



WHAT WAS YOUR BEST CEPA INTERVENTION IN THIS TRIENNIUM?

© Bill Pielsticker

Katie Beilfuss

Wisconsin Wetlands Association, United States of America



Your Position/Role and Country:

Wisconsin Wetlands Association is the organizer and host of this annual event. As the Outreach Programs Director for the Wisconsin Wetlands Association, I have been the lead organizer for this event for the past four years. I have terrific help from a conference advisory panel of wetland experts who ensure the scientific relevance and rigor of our conference.

Title of your CEPA activity/ product

18th Annual Wetland Science Conference: Great Wetlands, Healthy Watersheds

Other collaborators – please identify other organizations that assisted you or were your partners

Many businesses, agencies, and NGOs support this event as sponsors and exhibitors.

Key stakeholder group(s) targeted by your product/ activity (e.g. decision- makers, teachers, families, journalists etc.)

Wetland scientists, managers, regulators, consultants, students, tribes, and others.

When did this event take place/when was your product launched?

13-02-2013

What was your key message?

No Matter Who You Are or
Where You Live, Wetlands
Affect Your Life

Katie Beilfuss

Wisconsin Wetlands Association, United States of America

Brief description of your product/ activity / material you used

Every year, 200-350 wetland professionals gather to discuss the latest in wetland issues at Wisconsin Wetlands Association's Wetlands Conference in Wisconsin. Our conference features presentations by leading experts and short oral presentations on subjects from wetlands as wildlife habitat to best practices in wetland restoration. We also invite poster presentations by local researchers, including students, and have had as many as 30 posters. In addition, the conference provides an opportunity for working group sessions, presenting an opportunity for discussion, decision-making, and action on timely wetland topics. We offer scholarships for students to encourage their participation in the conference so that we can help develop the next generation of wetland scientists and professionals. We offer field trips to local wetlands and restoration projects to give participants a chance to see the diversity of approaches to wetland work around the state.

What did you want to achieve with the activity? Did you succeed?

Our goal is to further advance the development and application of the best and latest wetland science, practices, and tools. Our attendees tell us our two-day conference is the best networking and information-sharing event of the year for wetland professionals in the region.

What kind of impact did this activity/product have on the target audience?

The conference was extremely well received. 99% of attendees indicated they would recommend this conference to their wetland and natural resources colleagues. More than 82% indicated they planned to attend our next conference. Said one attendee: "Great conference. I was overwhelmed by the attendance. Great speakers and exhibitors, very well managed."

Is there a follow-up activity planned? If yes briefly describe

Our 2014 Conference will be held in La Crosse, Wisconsin, adjacent to the Upper Mississippi River Floodplain Marshes Ramsar site.

Why do you identify this as your best CEPA intervention? What makes it stand out?

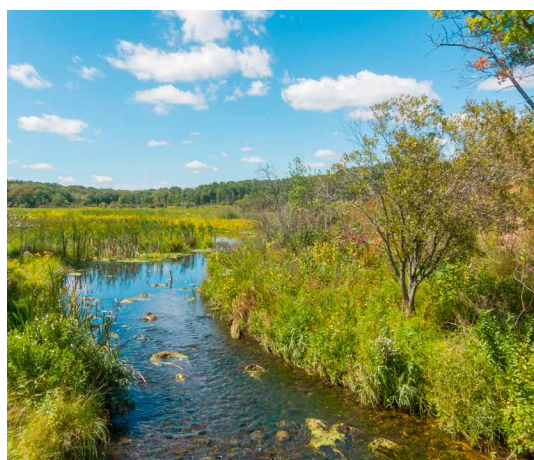
Very few conferences focus on wetlands. An annual event like this is a great way to keep people working on wetlands issues in the region connected and informed, which helps them be more effective in their work.

What was the source of your funding?

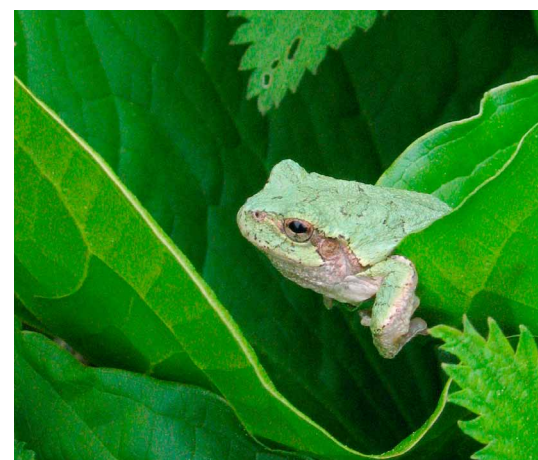
Attendance fees, sponsors and exhibitors.



© Mary Kay Baum



© Gary Shackelford



© Gary Shackelford



CONVENTION ON WETLANDS
(Ramsar, Iran, 1971)