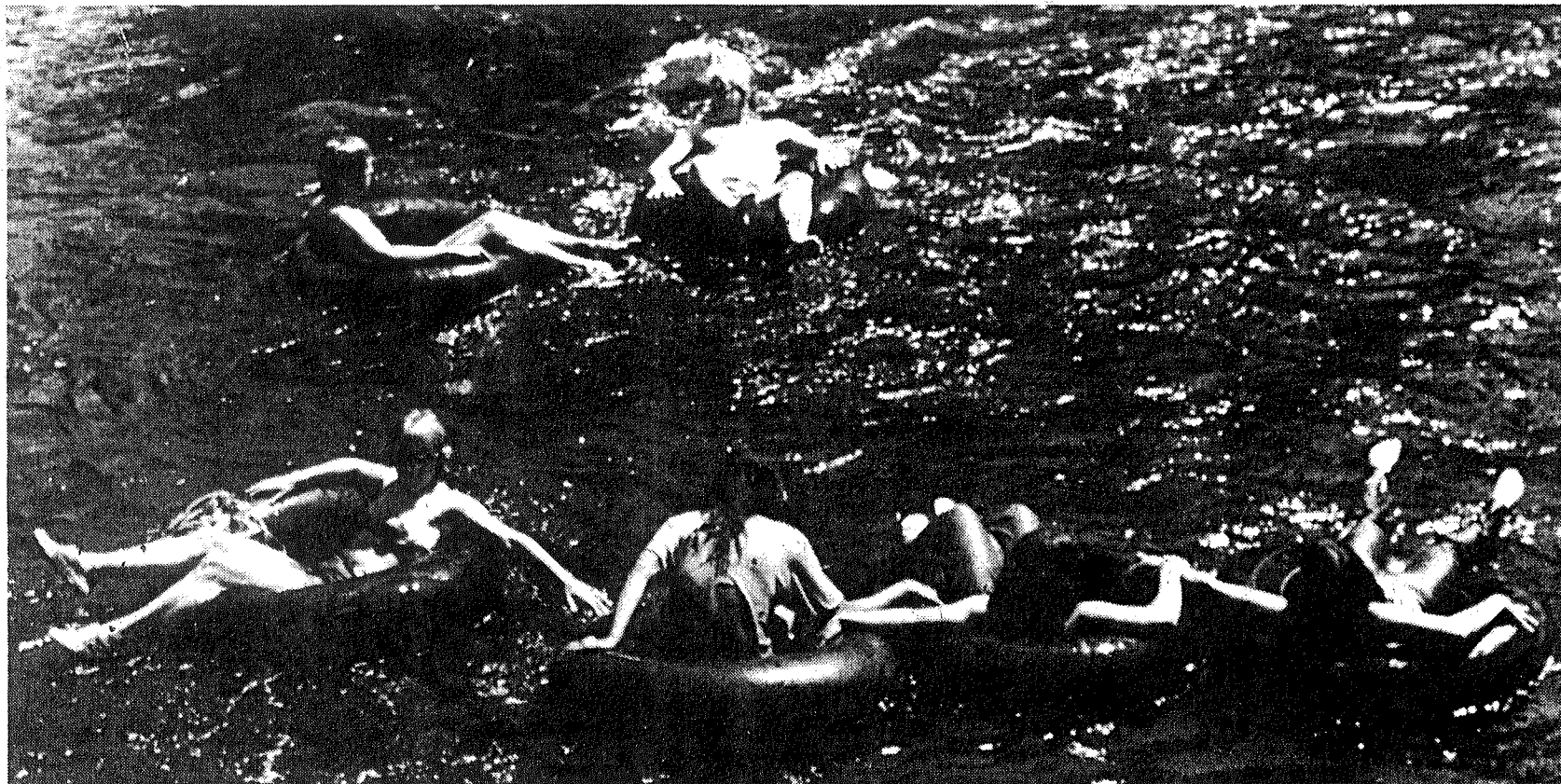
MADISON, Wis., Monday, July 18, 1977 — 17



Capital Times photo

HAROLD C. (BUD) JORDAHL JR. of Madison is one of the most knowledgeable professionals in the environmental field today. An educator who currently serves as a professor of regional planning at the University of Wisconsin-Extension, Jordahl's true value may well be that he knows his way around in the political thicket better than most folks.

Long an associate of Gaylord Nelson, Jordahl came up through the old Conservation Department, was appointed by then-Gov. Nelson to head the Wisconsin Department of Resource Development, forerunner of today's DNR, and then served five years on the Natural Resources Board, from 1972 to 1977, including a term as board chairman.



Capital Times photo



Photo by Ron Brayer

"Inner-tubing took place only during a certain period of the day, generally when fishermen were not on the streams." — Bud Jordahl

Jordahl views DNR

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Take another case: Put three or four thousand canoes on the St. Croix River over the Fourth of July weekend and that's not quality recreation either.

We've got to learn how to distribute the pressure on our deer hunting lands, on our lakes, on our rivers and streams. We've got to learn how to manage people. We have to bite the bullet.

Q: Does that bullet include 'quota' systems?

A: Certainly, Rationing. And influencing the way people behave. The Board has to tell the 625,000 deer hunters that they all can't go hunting on the same Saturday morning. And they all can't go to Vilas County. Or Juneau County. Or wherever. They're going to have to go at certain times and into certain areas of the state.

This, of course, puts us into the behavioral sciences and from a sociologist's point of view, we have precious little knowledge of our recreation users: The hunters, the fishermen, the boaters, the canoeists, the tubers. . . Who are they? What makes them tick? Why do they do what they do?

Tom Heberlein in the rural sociology department at the University is doing some of the best work in the country in this very area right now. I only wish that 25 years ago when we were putting dollars into biological research on the deer herd, we had also been putting dollars into sociological research on the deer hunters. We've just begun to scratch the surface.

And here, again, it's a question of bringing to bear knowledge from many different subject matter areas for the decision makers.

Q: What can the average, walking-around

Wisconsin citizen do to get not only a quality deer hunt, but quality air, water and Environment too?

A: I think people who are concerned about environment and resources and rational management have to keep in mind three things:

- The process of decision-making takes place in a highly dynamic, political environment.

- Power is the ultimate goal of those who are in the decision-making process whether they be members of the Natural Resources Board, members of the Legislature, or the governor.

- You have to learn to distinguish between those who seek power in the interests of making better decisions for society and those who are interested in power for power's sake.

If you want a quality environment, you need to search out and support quality people in the decision-making seats of Wisconsin state government.

It's simple. That's what makes it so hard.

Natural Resources Board

- **Thomas P. Fox** Washburn
- **Clifford F. Messinger** New Berlin
- **Mrs. G. L. McCormick** Waukesha
- **John C. Brogan** Green Bay
- **Lawrence Dahl** Tigerton
- **Daniel T. Flaherty** LaCrosse
- **John A. Lawton** Madison

Bud Jordahl

Saving and managing the resources

by George Vukelich

HAROLD (BUD) JORDAHL, dean of Wisconsin environmentalists, has taken to retirement like the large-mouth bass have taken to his Richland County farm ponds, the grouse to the hillsides, the deer to the valleys.

"I've always been a farmer at heart," the emeritus professor admits. "Now, I can be out here all the time."

With retirement from the Department of Urban and Regional Planning at the University of Wisconsin-Madison in September, Jordahl *could* spend his days on the farm, but instead he works nearly full time in his office in the Old Music Hall, writing a resource history book on the Apostle Islands, counseling with students and continuing with his current environmental battle—the fight to put the lower Wisconsin River into the National Wild and Scenic Rivers System.

Jordahl's private land is a 240-acre, once worn-out hill farm in Richland County that he bought twenty years ago and has been nursing back to health ever since. The farm enables him to put into practice the environmental stewardship he has been preaching all his life.

"We're trying to accomplish some of the things that Aldo Leopold wrote about in *A Sand County Almanac*, managing the land prudently and wisely and, hopefully, with some ecological insight."

Basically, he says, that's just working *with* nature, an idea that he feels was imprinted on him as a boy growing up in the small community of MacIntosh, Minnesota—"seven hundred people on the edge of the prairie to the west and the deciduous boreal forest to the east."

His father, in those Great Depression days of the 1930s, was the school superintendent and a great hunter and fisherman. Later, he would become a book salesman and move the family to Minneapolis and then to Findlay, Ohio. He would also sell his treasured Remington shotgun for \$20 and give the sale money to Bud so that his son

could buy his very first, a 16 gauge shotgun.

Jordahl remembers that they hunted prairie grouse, sharptail, pheasants and ducks, but it's not the actual shooting that he recounts.

"It's the visual scenes I treasure," he says. "On the prairie, it was the cornshocks, the cloudy, hazy sky and the grouse sailing. On a northern lake hunting ducks, it was the cold fall days, the marsh vegetation stiff with frost and when the birds came in, you could hear the whistling of their wings, which was a totally new experience for me. You were really part of a wild world."

Preserving the pristine ecologies of the Apostle Islands region and the St. Croix River are spectacular environmental successes.

Looking off into the hills of his own land now, he talks about its importance to the entire family. His wife, Marilyn; daughters Kris, 30, and Kari, 28; and son Jordy, 20, are all equally attached. Jordy, now a junior at the University of Wisconsin-Madison, expressed a proprietary interest in the farm a long time ago. They were standing together on one of the farm's gullied hillsides, Jordahl recalls.

"I was a little discouraged at the time," he admits, "about the enormous amounts of work and energy and money a place like this takes and I said to Jordy: 'Why don't we just sell it and we'll take a trip to the Caribbean.' Jordy said: 'Sell this place? Are

you nuts?' He couldn't have been more than six or seven," Jordahl says, still beaming at the memory.

"Managing the resources" has always fascinated Jordahl. His degrees in forestry from the University of Michigan—a bachelor's and a master's—prepared him for the hands-on job of managing trees and their environments. Cruising the timber. Working in the laboratory. Working for the old Wisconsin Conservation Department as a game manager in Viroqua and Black River Falls, and as a game biologist in Spooner. Managing pine trees and grouse and white-tail deer and discovering that before you could "manage" the resource, you had to make sure that the resource got preserved. got saved, in the first place.

"All the resources we were managing," he says, "were pieces of a larger whole, and that larger whole is Nature. No one knew the word 'ecology' back then, but that's what dealing with that larger whole is. Ecology. That gets you thinking that it's not enough to just save the ducks—you also have to save the ponds and the potholes. Then you realize that it's not enough to just save the ponds and the potholes, you also have to save the planet."

Jordahl has helped save some of the best parts of the planet, particularly, the Apostle Islands region and the St. Croix River. He did it when he was prowling the political thicket as confidant and environmental "point man" for Governor, and then later, U.S. Senator, Gaylord Nelson. Jordahl says that the credit for "saving" the Apostle Islands as a national lakeshore and the St. Croix as a wilderness river really belongs to Nelson, who now heads The Wilderness Society in Washington, D.C.

"Oh, we all helped him on those projects," Jordahl says, "Martin and Louis Hanson up in Mellen. Sigurd Olson up in Ely. I got some figures together. But it was Gaylord who convinced the Senate. He even got President Kennedy to fit up to the Apostles, and the President made

Although he is "officially" retired, Wisconsin environmentalist Bud Jordahl continues to divide his time between his Richland County farm and his University of Wisconsin office.

a great speech in Ashland supporting Gaylord's bill."

Jordahl has cardboard boxes overflowing with reams of reports, studies, statements, affidavits—the yellowing papers that document the long struggle to make the Apostle Islands a National Lakeshore.

Today, without the power base he once held in the U.S. Department of the Interior under Secretary Stewart Udall, Jordahl continues the fight to put the lower Wisconsin River into the National Wild and Scenic Rivers System. The section in question runs from Prairie du Sac to Wyalusing, some ninety-three miles, and Jordahl confesses that sometimes he feels as though he's out there in the midchannel current without a paddle.

The project started in the mid-1970s, when he was chairman of the Natural Resources Board. And as the passage of time attests there has been considerable foot dragging. Only in September of 1988 did the final environmental impact statement surface for public review. The Natural Resources Board is scheduled to consider the proposal in November or December 1988.

What the DNR proposes is the fee-simple acquisition of lands along the river by the state, and then tying that together with the nine state-owned wildlife areas and two state parks along the river into one contiguous package.

The DNR plan also proposes zoning and easements to protect the scenic bluffs "as you look at them from the river in a canoe."

Preserving the pristine ecologies of the Apostle Island region and the St. Croix River are spectacular environmental successes, and his work on the lower Wisconsin promises to be, but Jordahl is just as proud of other "earth work" that he feels is every bit as important, but never got the publicity.

"I worked with Gaylord when he was

governor," Jordahl recalls, "providing authorizations and monies for stream bank easement acquisitions. This was acquiring rights for the public to fish, to walk, to wade a stream and these rights applied sixty-six feet from the center of the stream."

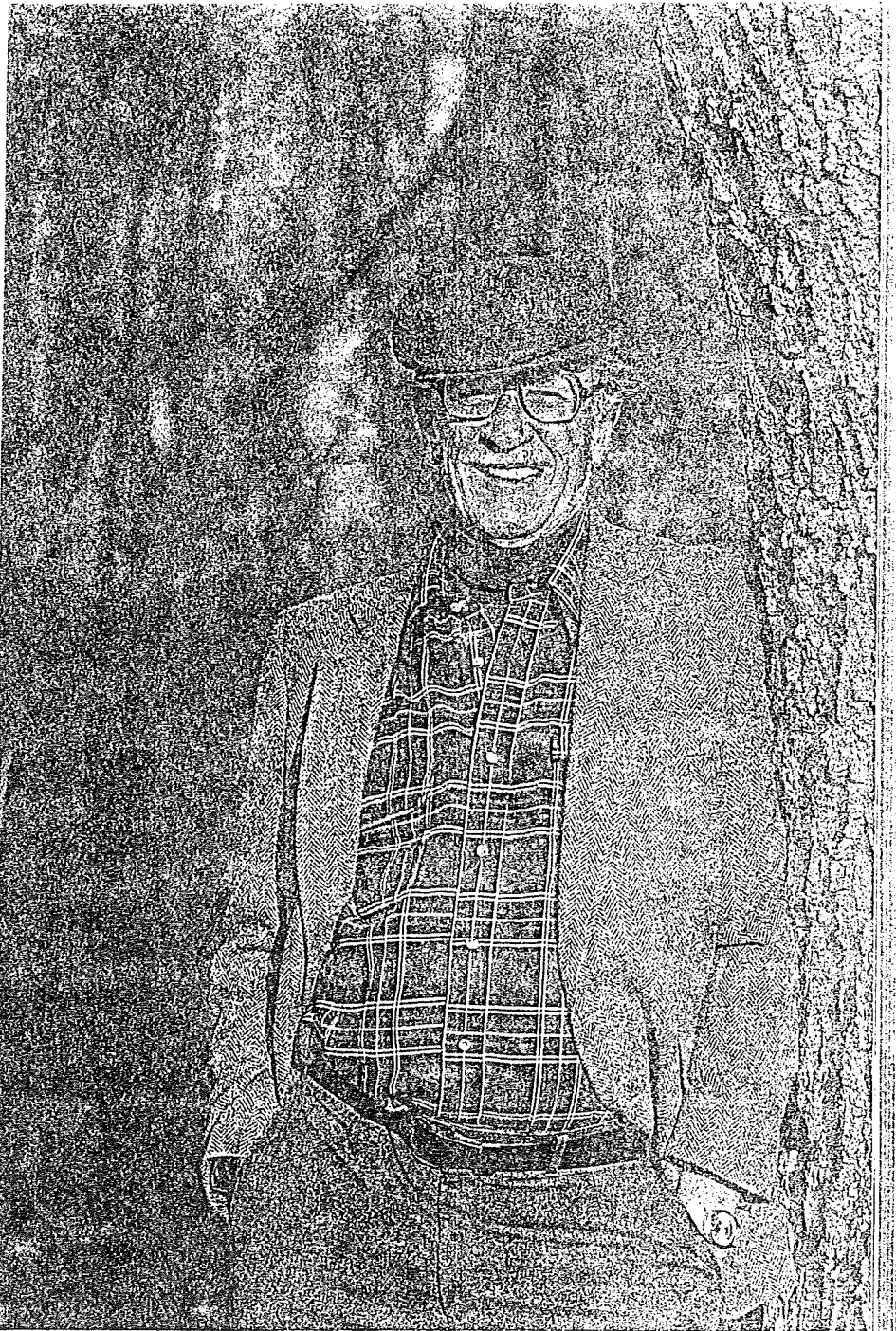
Jordahl's eyes light up because he is homing in on one of the subjects dearest to his heart. Hunting is probably the first. But "habitat" is not far behind. In his chino shirt and pants, he looks now like a warden about to read you your rights.

"Not only were we acquiring rights for the public," he continues, "we were also protecting the stream bank, which was the most important thing that could be done. We were letting the stream bank grow up naturally into flowering shrubs and herbaceous vegetation. We were keeping the cattle out. That gives you a much greater dividend than just putting fish into a stream each year."

His environment experiences—"in the field and in the front office"—have soured

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Bud Jordahl

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him on "planting fish and stocking wildlife." He broke in with the old Conservation Department and remembers releasing "tame" pheasants raised at the Poynette Game Farm, birds that were "too dumb to come in out of the rain or the sleet or whatever." Later, as director of the Department of Resource Development, the forerunner of today's DNR, he remembers the fishing groups and the resort associations lobbying for more planted trout, more planted walleyes, more planted muskies. There wasn't much lobbying for "better habitat."

"Stocking programs have tremendous support from the tourist industry, walleye stocking and so on. But, the 'balance' of a lake is shot when you plant fish in there. You have a domesticated strain competing with a wild strain for the same food base and there's probably genetic deterioration."

He admits that the stocking of salmon in the Great Lakes is a runaway success and the salmon program "couldn't be stopped now if we used gunboats." But, he adds, it's just one more example of another thing that's being "shot" by stocking, and that is the "outdoors ethic."

"What we've done," Jordahl says, "is create enormous numbers of people who now expect the stocking programs, who now expect instant gratification and who have no understanding of habitat, of biology, of the fishery. The interest of most people is to go out and catch as many fish as they can and bring them home. Or ducks or pheasants or whatever."

He says that goes double for the Wisconsin deer hunt, and then he defines the deer hunt because this is a bigger burr in his britches than the pheasants.

"First off," he says, "it's not a deer hunt. It's a deer kill. Wisconsin kills more deer each year than probably any other state, and you could say: 'Well, that's a good management program. We're doing a hell of a job.' But I don't agree with it."

Jordahl argues that the emphasis has been on the number of deer killed and not on the "quality of the hunt." You don't throw 650,000 hunters into the field on a Saturday morning in November, he scoffs, to go deer "hunting." It becomes a "killing field." How can you have hunting ethics with crowds like that? When you get 650,000 people of any persuasion together, he insists, ethics will be the last thing anybody worries about.

"Almost forty years ago," he remembers, "it was about 1951, I went up to Spooner to work with Burt Dahlberg, one of the really fine game ecologists and prob-

ably the outstanding expert in the whole country on the management of whitetail deer. Later, he wrote the book *Wisconsin Whitetail Deer* which is still a great benchmark study.

"Burt was saying then that we've got to have earlier seasons in the north and they should be longer seasons if we're going to have a quality hunt. Spread the hunters out over two or three weeks and let's do it earlier before the snows come and the horrendous cold temperatures. That was 1951 and what's the state considering today in 1988? A little longer deer season in north-west Wisconsin and they're running into all kinds of flack."

We've created enormous numbers of people who expect instant gratification and who have no understanding of habitat or biology.

Jordahl's definition of a quality deer hunt is first and foremost the opportunity to hunt in an area where you are relatively undisturbed by other hunters. One hunter to every forty acres would seem a reasonable ratio, he offers.

Jordahl believes that because of "people pressures," the Department of Natural Resources simply has to "regulate" the deer hunt just as access to the Boundary Waters Canoe Area is regulated in Minnesota.

"That means," he says, "you have to tell people when they can go and to what part of the state they can go to. Absolutely! That would begin to bring some quality back into deer hunting."

While he concedes that DNR does a good job with its hunting safety courses, that's a limited education.

"Why not a course in hunting ethics?" he asks. "That's what hunting is all about."

Jordahl stops and gazes at the land over which he has, as he puts it, "temporary stewardship, very temporary." He looks over the little pond in which the family planted the black bass. He looks at the worn-out pastures where the family planted trees by hand. He looks at the eroded hills where the family planted alfalfa to bind the soil and heal the land.

"Ethics," Emeritus Professor Harold Jordahl says again. "That's what everything is about down here." *A*

George Vukelich is a Madison-based writer, and author of North Country Notebook.

Schreiner's

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mann, who supervises the wait staff, has been punching the same clock since 1946, and people with ten years' experience are common. It shows: if you take the time to notice, you get the impression of terrific efficiency, of authentic teamwork. And even on the busiest days, personal attention isn't sacrificed in the name of precision. There's no cool, impersonal service at Schreiner's. "We consider ourselves a big family," says Bernie. "We're all proud to be part of it."

Of course, the ultimate standard of quality, in any restaurant, is the food. And when most people think of Schreiner's, they think of two famous items: pecan rolls and clam chowder. The pecan rolls began as an "experiment" at Bernie's previous eatery in Marinette; now, his bakers fire their ovens at 3:00 A.M. to supply the daily demand for thirty-to-forty dozen. Summers, that figure climbs to fifty dozen, not to mention countless cinnamon rolls, dinner rolls, and up to 125 pies.

If it seems strange that New England clam chowder should be a Wisconsin restaurant's claim to fame, it's only because the original needed improvement. Bernie tells the story: "My parents took a trip east in 1957. Somewhere along the Pennsylvania Turnpike, they stopped at a Howard Johnson's and had clam chowder. It was good, but my mother thought she could do better. She started from scratch, using her cook's intuition, and she made the staff and the regular customers eat clam chowder on the house until she got it where she wanted it. We sell tons of it in the restaurant, and we sell fifty-to-sixty thousand containers of frozen chowder from our store in the lobby." Feel free to season your chowder to taste: even the boss has been known to add a dash of Tabasco.

Schreiner's has become an institution, not only to the people of Fond du Lac, but to the thousands of motorists who punctuate their travels by dining there. How does Bernie Schreiner do it? "You have to have a love affair with your restaurant," he says. "After all these years, I still do." *A*

Tom Davis is an associate editor for Wisconsin Trails.

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We Are the World

Save the
environment?
Save ourselves.

BY GEORGE VUKELICH

Twenty years ago, Harold (Bud) Jordahl Jr. was one of the point men in Sen. Gaylord Nelson's environmental crusade that led to the creation of the very first Earth Day.

A longtime Nelson associate, Jordahl roamed the political thickets like a blooded bird dog, helping then-Gov. Nelson create Wisconsin's landmark ORAP program that funded outdoor recreation programs in the state and blazed the trail for today's far-sweeping Stewardship Fund.

When Gov. Nelson was elected to the U.S. Senate, Jordahl helped him frame the legislation that created the Apostle Islands National Lakeshore and designated the St. Croix a "wild and scenic" river.

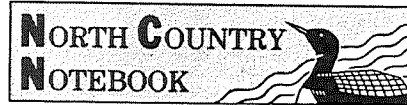
Now an emeritus professor in the UW-Extension's Department of Urban and Regional Planning, Jordahl is not surprised that Earth Day is still alive and kicking as it approaches its 20th anniversary.

Ten years ago, he admits, there wasn't the interest in the environment that there is today. Now the environment is constantly in the news and people are really worried about it: about the ozone layer, the destruction

of the rain forests, world hunger and starvation. These are big, global issues that won't go away. They're like the Exxon oil spill.

"We've had two decades of enormously increased media attention and education," Jordahl says, "addressing environmental issues. People like Gaylord Nelson have stayed on the stump giving speeches throughout those years, and this has had significant influence on America."

Jordahl defines environment as "quality of life," and for more and

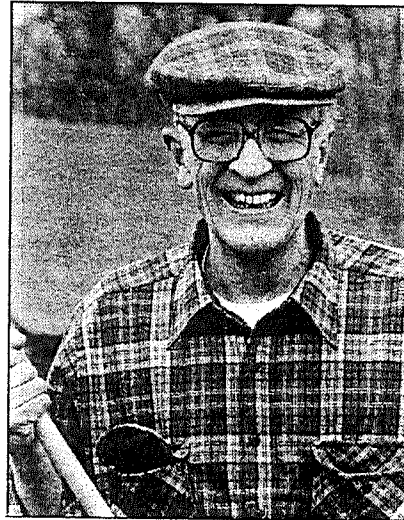


more people throughout America, indeed throughout the world, that quality is no longer there.

"I think worldwide global population," he says, "is the most serious environmental problem we face. These people are concerned with staying alive first and foremost, and 'environmental protection' is not going to be very high on their agendas.

"The challenge this country faces—and all developed countries face—is our willingness to lower our levels of living, lower our levels of consumption in order to help the poor countries develop into viable states with viable technologies. Technologies that avoid the mistakes we made.

Jordahl is not surprised that poor



BRENT NICASTRO

Bud Jordahl: 'The challenge here is to lower our standard of living.'

countries protest, "Why can't we be like you? You got yours. What about us?" The only way we can have credibility with poor countries, he says, is to lower our consumption of resources, our degradation of the environment.

"It's hard for America to do that," he concedes, "because we still worship at the feet of technology. We still think there will be a technological 'fix' for our environmental problems. Of course, that's a myth. Our scientists perpetuate that myth, often claiming that the fix is

just over the horizon. But there is no fix.

"Most people," Jordahl says, "think of environment as lakes and trees and trout streams and moose. That's a copout, because the worse environmental problems we face in America today are in the central cities. You can't continue to disenfranchise millions of minorities in the central cities and expect to get away with it. You simply can't!"

The system is breaking down all over the country, Jordahl contends, and we can look at the statistics in Milwaukee for verification: The homicides, teenage pregnancies, the educational levels, the school dropouts, the drug use.

"The Milwaukee Journal," he says, "is doing a good job reporting this stuff, but how many people read the Journal? Who really cares? There is going to be violence, social and political upheaval in our central cities. I don't think that we're beyond a civil war in the central cities of America."

The problem of the central cities, Jordahl argues, is a responsibility of our political parties, but both major parties are unwilling to take it on. The Democrats have moved to the center because they believe they cannot win elections if they are identified with the left. The American people, the polls say, are unwilling to vote that way at this time.

"And in the central cities," Jordahl adds, "the walled-in central cities, the people aren't voting because so many of

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them have lost all hope. We treat our inner cities like Third World countries, and the same thing is happening here that is happening in Third World countries. People are losing hope, and when hopelessness sets in, we are all sitting on a powder keg."

Jordahl says that he would like to see the United States move more in the direction of socialism, and admittedly, that means the redistribution of income.

"I know that scares the hell out of a lot of people," he acknowledges,

"particularly rich people. But the rising cost of health care just might be the stimulus that will get people to demand socialized medicine.

"We just don't see the interconnections in the environment. There's a cost to everything, and we're unwilling to pay that cost. We're living off the future. We're leaving the kids worse off than we were. What we're really saying is: 'Screw the kids!' We should be ashamed of ourselves."■

George Vukelich reads selections from North Country Notebook Sunday nights at 10 on Wisconsin Public Radio, WERN (88.7 FM).

6-11-88

Conference set for river conservation

WHEN THE Wild and Scenic Rivers Act was signed into law 20 years ago, Bud Jordahl was there, and the St. Croix/Namekagon and Wolf rivers were part of the 18 original rivers the act set out to preserve.

But that's not really surprising given Wisconsin's long history of environmental conservation.

Jordahl, a University of Wisconsin-Madison professor of urban and regional planning, has been a driving force behind Wisconsin's environmental movement since he came to the state in the 1950s, working closely with former Wisconsin Gov. Gaylord Nelson on such projects as the Lower Wisconsin River preservation.

"It was incredibly exciting to be standing there when President Johnson signed the Wild and Scenic Rivers Act," Jordahl said. "Stuart Udall (Secretary of the Interior under President John F. Kennedy) was there, Lady Bird Johnson was there and key congressional leaders were there. It was a big day. Not only was the river act signed, but legislation that created North Cascades National Park, Redwoods National Park and the National Trails Act was also signed."

According to Jordahl, the Wild and Scenic Rivers Act set up a new system of preservation within the National Park Service aimed at preserving a system of river corridors for river recreation and wildlife habitat.

"After the National Park System was established, the National Seashores and Lakeshores system was created," Jordahl said. "It was time for the rivers."

In celebration of the 20th anniversary of the Wild and Scenic Rivers Act, the National Park Service and the Sigurd Olson Environmental Institute are sponsoring the first Midwest River Conservation Conference June 13-15 at Camp St. Croix on the Lower St. Croix River near Hudson. The event is being co-sponsored by a host of other Midwest organizations including both the Wisconsin and Minnesota Departments of Natural Resources, the American Canoe Association, the Great Lakes Indian Fish and Wildlife Commission, the Sierra Club and the U.S. Forest Service, among others.

"The conference will bring to-

Field Notes

By Mary Sagal



gether people from federal, state and local government, as well as private sector groups and people that are concerned about rivers," said Mark Peterson, director of the Sigurd Olson Environmental Institute in Ashland. "It will be a good way to help develop effective river conservation strategies."

The conference will include talks about national legislation affecting Midwest rivers; how to involve the public in developing a river constituency; river preservation vs. river use, as well as a long list of other topics. The talks will be given by such noted conservationists as William Penn Mott Jr., director of the National Park Service; Bob Martini, manager of the Wisconsin River Review Project for the state DNR; and UW-Madison landscape architecture professor Richard Chenoweth, among many others.

The conference will end with a canoe trip down the St. Croix River.

"We want to get all the groups together that are dealing with river problems and solutions," said Steve Ventura, chairman of Friends of the Lower Wisconsin.

According to Jordahl, the Wolf River never actually came under the Wild and Scenic Rivers Act protection (even though it was one of the 18 original rivers slated for protection) because of complications over state and Menominee Indian land rights.

"In the case of the Wolf River, it just never worked out," Jordahl said. "But the Lower Wisconsin River did qualify for protection under the act. The state of Wisconsin decided to assume responsibility of the river, which they can do under the act, but so far the DNR is still fiddling with the plan."

Jordahl: Wisconsin's 'rare bird'

By Steve Hopkins
Wisconsin State Journal

When a man with the stature of UW-Madison Professor Harold "Bud" Jordahl retires, there generally is an effort by associates to recognize the occasion in a big way.

Jordahl's retirement last September was the culmination of a public and academic career that spanned nearly four decades, during which he was a major force in shaping state and national public lands policy. His retirement observation would have to reflect that.

The organizers agreed, finally, on a two-day invitation-only symposium dealing with future issues facing Wisconsin's land resources. It will be next Friday and Saturday in the Wisconsin State Historical Society auditorium.

There will be some big names among speakers and panelists. Gaylord Nelson, former governor and U.S. senator, will be master of ceremonies at a Friday night dinner and reception in Lowell Hall.

Jordahl, a modest man, finds this attention a little overwhelming. He would have been more comfortable, he said, if they would have put on a little get-together for his friends, maybe hired a hall and a country-western band. Those who know Jordahl best would understand this.

In the best tradition of those who accomplish great things, Jordahl is at heart a simple man who traces his first interest in conservation to hunting and fishing outings with his father, a school teacher in the Red River Valley area of northwestern Minnesota.

He has a master's degree in forestry from the University of Michigan and a second master's degree in public administration from Harvard University.

He has been an adviser and a counselor to governors and presidents, yet his idea of a good time is to have a few cronies up to his 220-acre Richland County farm for a fish fry and a morel feed.

It is the farm that is the practical application of what he has fought for, of what he believes and what he teaches. It is at the farm, perhaps,

Jordahl brought 'real world' to resource seminar

By Steve Pomplun

Harold "Bud" Jordahl figures he was in the right place at the right time.

It was 1961, and Jordahl was moving up through the ranks of the Wisconsin Department of Resource Development. He would soon become its director and a close adviser to Gov. Gaylord Nelson. And he would find himself in the midst of revolutionary changes in natural resource policies.

It was a heady time, says the affable Jordahl, who retired last September as a professor of extension, urban and regional planning, and environmental studies and was honored this spring at a symposium, "Future Issues Facing Wisconsin's Land Resources," cosponsored by IES.



Harold Jordahl

"The economy was good, resources were opening up, (President John F.) Kennedy provided an intellectual base and the leadership to get the country moving," he says.

Federal funds became available for domestic and environmental programs at the same time Wisconsin elected a conservation-minded governor. The state became a national leader in developing natural resource policy.

Nelson's administration initiated the pioneering Outdoor Recreation Act Program and efforts to create the Apostle Islands National Lakeshore and the St. Croix National Scenic Riverway.

The state also permanently designated 2.3 million acres of county forest lands, a move that Jordahl considers perhaps the most significant of Nelson's conservation achievements.

When Nelson won election to the U.S. Senate in 1963, Jordahl went to work for the U.S. Department of the Interior. He later served on the Upper Great Lakes Regional Commission and the Wisconsin Natural Resources Board, including a stint as chairman, before joining the UW-Madison faculty.

Jordahl was educated at the University of Michigan and Harvard University. But he is known for bringing real-world experience into the classroom. For 24 years he taught a UW-Madison seminar on natural resource policy decision-making.

The course, and Jordahl's expertise, were always much in demand. Yet he used personal anecdotes sparingly in the classroom.

"I tried to be quite circumspect about bringing a lot of personal experiences into the seminar," he says. "It was not a course in Bud Jordahl's experience as a bureaucrat or policy-maker. I attempted to maintain, as much as anyone can, a high level of objectivity in getting students to look at things analytically."

Jordahl conveyed the sense that policies are rarely made by the book – that circumstances, organizations, and the people with an interest differ each time.

The seminar itself was much the same. Each semester brought students from the sciences, law, liberal arts, and journalism.

Such assemblages led to lively discussions and reflected the diverse mix of people who make policy in the real world. Classroom experiences like that are hard to come by, and Jordahl says he knows of nothing similar being taught when he started in 1965.

Jordahl contends that there's still a shortage of interdisciplinary classes to help prepare people for the kinds of processes and interactions government work entails.

"I was frustrated by this problem the last 20 years of my governmental career, trying to find people who had some understanding of ecology or natural resources who could relate that knowledge to the policy process," he explains. "Our bureaucracies still think along disciplinary lines. I tried to bring some awareness of that issue to the students in the seminar."

Jordahl is especially proud of his work with UW-Extension, which earned him an award from the UW-Madison Center for Resource Policy Studies and Programs last year for his involvement in state natural resource issues.

It was apt recognition for one who lives and breathes the "Wisconsin Idea," the concept that knowledge generated in the university should be made available to government and the public.

"I feel very strongly that if we're going to make intelligent decisions in environmental and natural resource policy that you

See JORDAHL, page 5

have to have well-informed citizens," he says. "It's crucial that the work that goes on on campuses, especially in relation to research activities, be transmitted to citizens and fed into the policy process."

Jordahl, an avid hunter and fisherman, is enjoying retirement, if you care to call it that. He's organizing an upper Great Lakes region natural and cultural interpretive center near Ashland, Wisconsin.

He is completing work on graduate student committees and is actively supporting a proposal to create a state forest along the lower Wisconsin River. He also is writing political histories of the Apostle Islands National Lakeshore and, with funding support from IES, the preservation of the St. Croix, lower Wisconsin, and other wild rivers in the state.

The writings will reflect his personal involvement in all of these preservation efforts. And like his seminar and extension work, they will help bridge the gap between government decision-makers, academia, and the average citizen.

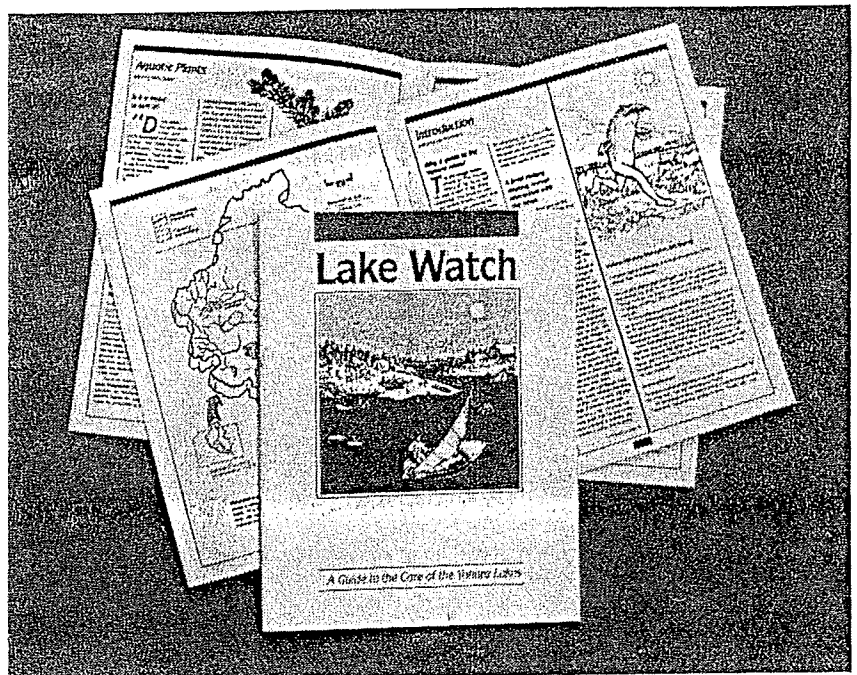
Not bad for a guy who, some 45 years ago, had other plans.

"I didn't want to go to college," Jordahl says. "I was going to go around the world on a merchant marine ship, then I was going to run a hunting and fishing camp in Canada."

It's not hard to believe that he still may.

Earth Day '90

IES Director Arthur Sacks has been named to the national Environmental Policy Board for Earth Day 1990, which is planning the 20th anniversary observance of Earth Day. Earth Day co-founder Denis Hayes is chairman of Earth Day 1990. The steering committee includes Gaylord Nelson, former Congressman Pete McCloskey, Ralph Nader, and Christina Desser.



Lake woes, remedies outlined in booklet

Why are the Madison area's lakes often so murky and weedy, and how can citizens help make them cleaner?

A free booklet available from IES, *Lake Watch: A Guide to the Care of the Yahara Lakes*, offers answers.

The 29-page booklet was written two summers ago by a team of students in IES's Water Resources Management Graduate Program who felt too little information was available to the public about the lakes and their problems.

Lake Watch features short articles about the history of the lakes, their ecology, their fish populations, and why the lakes are troubled with weeds, algae, and pollutants. It concludes with recommendations on how individuals can help protect and improve the water quality of the lakes. Among the suggestions to Madison-area residents:

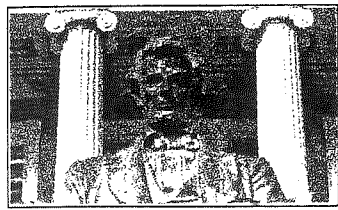
- * use lake weeds harvested by Dane County for mulch;
- * reduce or eliminate use of pesticides and commercial fertilizers

on lawns and gardens;

- * wash cars where the water will seep slowly into the ground;
- * dispose of hazardous household chemicals at community "clean sweeps" and waste motor oil at recycling collection stations;
- * prevent soil erosion wherever possible;
- * observe and obey all posted fishing regulations;
- * use porous rather than solid pavement in patios, walks, and driveways;
- * participate in lake cleanup events and join organizations concerned about the lakes; and
- * support frequent street sweeping, community zoning codes, and shoreline maintenance.

Free distribution of *Lake Watch* is made possible with funds from the UW-Madison Division of Summer Sessions. To obtain a copy, contact the IES Office of Publications, Information, and Outreach, 15 Science Hall, 550 N. Park St., Madison, WI 53706, phone 263-3185. Quantities are limited.

WISCONSIN



WEEK

UNIVERSITY OF WISCONSIN-MADISON

FOR FACULTY AND STAFF

APRIL 18, 1990

At 20, Earth Day has touched the nation Organizers look back to the future

By Terry Devitt

In the spring of 1970, Tom Smith was busy convincing city leaders and Madison merchants that an environmental fair on State Street wouldn't become another in the string of riots that rocked the UW-Madison campus in the late 1960s.

"It was hard to convince people because the fair was coming on the heels of some pretty hairy student riots," said Smith, who 20 years ago this month was chin-deep in the business of organizing the first Earth Day on the UW-Madison campus, April 22, 1970.

The fair that Smith helped organize came off without a hitch. Not a brick was thrown, the odor of tear gas was noticeably absent, and Smith, along with other student organizers, made certain State Street was spotless once the electric cars, handmade canoes and craft booths were packed up and taken home.

As one of the student organizers for the first Earth Day, Smith had a ringside seat for the birth of a national social and political movement that today, perhaps more than ever, has an omnipresent influence on our lives.

Smith, who now directs telecommunications programming for the College of Engineering's Professional Development Program, was a first-year graduate student in urban and regional planning in 1970. His involvement in Earth Day, he said, was very much a product of the political climate of the day and close relationships in a department where others shared his convictions.

"There was a certain consciousness on campus that was present long before the first Earth Day," Smith said. "The climate was there, there was a group of faculty that was very supportive, and it didn't take much money to get things going."

On that first Earth Day, it seemed that everyone wanted to make a statement, Smith said. Faculty in their lectures touched on environmental themes; Madison alderman and radical firebrand Paul Soglin shared a podium with Richard Nixon's Secretary of Health, Education and Welfare; and nearly every UW-Madison student sported yellow and black buttons with the symbol of the environment.

"You have to put the first Earth Day in the context of the '60s with the antiwar protests and the civil rights movement," said Harold C. Jordahl, emeritus professor of urban and

regional planning and one of the cadre of experts that then-Senator Gaylord Nelson called on to help organize the national environmental "teach in" that was to become Earth Day.

"In a sense, it was a capstone to a lot of things that happened in the '60s. The environment was finally on the agenda and to me that was enormously exciting," Jordahl said.

Indeed, the fact that the environment rose to prominence on the public agenda is, Jordahl believes, the most significant legacy of the first Earth Day.

"Bringing to the attention of the American public that we did indeed have environmental problems is the lasting mark of that event," said Jordahl. "And that concern about the environment has not diminished to this day."

UW-Madison students in 1970 were, according to Smith, full of enthusiasm for the environment and perhaps less jaded about solutions to environmental problems than their counterparts today.

"We were a little naive at the time," said Smith. "There were all these things that we could foresee, but I don't think we could have predicted the social and economic pressures that today are forcing people to change the way they live and how they deal with everyday things like garbage."

"All this business about recycling today is an issue of economics and land use. Twenty years ago, it was easy to see that there would be a landfill crisis, but it was hard to see how we would come to grips with it." Smith believes students today are committed to the environment, but he sees the level of environmental activism as having leveled off.

"The level of activity is certainly lower," Smith said. "Is that good or bad? I don't know. Maybe they're more realistic about what needs to be done."

The strengthening of the old-line conservation groups and the emergence of new environmental groups is something else that can be traced to the first Earth Day, said Jordahl.

"These groups know how to use the political system to achieve their ends. This is reflected in the institutionalization of the environment in our governmental structure."

(Continued on Page 12)



—12 WISCONSIN WEEK—April 18, 1990

Earth Day . . .

(Continued from Page 1)

Looking ahead, both Jordahl and Smith envision an even greater participation by citizens in the solving of environmental woes.

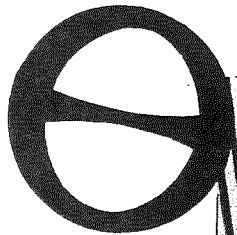
"I see a continuing of the momentum and a growing of that momentum. No question about it," said Jordahl. "It's becoming apparent to most thinking people that we can no longer ignore the consequences of global environmental degradation."

"As an overriding issue, the environment is coming back with a vengeance," said Smith. "The pressures today are much greater."

Although Jordahl and Smith are heartened by a renewed public interest in issues of the environment, they are not altogether optimistic about the future.

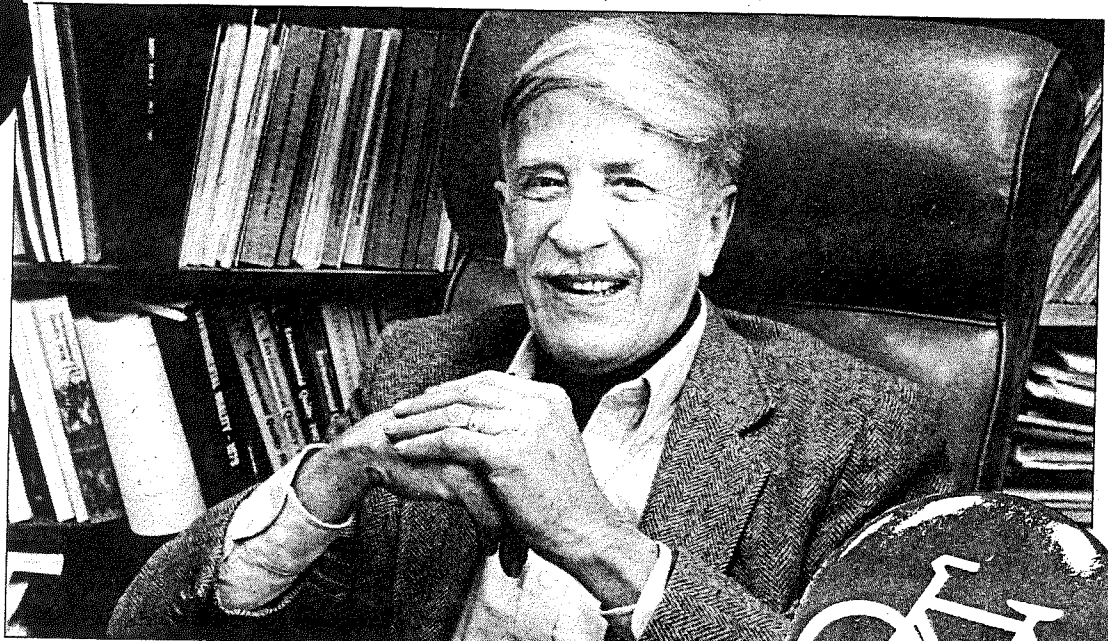
"I think things will get a heck of a lot worse," Jordahl said. "As the world's population continues to grow, the disparity between the haves and the have nots becomes greater."

"We've got to be willing to provide substantially to the rest of the world. I think we can afford to do it. I'm afraid we can't afford not to."



'The environment was finally on the agenda and to me that was enormously exciting.'

—Harold Jordahl





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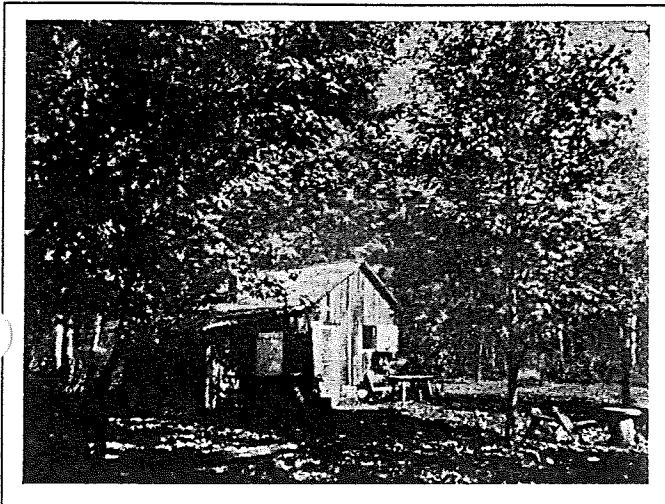
Fall/Winter 1997

A Special Night Recognizing Exemplary People

The 1997 Stewardship Awards

*Bud Jordahl, Bernadine & Cecil Smith,
Token Creek Watershed Community,
Dick Wagner and the Middleton High School
Environmental Studies Program are honored*

On October 30, the Dane County Natural Heritage Foundation presented the 1997 Stewardship Awards to those, who in the spirit of Aldo Leopold, have dedicated their lives to the conservation of our natural heritage. The program began with Justin Isherwood's greeting to all of us, "The Land Keepers". With warmth and wit he spoke of a conservation ethic inspired by connection to one's land. His address honored this year's award recipients.



Aldo Leopold and his family turned a chicken coop into this cozy shack and every weekend the Leopold family would plant trees and collect prairie seed to restore this worn out farm to its native state. This place inspired much of Leopold's writing, including the Sand County Almanac.

Bud Jordahl - Since the 1950's Bud has worked in Wisconsin to create new hunting and fishing areas, design the National Scenic and Wild Rivers Act, assist rural communities in economic planning and, with his wife Marilyn, rejuvenate an old worn-out farm for wildlife. He helped to designate the Apostle Islands as a National Seashore and taught in the Urban & Regional Planning Department at UW-Madison. In his retirement, he continues to serve on several statewide boards involved in land conservation. His work, together with his colleague Gaylord Nelson, has left a strong conservation legacy for the State of Wisconsin (continued on page 2).



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Dane Co Natural Heritage Foundation award

Bud Jordahl A lifelong conservationist professionally, and in his personal life, Bud always knew he wanted to study forestry and conservation. After serving in the Navy in WW II he received two degrees from U of MI and was recruited by Harvard University as one of the half dozen people across the nation for the Master of Public Administration program that developed young professionals as "resources for the future".

Bud came to Wisconsin and began a career with the WI Conservation Department coordinating the Fish & Wildlife Federal Aid Programs. Through the program, he instigated statewide studies on fish and wildlife and began habitat restoration projects. During that time, Bud was involved in setting up the policy to earmark fishing and hunting license fees for conservation and to be used to match the federal funds available through the Pittman, Robertson Dingell Johnson Act.

In the early sixties, Bud came to know Gaylord Nelson, then, the Governor of Wisconsin. They worked together on many initiatives and became good friends. Gaylord and Bud developed the \$50 million dollar Resource Development and Outdoor Recreation Act (or "ORAP") a program which created many new hunting and fishing areas for the people of Wisconsin. ORAP was the grandfather to the current State Stewardship Program, which funds acquisition of natural areas, parks and trails in Wisconsin.

Bud became the Regional Coordinator for the Upper Mississippi-Western Great Lakes Area for the Department of the Interior. He served under Secretary of Interior Stuart Udall whose writings and actions greatly increased public awareness about the environment in the late sixties. Gaylord was now in Washington as our Senator, and he and Bud became very involved in the Wild & Scenic River Act nominating the St. Croix River for inclusion in the original legislation. In 1970, Bud's efforts in the Apostle Islands, led to their designation as a National Seashore.

With his numerous accomplishments both in policy, and in wildlife management, it was natural that Bud accept a teaching position at the UW-Madison. He had a joint appointment with the University Extension, College of Letters and Sciences, and the Institute of Environmental Studies. He taught economic planning and resource policy classes.

He and his beloved wife, Marilyn, bought a worn-out farm, and with their children, in the spirit of Leopold, slowly restored the wildlife habitat. Weekends were spent planting trees, creating wildlife ponds and enjoying their old farm in Richland County. Marilyn was an avid hunter and joined Bud in both turkey and deer hunting. The "farm" has been a place of spiritual renewal and shared with many close friends and family.

Bud's nephew, Thomas Edward was going through old photos when he found this one and commented, "What would a man like this do with our natural resources? It's sad to see an old conservationist "go bad"!!!

Of course Bud has continued his rich legacy of conservation work in Wisconsin. Even after his retirement he has been active in establishing the Northern Great Lakes Visitor Center in Ashland. He currently serves on no less than five boards ranging from the State Stewardship Advisory Council, 1000 Friends of Wisconsin and Gathering Waters.

His career and life are distinguished by their many accomplishments. As citizens of Wisconsin, we have benefited from his efforts and so have the four-legged creatures, winged ones and fish of our sparkling waters. Please join me on honoring 1997 Stewardship Award recipient, Bud Jordahl.

Tim Eisele

OUTDOORS

A lifetime dedicated to nature



Eisele

He lives in the city, yet his heart is on the land.

He worked among "ivory towers" as a university professor, but his accomplishments are in the real world. He has advised the Secretary of the U.S. Department of the Interior and the governor, but he feels most comfortable in a duck marsh or on a deer stand.

He is Harold "Bud" Jordahl, Jr. of Madison, and he has been hip-boot deep in natural resource programs since he started working for the Wisconsin Conservation Department in 1950 as a biologist. He took the job after graduating with bachelor's and master's degrees in forestry from the University of Michigan.

"I think that those 10 years with the old Conservation Department were the happiest and most satisfying years of my life," Jordahl said. "We were working with real, tangible things. Land acquisition and protection was the most satisfying for me, which I coordinated for the Game Management Bureau using Pittman-Robertson/Dingell-Johnson federal funds."

The then-Conservation Department was accelerating its acquisition program, acquiring areas such as Pine Island, Crex Meadows, Powell Marsh and several Lower Wisconsin River wildlife areas.

The result is protection of land in perpetuity for the public.

"It is available to the hunting and fishing community and anyone who loves nature," Jordahl said. "And, the old Conservation Department was a nice environment in which to work. There was a lot of flexibility and esprit de corps, an environment where creativity flourished. Those were damn good years."

Later Jordahl became director of the Department of Resource Development, where he served as an advisor to then-Gov. Gaylord Nelson. Later, he worked for the Office of the Secretary of the U.S. Department of the Interior and was appointed by President Lyndon Johnson as Acting Federal co-chairman of the Upper Great Lakes Regional Commission.

Along with Gov. Nelson and Bill Fairfield, Nelson's press secretary, Jordahl put together the Outdoor Recreation Act Program (ORAP), a \$50-million program to protect natural resources including parks, trails, open spaces and lakes.

Previously, parks were underfunded because primary funding came from hunting and fishing licenses and federal excise taxes. ORAP broadened the funding across the general public with a cigarette tax. Later, funding for ORAP was expanded to general purpose revenues. Then, the Stewardship program utilized bonding which spread the cost further, allowing future resource users to help support payment.

Jordahl returned to the University of Wisconsin-Madison in 1965 and became a professor and regional planning specialist for the UW's Madison Department of Urban and Regional Planning and University Extension until his retirement in 1988. He currently chairs the Department of Natural Resources Stewardship Advisory Committee.

Last week, Jordahl reported to the Governor's Blue Ribbon Task Force on Stewardship that a major issue today is land price escalation, with northern lakeshore lots increasing 400 percent in recent years and some southern Wisconsin woodlands selling for \$2,000 per acre.

"If we want to continue an aggressive program of land protection, we will have to more than double what we have spent in the first 10 years, just to keep even," Jordahl said. "Bonding is the preferred method of financing because bonds spread costs over time and over a broad segment of the state's population. The per capita annual costs (\$2.81) are very modest."

Jordahl has recommended that Stewardship funds be spent on capital investments in land for conservation purposes. Innovation, such as easements and land trusts, are necessary as are expanded partnerships with non-profits and local units of government.

Jordahl has seen natural resources from all viewpoints — as an individual hunter and fishermen, a professional state employee, a volunteer (he served as a member of the Wisconsin Natural Resources Board from 1971 to 1976, the last two years as chairman), a federal employee, an environmentalist and an economic development specialist.

He helped Gov. Nelson and Interior Secretary Stewart Udall make the Apostle Island National Lake



TIM EISELE

Harold 'Bud' Jordahl, Jr. has spent many of his 72 years working in various jobs involved in helping protect and preserve natural resources.

National Wild Rivers, Lower Wisconsin State Riverway and, most recently, the Northern Great Lakes Visitor Center near Ashland.

Jordahl has learned several lessons along the way, which could serve as a basic primer from beginning college freshmen going into environmental management to veteran members of conservation clubs.

"First, nobody does these things alone," he said. "You've got to network with all kinds of people. Secondly, you must have a vision, which broadens the possible. Third, have patience, and stick with it. Last, you've got to understand how decisions are made in a democracy and you've got to get to know and work with politicians. They're the people who make the decisions."

Jordahl sees how economic development and resource protection fit together, something some people believe are at loggerheads. He always looks for a win-win relationship.

Inland lake protection is a good example, he says, because if a lake is destroyed, the entire tourism industry is destroyed as well. It is important to protect a lake for economic reasons, as well as spiritual and aesthetic reasons. The same goes for northern forests.

Jordahl also believes:

■ There could be mining in Wisconsin, but the key is government should make the decision when and where mining will occur. In recent cases, private companies made the decision and government had to react. He is against the proposed Crandon mine because he is not satisfied it is environmentally safe.

■ The University of Wisconsin is the greatest institution in the world, because of its academic freedom and high social conscience.

■ At one time, he supported the idea of a cabinet form of government for natural resources, but he no longer does. He fears too much power in political hands. Natural resource management is long-term, and there should be some political insulation.

■ He is very concerned about the reorganization of the DNR. The goals are laudatory, but employees have committed their lives to specific professions and are now separated from their interest. He said he has never seen morale as low as it is currently in fisheries, wildlife and forestry.

■ Land trusts offer great benefits for land protection in perpetuity, and involve the landowner in conservation practices. Fragmentation of forests, urban sprawl and loss of agricultural land are threats that require better planning and increased purchasing for public lands.

"Fifty years ago, people were willing to plan ahead to invest in projects such as state parks and public wildlife areas that are now available to me," Jordahl said. "When I arrived in Wisconsin, our population was 3.4 million, and now we are approaching 5.5 million. Growth will continue, while opportunities diminish."

"Stewardship is an apt name for the legacy those early conservation leaders and the Wisconsin citizens left to me, and for that I am indeed grateful. Let's continue to build on that legacy into the next 50 years."

Today, Jordahl is emeritus professor of urban and regional planning and he is active in Gathering Waters, a statewide land trust. He's had many titles during his 72 years. But he calls himself lucky to have so many different experiences, and to have had a hand in helping preserve natural resources for future

Working with a land trust to protect your woodlands



by Vicki Elkin

Bud Jordahl takes comfort in the fact that his 220-acres of rolling, forested hills and breath-taking valleys in Southwestern Wisconsin's Richland County will remain forever intact. Thanks to an easement he donated to Gathering Waters, he can be assured the property he has nurtured for the past thirty years will not be subdivided.

A long-time conservationist, Jordahl is concerned about the increasing fragmentation of Wisconsin's forests. All around him, farms and woodlands are being cut into smaller and smaller parcels to accommodate a growing number of subdivisions, second homes and cabins. This trend continues across Wisconsin. Since 1950, the number of private woodland owners has nearly doubled to over 250,000; not because more forested lands have been purchased by individuals, but because these individuals are purchasing smaller and smaller parcels all the time.

Like many woodland owners, Jordahl has invested a great deal of time, money and effort into managing and restoring his land. The property, a former dairy farm, was in bad shape when he and his family purchased it in the mid-1960s. Since then, they have spent countless days and weekends nurturing the land back to health. With the help of friends and neighbors,

the Jordahls have planted over 30,000 trees on the property, and the hard work has paid off.

"Our modest efforts, along with nature's incredible capacity to heal," says Jordahl, "are slowly returning a ravished landscape to a healthy condition."

Jordahl has enrolled 120 acres of the farm in the Managed Forest Law allowing him to manage for an old-growth mixed hardwood forest along with wildlife openings and shrubby edges. Sensitive logging helps to achieve these objectives. At the same time, he has realized some property tax reductions.

Yet Jordahl was concerned about the future and what would happen to the land after he was gone (after all his work, he did not want to see the property divided into small parcels and developed). And while his children share his love for the land, he worried that they would not have the resources to keep it intact and manage it over time.

These concerns led Bud Jordahl to donate a conservation easement to Gathering Waters. Gathering Waters is a non-profit organization that helps and advises Wisconsin landowners on ways to permanently protect their land. In addition to working directly with landowners, Gathering Waters serves as an umbrella organization and service center for Wisconsin's 40 land trusts—tax-exempt charitable organizations that specialize in land conservation.

Wisconsin's land trusts

Wisconsin's land trusts range in size and scope from The Nature Conservancy, a statewide organization with professional staff and field offices, to all-volunteer groups that work neighbor-to-neighbor protecting special places and important lands in their communities. Together, these groups have permanently protected over 80,000 acres of land in Wisconsin by working with private landowners.

"Land trusts essentially give private landowners options," explains Gene Roark, a board member of both the Wisconsin Woodland Owners Association and the Dane County Natural Heritage Foundation, a land trust based in Madison. "Wisconsin landowners have a long history of taking personal responsibility for

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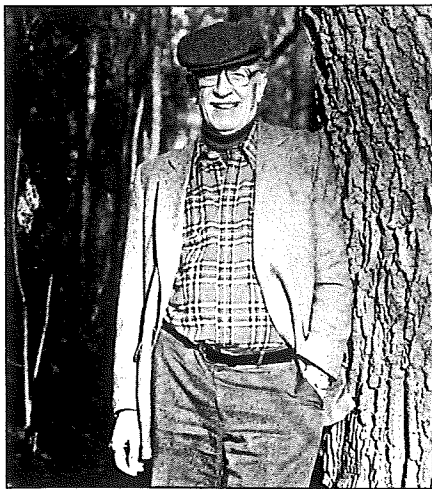
stewardship of our natural resources. Land trusts help them go one step further by giving them the option to permanently protect their land."

This is especially important when we talk about protecting Wisconsin's remaining forests. Over half (or more than 9 million acres) of our forests are privately owned. Says Roark, "The long-term protection and management of our remaining forests will depend in large part on the actions and foresight of private woodland owners."

Protecting your land

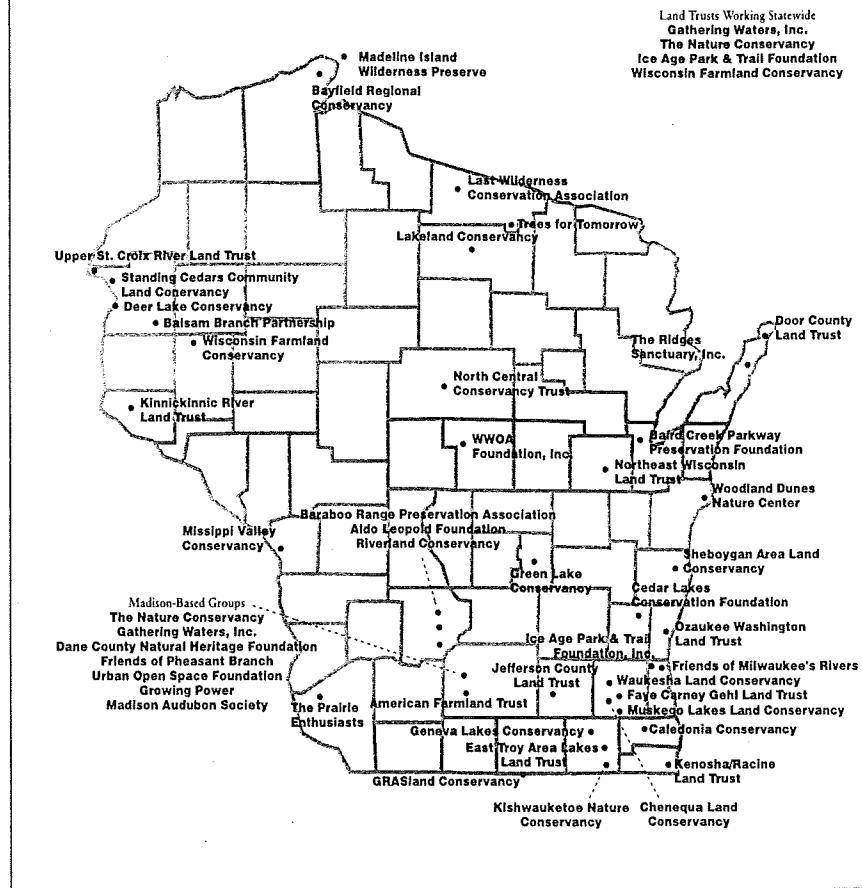
There are several ways a land trust can help you achieve your long-term vision and goals for your land. At the same time, a land trust can work with you to find the option that best meets your financial needs. Thanks to tax incentives, you do not have to be wealthy to establish a natural legacy for your family and your community.

For example, you can sell or donate your land to a land trust today, or leave it to a land trust in your will. You can also choose to give the property to a land trust now but retain what is called a "remainder interest" in the property. This allows you to continue to live on the property and manage it during your lifetime while enjoying the tax advantages of your donation today. Finally, you may wish to consider a conservation easement which allows you, your children and your children's children to continue to own and manage the property subject to restrictions that you work out with the land trust.



Bud Jordahl, WWOA member, donated a conservation easement on his land in Richland County because he was concerned about what could happen to it in the future. When asked after going through the process whether he would do anything differently if he did it again, he said he would do nothing different. Photo by Brent Nicastro.

Wisconsin Land Trusts



How easements work

Conservation easements are permanent restrictions that landowners voluntarily place on their property to protect their land's natural features, such as wildlife habitat, woodlands or wetlands, or to protect valuable open space, farmland or scenic views. The landowner grants the easement and the right to enforce it to a land trust.

The easement is attached to the property's deed and stays with the land, meaning that all future landowners must abide by the restrictions outlined in the easement. The land itself remains privately owned and can be lived on, sold, or passed on to heirs.

According to Stephen Small, a Boston attorney specializing in land conservation and author of *Preserving Family Lands I and II*, "the gift of a conservation easement to a charitable organization involves giving up some of the rights to your property (such as the right to build condos all over your land) and putting into the hands of the donee organization the power to enforce the restrictions on the use of the

property." Small emphasizes that "you are only limiting *some* of your rights with respect to your property" when you donate an easement.

Conservation easements generally restrict or limit the type and amount of development that may take place on your property. Easements, however, can be tailored to your needs and the specific features of your land. For example, a landowner may wish to retain building sites for his or her children while prohibiting development on the remainder of the property.

For Bud Jordahl, there were two main considerations in his decision to donate an easement. First, he wanted to continue to actively manage his forest. His easement permits this in accordance with a forest management plan approved every 10 years by Gathering Waters. (The easement, however, does not require future landowners to actively manage the forest.) Second, Jordahl wanted to ensure that each of his three children could build a home on the property in the future. The easement delineates a small building area

where three homes can be built. The remainder of the property, some 210 acres, cannot be divided or built on.

The tax advantages of easements

There are several tax advantages of donating a conservation easement to a land trust. First, a gift of a conservation easement is considered a charitable donation that can be deducted from a landowner's federal and state income taxes (if the easement meets IRS requirements).

The value of the easement for tax purposes must be determined by a qualified appraisal. In the most basic terms, the easement is worth the difference between the land's value with the easement and its value without the easement. If a tract of land is valued at \$100,000 without restrictions and \$25,000 with the easement in place, then the easement is worth \$75,000.

While the income tax savings of donating an easement may be significant, many landowners turn to conservation easements because of the estate tax benefits. As Steve Small says, [most people who donate an easement] "are primarily motivated by their love of the land and a looming estate tax problem." When a death occurs, many families find that their land is so valuable that they are forced to sell it just to cover the estate taxes which now start at 37 percent for any amount over \$675,000.

Since placing an easement on your property generally reduces its fair market value, the value of your estate will be lower when you pass away. New federal tax laws passed in 1997 give additional estate tax breaks to people who donate easements on land near metropolitan areas, national parks, wilderness areas and urban national forests. Easement donors in these areas (about two-thirds of Wisconsin lands qualify) can take up to an additional 40 percent off the value of their land for estate purposes.

Finally, since a conservation easement typically reduces a property's value, easement donors may also see a reduction in their property tax bill. In Wisconsin, state law requires that the tax assessor take into consideration the conservation easement's affect on the value of a parcel of land. Owners should discuss this with their local assessor.

Conclusion

Landowners interested in protecting their land can learn from the experiences of others. Margaret Lalor, whose farm has been in her family since 1847, placed an easement on her land because she "could see development coming and didn't want

the farm to be subdivided." Her advice to other landowners: "Look and see what the future holds, if it doesn't look good to you and you want to protect your land—do it now before it's too late."

For information about Gathering Waters, a land trust near you or conservation options available to Wisconsin landowners, contact Gathering Waters at (608) 251-9131. You can also check out Gathering Waters' web page at

www.gatheringwaters.org or write to Gathering Waters, 211 S. Paterson Street, Suite 180, Madison, WI 53703. 🌲

Vicki Elkin is the Executive Director of Gathering Waters. She holds a Masters of Science Degree in Land Resources from the University of Wisconsin-Madison. While in graduate school, Elkin set up the Town of Dunn's Purchase of Development Rights (PDR) program. This program, the first of its kind in the state, allows the town to purchase conservation easements from willing sellers.

Easement monitoring and enforcement

When a landowner donates a conservation easement to a land trust, that land trust assumes the legal responsibility of upholding the terms of the easement *in perpetuity*. That's a long time and a lot of responsibility, especially for a private, non-profit organization.

Land trusts must ensure that they have the resources to monitor, enforce and defend easements against violations. This means maintaining close relationships with current and future landowners, visiting the property at least once a year, and being ready to take legal action (as a last resort) to enforce the terms of the easement. All of these responsibilities take time, money, and skilled staff or volunteers.

Land trusts will usually ask the landowner to make a contribution toward a stewardship endowment and legal defense fund. The amount requested will vary depending on a number of factors, such as the complexity of the easement and the size of the property. Setting aside funds in an endowment shows that the land trust takes its responsibilities seriously and is committed to seeing that the landowner's property is truly protected in perpetuity.

It is important to note that easement violations do occur. The overwhelming majority, however, are committed by subsequent landowners, not by the original easement donor. According to a national study, lawsuits to defend easements were filed in 21 cases. All of these cases involved subsequent landowners.

Since not all landowners can afford to make a cash contribution to the endowment fund, the land trust may seek other sources of funding. Andy Zepp, Vice President for Programs of the National Land Trust Alliance, emphasizes that "whether endowments are solicited from conservation easement donors, or raised in some other manner, it is essential that money is set aside for each and every conservation easement a land trust commits to own and uphold."

-Vicki Elkin

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nature photos: Gil Gribb



gathering waters conservancy

A Tribute to Harold "Bud" Jordahl

by Vicki Elkin, Gathering Waters Conservancy's former Executive Director

By now, I'm sure most of you have heard of the passing of Bud Jordahl, founder of Gathering Waters Conservancy and one of Wisconsin's greatest environmental stewards. Bud died May 11 at age 83.

Without question, Bud Jordahl's work was legendary: helping to create the Apostle Islands National Lakeshore and the Namekagon–St Croix National Wild and Scenic Riverway; working with Senator Gaylord Nelson on the first Earth Day; and establishing the Knowles-Nelson Stewardship Fund.

But while the public knew that side of Bud, behind the scenes he was an inspirational teacher and mentor to a new generation of environmental leaders. Bud loved this role and Gathering Waters benefitted from his generous spirit, sage advice, and enthusiastic encouragement.

I met Bud Jordahl for the first time in 1998 at my interview for the Executive Director position at Gathering Waters.

Bud was an incredibly kind, considerate, and generous person but he could also be tough as nails and he ran me through the wringer that day.

Bud focused on my Masters thesis on the Town of Dunn's Purchase of Development Rights (PDR) Program, asking challenging questions about my research and questioning the validity of my findings. He was harder on me than any member of my thesis committee.

Bud ended the interview by asking me to meet him for coffee early the next morning. He had more questions about my thesis. After that first cup of coffee, I realized that Bud wasn't testing my mettle—he was genuinely interested in what I had learned from my research. He was always thinking about new ways to preserve Wisconsin's landscape and PDR held promise for Wisconsin's working farms and forests.

Thus began a relationship that included weekly Wednesday morning coffee dates at McDonald's. I discovered during those regular meetings that Bud was genuinely interested in what I had to say. Here I was, fresh out of graduate school, face-to-face with one of the great conservationists of our time, and he valued my opinions!

Gathering Waters was a lean organization in those early years. I was the only full-time staff person and Bud frequently helped share the workload. Together, we traveled the state from Ashland to La Crosse; Door County to River Falls.

We met with landowners, toured conservation projects, offered assistance to fledgling land trusts, and asked donors to support our efforts.

We also found time to canoe the St. Croix River where Bud had courted his wife Marilyn decades earlier. I cooled my feet in the water as Bud reminisced about the past. Much to my horror, I ended up covered with leeches. Bud found this endlessly amusing and never let me forget!

Yet while the work was fascinating, the best part was having Bud as a friend and mentor. I learned a lot about Wisconsin's environmental history but also learned what it meant to be a leader.

As Gathering Waters grew, Bud took a personal and professional interest in each and every staff member, including the interns and volunteers. Even with all the demands on his time, Bud always was available to lend an ear and offer advice to this young group of eager conservationists.

A frequent visitor to the office, Bud would treat the staff to milkshakes at a local diner. He hosted retreats, camping trips, and more! hunts at his beloved farm in Richland County. Bud had donated a conservation easement on the farm to Gathering Waters and our annual monitoring trip became a much-anticipated event. The trip always involved a long, bumpy tour in "Butch," an old Isuzu Trooper "convertible." Bud had removed the roof for a better view.

(continued on p3)

Gathering Waters Conservancy's founder Harold "Bud" Jordahl



2010 Wisconsin Land Trust Retreat participants enjoyed lunch on property protected by the North Central Conservancy Trust along the banks of the Eau Claire River

Our First Ever Photo Contest

We're trying something new, and we'd love your help! We're looking for images of Wisconsin's protected places and the people who enjoy them. We're interested in what you find beautiful about the landscapes that make us love Wisconsin.

National Geographic Magazine Senior Photo Editor, Sadie Quarrier, has offered to select the winning images. Winners will receive cash prizes and their photographs will be printed, framed, and given as the awards at the 2010 Land Conservation Leadership Awards Celebration on September 30, 2010 in Madison.

Contest Categories

Gathering Waters Conservancy will award one overall winner and winners in each of the following categories:

People Protecting Wisconsin: any image of people enjoying Wisconsin's great outdoors.

Wisconsin's Land Trusts: any images taken from lands protected through the actions of a non-profit land trust or conservancy.

Stewardships' Successes: any images taken from lands protected with funds from the Knowles-Nelson Stewardship Program.

Student Submissions: we're excited to receive submissions from students in 9th grade – college.

Full photo contest details are on our website at www.gatheringwaters.org/photocontest. Spread the word to your outdoor-loving, shutter-happy friends about this opportunity to help people protect Wisconsin's special places! The deadline for submissions is September 1st.

A Tribute to Harold "Bud" Jordahl (continued from page 1)

Bud would fill "Butch" to capacity with staff, interns and volunteers. Sometimes our kids even jammed into the well-worn and damp foam seats. The tour was inevitably followed by a generous spread of food and long, lively chats with Bud on his front porch.

But it was Bud's unwavering commitment to the Gathering Waters mission and his passion for conservation that stood apart. He challenged the staff to set ambitious goals and pushed us hard to reach them. His standards were high but always just within reach. Working with Bud was rewarding and exhilarating.



Gathering Waters Conservancy's founder Harold "Bud" Jordahl, a pillar in Wisconsin's conservation movement, passed away on May 11

Most importantly, Bud was always quick to recognize a job well done. Our bulletin boards were filled with thank you notes and words of encouragement, forcing us to become experts in deciphering Bud's handwriting.

In a world where it's easy to be cynical, Bud gave us the courage to believe that we could make a difference. He saw the potential of land trusts at a time when they were barely on the radar screen in Wisconsin. Thanks in part to Bud's vision and leadership there are now 50 land trusts in Wisconsin.

And many Gathering Waters "graduates" have carried on Bud's vision. Some have remained here in Wisconsin. Others have moved to different parts of the country and the world. With few exceptions, all have continued their careers in conservation, applying what they learned from one of Wisconsin's conservation legends.

We'll miss you Bud, but we'll never forget all you taught us.

Thank You.

As always, we have many people to thank:

Godfrey & Kahn for exhibit space

Natural Heritage Land Trust & WI DNR for phone loans

North Central Conservancy Trust & Tall Pines Conservancy for coordinating conference exhibits

Paul Sandgren & KMSF-SU, UW Spooner Ag Research Center, Ozaukee Washington Land Trust, DeWitt Ross & Stevens, Stafford Rosenbaum, and the City of River Falls for meeting spaces

Dan Wilkening, Eric Forward, Robert Chambers & Nelson French for LLG hospitality

Debbie & John Murphy for staff housing

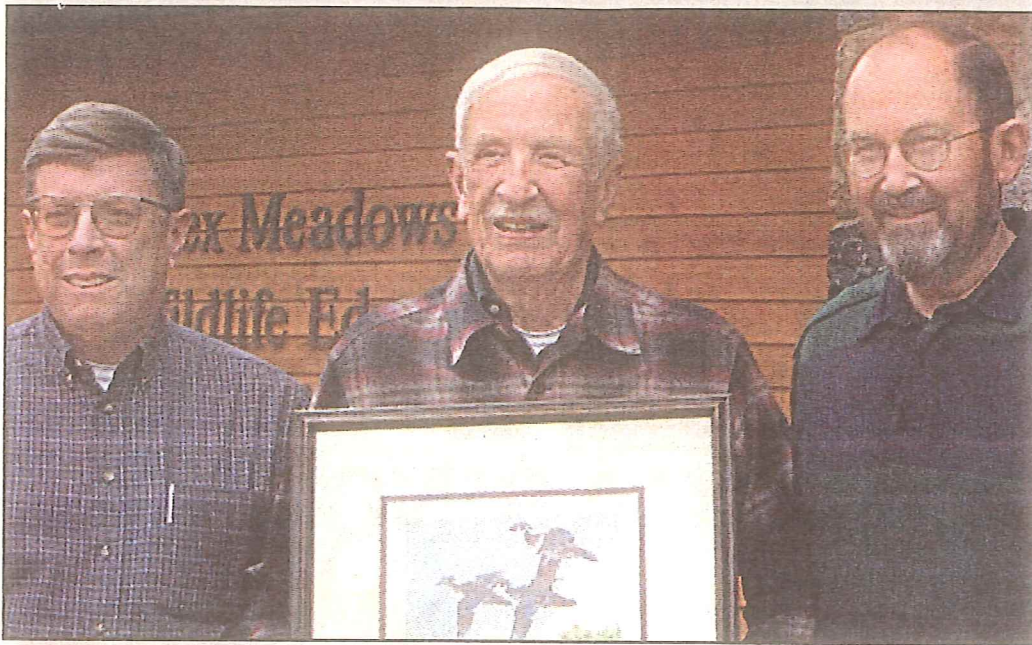
DiAnne Hatch for delicious snickerdoodles

John Haack, Kevin Schoessow, Otto Wiegund and Anne Murphy for contributions to the northwest regional land trust meeting



Where's Vicki?

Vicki Elkin, Gathering Waters Conservancy's former Executive Director, then Policy Director is now Policy Initiatives Advisor at Department of Agriculture, Trade and Consumer Protection, where she moved last winter to work on farmland preservation issues, including the significant project of building the first state-wide Purchase of Agricultural Conservation Easement program. Her departure is Gathering Waters' loss, but an advance for land conservation. She brings to the Working Lands Initiative her long tenure in the land trust community and expertise about conservation easement programs. For updates on Working Lands Initiative programs, visit www.wisconsinfarmland.org.



Gift given to Friends of Crex

Friends of Crex treasurer Jim Evrard, Bud Jordahl, holding a framed Owen Gromme print and Jerry McNally, president of the Friends of Crex. Special Photo.

•Harold "Bud" Jordahl's efforts pay off in a sizeable donation to the Crex Meadows.

GRANTSURG—The Friends of Crex (FOC) and the Crex Meadows Wildlife Education and Visitor Center (CMWEVC) received a wonderful gift this past week from Arline Paunick of Madison.

Through the efforts of Harold "Bud" Jordahl, Mrs. Paunick donated 20 framed Wisconsin waterfowl stamps and accompanying prints from the wildlife art collection of her late husband Robert Paunick, a banker and avid duck hunter. Arline had given her husband a framed stamp/print annually as a birthday gift until he passed away a few years ago.

When Mrs. Paunick recently sold her home to move into a condominium, she no longer had room for the waterfowl art. She wanted to donate the collection to an institution that would accept and display all 20 stamps/prints. Jordahl suggested donating the collection to the FOC for display in the new CMWEVC in Grantsburg. The waterfowl stamps and prints, valued in excess of \$5,000, are numbered and signed by the artists and are protected in museum-quality frames.

All waterfowl hunters in Wisconsin are required to buy annual federal and state waterfowl stamps. Money from the sale of the Wisconsin stamps has been used to fund waterfowl habitat work in the Crex Meadows, Fish Lake, and the Amsterdam Sloughs wildlife areas.

Bud Jordahl worked for the DNR during the early days of Crex Meadows and married a Grantsburg girl. He is a Professor Emeritus from the University of Wisconsin-Madison's Department of Landscape Architecture. Bud is a frequent visitor to the area as a guest of his sister-in-law, Berdella Johnson of Grantsburg.

NATURAL RESOURCES FORUM

Land management must be an interdisciplinary process

Natural Resources Forum is reserved in each issue for comments from an invited guest. Our guest for this month's Forum is Professor Emeritus Harold C. Jordahl, Jr. of UW-Madison's Department of Urban and Regional Planning and the Institute for Environmental Studies. Professor Jordahl received the Wisconsin Idea Award for Natural Resource Policy in 1988 for his outstanding contributions to the field.

Managing natural resources is an enormously complex task for both private landowners and public agencies. In my more than 44 years as a natural resource professional, I have reached an inescapable conclusion. To manage land wisely requires knowledge from a myriad of disciplines. The trick is to know the questions to ask, where to elicit answers and then to synthesize and interpret the results.

Twenty-six years ago, my wife and I bought an abandoned farm. The land had been abused for more than a century; 18 inches or more of topsoil had eroded, deep gullies scored the slopes; the forest consisted of a few large hardwoods and weed tree species in the understory.

Our goal? To use the land for recreation, to maintain a mix of land uses—openings, mixed forest, ponds, prairie, cropland—and to begin the process of land healing.

In spite of my background, I quickly discovered how inadequate that knowledge was. Our farm was a small part of a larger complex ecosystem. To whom did we turn? To soil conservationists to minimize erosion, agronomists to advise on crop patterns, foresters and forest ecologists to initiate forest recovery, wildlife ecologists to achieve a healthy balance of game and non-game species, botanists to explain



**Harold C.
Jordahl, Jr.**

the complexities of prairie restoration, even a herpetologist to assure us that the farm was not good timber rattler habitat, zoologists and botanists to tell us which actions would or would not jeopardize endangered species.

To create swimmable and fishable ponds with a tolerable amount of aquatic plants was, and is, the most complex task. Here we turned to watershed engineers, hydrologists, limnologists, water chemists, fisheries ecologists and geologists.

We are pleased with the results. The land is healing. The rewards to family and friends are great. True, mistakes have been made, but there have been no major, irreversible, negative changes to the land. And we have found that our goals

shift as we develop new experience and insights. Keep in mind that management requires a love for the land, humility, hard work and continuity; it is a long-term process.

Before setting goals, it's necessary to take time to study the land and to analyze personal motives for ownership. Patience and caution are the watchwords when beginning land management. For a private owner, determining goals should be an orderly and systematic process. Once this step is taken, and before initiating major land changes, the wisdom and insights from multiple disciplines must be understood and synthesized.

For landowners seeking advice, a good place to turn is the local UW-Extension office or UW-Madison's College of Agricultural and Life Sciences or a government resource agency. We, for example, have worked with nine agencies and bureaus and eight academic departments; the response from the experts has been excellent. As cumbersome as it may seem, sustainable, sensitive and prudent land management, whether public or private, requires these steps.

Jordahl has passion for the land

Continued from Page 1A

that you will find the real Bud Jordahl.

"He is happiest there as a farmer, when he is being his own steward of the land," said Professor Steve Born, a colleague and friend. "I never think of Bud dressed in a suit like a professor," Born said. "I always picture him in his bib overalls, a plaid shirt and a farmer's cap and with mud on his boots."

Another longtime friend is writer and radio personality George Vukelich. About Jordahl, Vukelich has written: "In his chino pants and work boots, a bottle of beer in his tanned hand, he could pass for your average game warden. Or forest ranger. Or farmer.

"He's proud of that, because he understands these folks and their problems. He's one of them. But the moment he starts talking, you know you're hanging out with a pretty rare bird indeed."

This is the rare bird who, as an employee of the old Wisconsin Conservation Department and later as deputy director of the newly organized Wisconsin Department of Resource Development, played a leading role in the state's land acquisition program — in establishing the state system of public hunting and fishing grounds that now includes some 500,000 acres of state-owned land and another 200,000 acres of leased land in more than 300 areas throughout Wisconsin.

Those are the two departments, by



State Journal photo/STEVE HOPKINS

Jordahl with Butch the farm truck at 220-acre retreat in Richland County.

mostly on the porch, which was rebuilt and winterized after the old porch was lost to a tornado. There are a couple of well-worn sofas there, a chair or two, a table, a woodburning stove.

He just recently installed a pressure pump in the spring house that delivers cold water to a faucet in the kitchen. Until then, all water was pumped by hand. When he is there alone, he is not good about keeping up with the dishes and they are piled high in the kitchen sink.

It all gives the place a comfortable, lived-in look — a look he adds to when he roams around there in his old clothes, coffee pot in hand. He seems to be making coffee constantly

open. Sumac and poplar and blackberry brambles are persistent enemies of the land steward.

There is a hillside littered with downed timber tops. "It's kind of messy now," he says, "but years from now there will be a hillside of tall, straight timber trees here." It is not important that he will not see that, only that it will happen. That's the kind of commitment to the future he has made.

Back on his porch and over more coffee he might reflect a little about his career, maybe talk about some of the things he believes in.

He will tell you that he believes strongly in keeping available money going into land acquisition and