



# Rock River Reflections

A publication of the Rock River Coalition in cooperation with the Rock River Stormwater Group and the University of Wisconsin-Extension

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## Wisconsin Green Tier Program & the Rock River Basin

by Greg Breese, WDNR Business Sector Specialist

If you are a business that is prepared to systematically manage your environmental footprint based on a commitment to superior environmental performance and continual improvement, then the DNR is prepared to build a new performance-based working relationship that delivers economic, community and administrative value through flexibility, shared responsibility and trust.

Green Tier does not replace the traditional "command and control". Green Tier is the next step that can be voluntarily taken together between business and DNR working towards a sustainable future.

Businesses across the state, many within the Rock River Basin, have embraced this innovative approach.

This is starting to make systematic improvements in the Rock River Basin water quality, habitat, and flooding challenges.

Wisconsin's commitment to business is also yielding improved environmental performance and community engagement.

Businesses, large and small, regulated by DNR and not regulated by DNR, for-profit and not-for-profit are all finding resonance in the Green Tier mission – Advantage Business, Advantage Environment.

Simply put, the Governor's direction to significantly increase participation is a driving goal for Green Tier going forward. Executive Order 69 directs increased participation through leadership, innovative sector incentives, partnership and participant accessibility and service.

Participants have repeatedly shown they can increase profitability while reducing their impacts using an environmental management system (EMS).

Green Tier participants attest to the direct connection between economic savings and superior environmental

performance. Their systematic approach to protecting their triple bottom line is defining how they do business.

Participants are seeing advantages for their business in savings, certainty, success and flexibility when they undertake environmental projects. Recounting all of the business successes in this space is not possible so examples have been provided by participants that are representative of the many environmental and economic gains realized by Green Tier companies.

Below are examples of businesses using Green Tier to benefit the Rock River.

### Berres Brothers Coffee Roasters

Eliminated stormwater runoff leaving their property in 2011 by constructing rain gardens on their property. The cost of the rain gardens was offset by a reduction in local fees. In 2012 these prevented 950 pounds of total suspended solids from entering the Rock River.



### Frito Lay – Beloit

Continues to find ways to

reduce water consumption at every stage of their operation. One of the many projects undertaken in 2012 saved roughly 250,000 gallons of water per quarter. That is 1,000,000 gallons per year in savings. When the full cost of delivering a gallon of water is considered, the environmental savings are immense!

### Capital Brewery

For 25 years, Middleton's Capital Brewery has specialized in producing lager style beers, the type of beers that made Wisconsin famous. Their product lineup consists of year round beers and seasonal beers. Capital has already implemented a number of projects to help reduce their environmental impact while increasing product quality and availability.



Their projects include retrofitting their refrigeration from a water-cooled to an air-cooled refrigeration system, and purchasing a new kegging machine to reduce lost beer. Capital Brewery is one of over 70 craft breweries in Wisconsin, part of a growing industry that includes over 1700 craft breweries nationally. Together, the craft brewing industry employs over 100,000 people. In addition to direct employees, brewers also create jobs through their supply chains.

Story continued on page 3.



Newly installed rain gardens protect water quality and infiltrate water at Berres Brothers in Watertown. Berres Brothers supports a sustainable lifestyle by providing free coffee to anyone arriving at their store on a bicycle.

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# Rock River Coalition President's Message

I am writing this message to you just days after New Year's Eve. This time of year has always been a time for me to reflect on the past and make plans for the future. I do this not only because I have my annual review with my boss, but also because it is typically a time for making resolutions. The questions I ask myself are typical: what were my accomplishments, how can I do better in the next year, and what are my goals for the future.

At the beginning of each year, the Rock River Coalition Board comes together for a full-day retreat to ask ourselves these exact questions for the organization. This year, we will meet at the beginning of March.

During the retreat, we review the strengths of the Coalition, which always include the citizen monitoring program and the various educational and fun events that we

host throughout the year. This year, I know we will be praising the work of the stream and wetland monitoring coordinators, Nancy Sheehan and Jeanne Scherer, and the many volunteer monitors that they train and support! The Board also discusses how we can improve upon the work that we already do. And of course we always consider the future to determine if there are additional steps we can take to improve and protect the shared resources of the Rock River Basin.

Some topics I know will be discussed this year include the following: how the Coalition can educate the public about the State plans to reduce phosphorus and sediment entering our waters, how the Coalition can fund the identification of restorable wetlands so that others can take steps to increase flood retention and habitat in the basin, and how we can increase the number of streams monitored in the

basin so that resource managers have the data necessary to make important management decisions.

As members and friends of the Rock River Coalition, you may have opinions or ideas on how the organization can improve our work. And we would love to hear from you! Similar to that annual review with my boss, this is an opportunity for you to be the boss of the Rock River Coalition! You can share your input by contacting me at [patricia@rockrivercoalition.org](mailto:patricia@rockrivercoalition.org) or 920-723-2728.



Patricia Cicero,  
RRC President

## Nominate a Water Hero for RRC River Protector Awards - Deadline March 18, 2013

Do you know a watershed hero? A business or organization that has made a truly outstanding contribution to the health of the Rock River Basin?

It is our privilege, every two years, to celebrate and honor the achievements of those who have made a difference in our Basin, improving our local economy, our environment, and our cultural and recreational resources.

Now is your chance - Nominate a Rock River Basin Protector today!

River Protector awards are offered in the following categories:

**Individual:** For individuals, teams and families.

**Educator:** K-Adult educators, both classroom and non-formal educators.

**Organization:** Non-profits, agencies, municipalities and municipal departments.

**Legislator:** An elected official at any level: state, federal or local.

**Business:** An LLC, partnership or corporation that has provided support, completed projects, or instituted procedures or methods improving our Basin's environment.

Awards will be based on significance and results of the accomplishment. All actions must either be completed, or major results realized.

Nominating someone is easy; just send the following information to the RRC: nominator and nominee names and contact information, the award category along with a two page maximum description of

accomplishments, detailing why you feel the nominee deserves the award.

Supporting documents can be included. We also need the contact information of two people who would corroborate the accomplishments.

Nominations are due by March 18, 2013. Send them to: Rock River Coalition Awards Committee, 864 Collins Rd, Jefferson WI 53549 or emailed to [info@rockrivercoalition.org](mailto:info@rockrivercoalition.org).

Some of the recent River Protector winners with their main contribution are:

### Elected Officials

- John Molinaro, Jefferson County Board: For Glacial Heritage Area work
- Kathleen Falk, past Dane County Executive: For ongoing conservation work
- Jefferson County Board Supervisor Greg David: For his sustainability work
- Senator Mark Miller: Great Lakes Compact & lawn phosphorus rule

### Individuals

- Joe Nehmer, Jefferson County Parks: Glacial Heritage Area work
- Lynne Diebel and Caroline Werner: Friends of Badfish Creek
- Pete Jopke, Dane County LWDC: monitoring coordinator
- Gloria Hafemeister: For her support of the RRC as a reporter

### Business

- LanDesign by Margaret Burlingham: rain gardens, planning and shoreline work
- Madison Gas & Electric: For development of co-generation plant
- Veridian Homes: First Green Tier builder

### Organizations

- Department of Natural Resources, Bureau of Watershed Management: For their ongoing support and work in the basin
- Middleton Department of Public Lands: For shoreline and stormwater projects
- Madison Audubon Society: For Zeloski marsh restoration
- Lake Koshong Improvement District: For improvement to the lake and its entire watershed
- Friends of Allen Creek Watershed (FACW): For extensive monitoring program & projects

### Educators

- Steve Grabow, UWEX Jefferson
- Mary Beth Steven, Cambridge Elementary: For monitoring with students

### Come Celebrate!

Awards will be presented at the RRC Annual Members Meeting in May.



### Mission

*"To educate and bring together people of diverse interests to protect and improve the economic, environmental, cultural, and recreational resources of the Rock River Basin in Wisconsin"*

### PRESIDENT:

Patricia Cicero  
[patricia@rockrivercoalition.org](mailto:patricia@rockrivercoalition.org)

### DIRECTORS:

James Kerler, Secretary  
Suzanne Wade, Treasurer  
Scott Taylor, Past President  
Jane Carlson, President Elect  
Jim Koepke  
Joleen Stinson

### Stream Monitoring Coordinator:

Nancy Sheehan  
[monitoring@rockrivercoalition.org](mailto:monitoring@rockrivercoalition.org)

### Wetland Monitoring Coordinator:

Jeanne Scherer  
[wetlands@rockrivercoalition.org](mailto:wetlands@rockrivercoalition.org)

### Water Star Coordinator:

Andy Yencha  
[andrew.yencha@ces.uwex.edu](mailto:andrew.yencha@ces.uwex.edu)

### RRC Address:

864 Collins Road  
Jefferson, WI 53549-1976  
RoxAnne Witte, Admin Assist.  
[info@rockrivercoalition.org](mailto:info@rockrivercoalition.org)  
[www.rockrivercoalition.org](http://www.rockrivercoalition.org)

### Newsletter Editor:

Suzanne Wade, 920-674-8972  
[suzanne@rockrivercoalition.org](mailto:suzanne@rockrivercoalition.org)

Next deadline is March 22, 2013.

A letter-sized color version of this newsletter is available at [www.rockrivercoalition.org](http://www.rockrivercoalition.org).

Sign up for a monthly email update at <https://lists.uwex.edu/mailman/listinfo/rock-river-basin-update>.

Contact Marie Rubietta at [marier@jeffersoncountywi.gov](mailto:marier@jeffersoncountywi.gov) if you'd prefer a pdf of the newsletter emailed to you.

*RRC is a 501(c)(3) not-for-profit organization, providing equal opportunity in employment & programming.*

*TTY: 711 for Wisconsin Relay*

*If you need special accommodation for programs please contact the RRC at least two weeks in advance.*

# Rock River Coalition Monitoring Updates

## Stream-Side Notes

by Nancy Sheehan, RRC Stream Monitoring Coordinator

Happy New Year. January is both a time to reflect on our accomplishments of 2012 and to make plans for 2013.

On behalf of the Rock River Coalition, I wish to thank all volunteers who have dedicated countless hours to stream monitoring and the protection of healthy water quality within the Rock River Basin. Just this past year alone, 74 volunteers monitored many streams within the Basin. Thirty four volunteers were involved in either Level II monitoring or special water quality projects such as road salt monitoring. Forty volunteers followed Level I protocols monitoring dissolved oxygen, temperature, stream flow, biotic index and temperature.

However, more work still needs to be done. There are over 50 sites that have been previously monitored since 1992 but now lack volunteers. These sites – and other sites that have never been monitored – are waiting to be “adopted”. With over 40 waterways within the Basin listed as impaired by excessive sediment and phosphorus, let’s make 2013 the year we rededicate our commitment to citizen involvement in water quality protection.

Changes in state and federal regulations provide opportunities

for municipalities, wastewater treatment plants, federal, state and county agencies to join hands with Friends groups, farmers, individual landowners and businesses to monitor water quality throughout the Rock River Basin. I look forward to working with Water Action Volunteer program coordinators, Kris Stepenuck and Christina Anderson, as well as county coordinators throughout the Basin– Anne Miller (Rock Co.), Pete Jopke (Dane Co.), Patricia Cicero (Jefferson Co.), and Jayne Jenks (Waukesha Co.) – to forge new opportunities for citizens to become involved in phosphorus monitoring as well as baseline water quality monitoring. I, along with my colleagues, hope to train more volunteers so that no stream site goes unassessed and our grass-roots science effort reaches across the whole Basin.

If you are interested in becoming a volunteer, several stream monitoring trainings will be organized in the spring. These trainings will be posted on the RRC web site as dates are confirmed. Please feel free to contact me, Nancy Sheehan: [monitoring@rockrivercoalition.org](mailto:monitoring@rockrivercoalition.org).

During the fall of 2012, I was

fortunate to work with University of Wisconsin-Whitewater students, Nate Glover and Erin Olshefski. These students, working under the tutelage of Eric Compas, Director, Pangea GIS Center, created a demonstration map featuring Basin volunteers and current/adoptable stream monitoring sites. Many thanks go out to volunteers, Jim Kerler, Carl Glassford, Kathy Bridge and Friends of Badfish Creek for contributing photographs, videos and stories for this map. To view this demo map, go to: <http://studentgis.uww.edu/fall2012/RRC/>.

In 2013, I hope to secure adequate funding to develop this demonstration map into a comprehensive story map to build awareness of the monitoring program and to create an interactive means for volunteers to exchange stories.

Please note: the 6th Wisconsin Citizen-based Monitoring Conference will be held April 5-6, 2013 at Hotel Mead in Wisconsin Rapids. The conference theme is “Making Connections”, a joint meeting of the Wisconsin Citizen-based Monitoring Network, Water Action Volunteers, and Master Naturalists. For more information go to: <http://wiatri.net/cbm/Conference/>.

## Green Tier & the Rock

*continued from page 1*

Capital develops local suppliers for ingredients for their beers, such as wheat grown on Washington Island and hops grown in Ghorst Valley. When expanding their fermentation cellars, Capital chose W.M. Sprinkman of Elroy to fabricate the tanks that were to be used in the expansion.

Capital has made improvements to their brewing system which has allowed them to reduce the brewing time needed per batch by approximately 35%. This reduced energy consumption and greenhouse gas emissions while increasing their beer supply.

Capital works with a local farmer who reuses spent grain for food nutrients for his herd. This results in about 1,000,000 pounds of grain/yr being used twice.

Capital is working on several other projects which will yield additional results.

All of this is being done without any demands from traditional permits.

For more information please see <http://dnr.wi.gov/topic/GreenTier/>.

## Rock River Basin Green Tier Businesses:

What do the following businesses have in common? They’re all Green Tier meaning they have gone above regulations to help improve our environment in the Rock River Basin.

Berres Brothers Coffee Roasters  
Capital Brewery  
Cardinal IG (CGIG)  
Clear Waters Initiative  
Cottonwood Dairy, LLC  
Edgewood College  
Evonik Goldschmidt Corporation  
Frito-Lay Beloit  
Homburg Contractors, Inc.  
Madison Gas and Electric (MGE)  
Perfect Environmental Performance, LLC  
Plastic Ingenuity, Inc.  
Rockwell Automation - Richland Center  
Standard Imaging  
Veridian Homes, LLC  
Wisconsin Department of Military Affairs, National Guard

*This is a partial list, a full listing of all Green Tier businesses can be found on the DNR website.*

## Wetland Monitoring Update from Zeloski Marsh

by Jeanne Scherer, Wetland Monitoring Coordinator

Winter days are a great time to start planning for the coming year! So what’s in the works for Zeloski Marsh?

A 24 hour **BIOBLOITZ** to see what’s growing, flying, creeping, swimming, and loping around the marsh in mid-May will highlight our year.

If you can come up with any other interesting “ings,” we’re game for that, too.

So what is a Bioblitz? During a bioblitz a snapshot of a day in the life of the marsh is documented.

Over a 24 hour period starting in the afternoon of Day 1, professional scientists and experienced volunteers will conduct surveys of animals and plants. Others may take a look at soils, water quality and other physical features.

On Day 2, the public is invited to meet the professionals to learn about their findings and how they conduct their work. Hands on exhibits will give everyone a chance to learn more about citizen science. This is a great opportunity whether you’re a child or

an adult interested in learning more before pursuing your own outdoor science endeavors. We will also host other conservation organizations to share information on their work.

**24 Hour Bioblitz coming May 2013!**

The Bioblitz is tentatively scheduled for Saturday, 4:00pm May 18th to Sunday, 4:00pm May 19th. The public portion of the event will be from noon to 4:00 on Sunday. Once dates are confirmed with the professional researchers we will confirm the date of the event. Watch the Rock River Coalition website and Facebook page for final details.

If you know of anyone who would be interested in participating as a scientist, exhibitor, sponsor or volunteer, please contact Jeanne Scherer, Wetland Monitoring Coordinator, 920-382-6123 or [wetlands@rockrivercoalition.org](mailto:wetlands@rockrivercoalition.org).

Winter may bring more quiet moments to Zeloski Marsh, but life at the marsh

carries on above and below the snow. Birders Nolan Kollath and Charlie Roberts noted sixteen bird species on ebird.org after participating in the National Audubon Society’s Christmas Bird Count in December. Their count occurred before the blizzard, making it possible to cover a lot of territory.

London resident, Matt Schaning, who recently contacted RRC to become a new volunteer, has reported deer, coyote, opossum, rabbits, squirrels and raccoons seen on frequent hikes to the marsh and on his trail camera located nearby. He’s also noted pheasant, a king fisher, and a great horned owl near Koshkonong Creek, just west of the marsh. Because foot traffic is always allowed in Zeloski Marsh off the Glacial Drumlin Trail, consider making a visit to Zeloski Marsh with snowshoes or cross country skis to see what you can discover. Parking is available on Finch Brothers Road next to the Glacial Drumlin State Trail, at the end of Alley Road, and on London Road. Let us know what you discover!

# ROCKMAN challenge.

## Watertown's Rockman Challenge: Having Fun While Building a Better Environment

A small group of people started an event in Watertown in about 2009. In 2011 the inaugural Rockman Challenge occurred with almost 250 people participating from nine states. That sprint triathlon with a twist, was the first event for the Watertown Challenge Association, a small group of individuals dedicated to improving Watertown and the surroundings.

Who would have thought of revising a sprint triathlon so you paddle instead of swim? Better yet a paddle right through downtown Watertown. Then participants bike 15 miles and run 3 miles. The reward for doing this is the twist. A military style obstacle course,

root and should offer quite a show this spring/summer. The water quality and habitat benefits are just beginning.

At the same time, the pride in the Rock started to show. Wanting the triathletes to see the best side of Watertown a river clean-up was organized. One mile of river, below the lower dam, was walked and all the trash removed. No fanfare or notices sent out. Just folks sharing time to make small improvements. A shopping cart, silt fence, bottles, and other garbage were all removed and properly disposed of. A plunger was also removed, this speaks volumes to how the river was viewed in the past.



drill sergeants included for inspiration. All that followed by an old fashioned sack race for 50 yards and then a chicken dinner and beverages. How about teams of up to four each doing a portion of the race or tandems paddling together. This is not your ordinary sprint triathlon.

It was a remarkable site to see and it inspired the small group to bite off a little more. How could they make a bigger difference? Obviously hold the triathlon in 2012. Done, and it gathered our maximum number of entries for a safe race, 302. Folks from eight states and more than 100 cities invaded Watertown to have a good time on the Rock. Once again the locals got to see more than 250 boats paddling through downtown at one time. It is the rest of the story that really stands out.

While producing this event, the same group planted a native prairie where Kentucky blue grass existed. This was done to off-set the carbon footprint of the entire event. It is immediately adjacent to the Rock River! Those couple acres of prairie are now taking

A landing was constructed above the lower dam in Watertown so people can now more easily portage around the dam. This also offers a nice location to sit and enjoy the river year round. A canoe launch was constructed in front of Bethesda Lutheran Communities to improve access to the river in that area.

How will this be topped? Easy, the Rockman Challenge will be held on September 28, 2013. Before that time, 9 acres of Kentucky blue grass will be planted with more than 1,000 trees...all adjacent to the Rock River. The prairie will be weeded and maintained to help it maintain diversity. Finally, the start line area will finish the construction of a shoreline restoration and water quality protections. The entire parking lot and rooftops that drained directly into the river are now treated with a bio-swale and rain gardens, preventing most of the pollution from getting into the river. The shoreline planting has yet to occur.

All this from a small group of people who put simply, want to have some fun! Join the fun and join us for a day or the entire year. To help or to learn more got to [www.watertownchallenge.org](http://www.watertownchallenge.org).



*A full obstacle course greets the participants after the typical triathlon. Participants finish with a chicken dinner and knowing their physical challenge will result in positive physical changes to our environment.*

*All photos courtesy of the Watertown Challenge Association.*

# Prairie Plantings, Clean-ups and Canoe Landings Reap the Results from the Watertown Challenge Association's Rockman Challenge



A small group of dedicated individuals orchestrated not only the Rockman Challenge but also the prairie and shoreline plantings, the river clean-up and landing improvements described in the article on the facing page.

Great job Watertown Challenge Association!



## Phosphorus Watershed Adaptive Management Handbook Now Available on DNR Website

Watershed adaptive management is an option many wastewater treatment plants (WWTPs) can use to comply with new water quality based effluent limits for phosphorus. This option is available whether the WWTP effluent limits are based on an NR 217 water quality criteria calculation or a total maximum daily load (TMDL) waste load allocation. It is likely that WWTPs in the Rock River Basin qualify for adaptive management because nonpoint and stormwater sources of phosphorus in their local watersheds are greater than the WWTP sources of phosphorus.

Adaptive management allows WWTPs ("point sources") to work with other point or nonpoint sources of phosphorus in their local watershed to reduce phosphorus, instead of or in addition to removing additional phosphorus at the WWTP. Nonpoint source phosphorus controls such as agricultural best management practices (eg., no-till, buffer strips, wetland

restoration, and other practices) typically have a lower cost per pound of phosphorus removed compared to WWTP phosphorus removal processes.

Best management practices can also provide other benefits such as soil conservation and wildlife habitat, and can be located so that water quality is improved throughout the watershed as opposed to only improving water quality downstream of the WWTP discharge.

Nonpoint source controls implemented as part of an adaptive management program do not necessarily have trade ratios that are typical with water quality pollutant load trading; however, surface water quality monitoring is required.

The Rock River Coalition may be able to assist with monitoring programs - please contact us for additional information.

The following excerpt from the DNR's web site further explains advantages of adaptive management:

"Why Select Adaptive Management?"

1. Permit compliance through adaptive management may be economically preferable to other compliance options.
2. Point sources, and the nonpoint sources that work cooperatively with them, can demonstrate their commitment to the community and to the environment by protecting and restoring local water resources.
3. Dischargers are given less restrictive interim phosphorus limits while they work to improve water quality under adaptive management; these less restrictive phosphorus limits can be permanent, if adaptive management is successful (water quality criteria is met).
4. Adaptive management provides flexibility for permittees and their partners to learn from each other, and adapt as experience is gained. The adaptive management option can extend over a 15 year timeframe (up to three five-year permit terms). This time is given so the permittee can install phosphorus reduction practices, create new partnerships, and measure success."

The new adaptive management handbook can be accessed on the Wisconsin DNR's web site at the following URL:  
<http://dnr.wi.gov/topic/surfacewater/adaptivemanagement.html>

# Travel with a Smaller Footprint (Environmental that is)

By Suzanne Wade, RRC Board Member

So far one storm does not a winter make, but still while white blankets the earth, I'm already dreaming about warm, green summer trips around Wisconsin.

As a bit of a sustainability geek, I want my travel dollars to be spent at places where the owners are also concerned about their environmental footprint.

Luckily for me the state of Wisconsin has, since 2006, offered an easy way for those like me to locate travel destinations, accommodations and eateries that have environmentally friendly business practices - they're Travel Green Wisconsin certified!

Even better, for Rock River Coalition members and partners, there are a number of sites within the Rock River Basin to choose from.

So save some gas money and use it instead for a great overnight stay in some phenomenal Bed and Breakfast or a Travel Green certified hotel. On the way eat at a Travel Green restaurant and stop at a variety of environmentally friendly tourist stops.

Want to know more? Here is information about the program from the Travel Green Wisconsin website:

## Why choose a Travel Green Wisconsin certified business?

**Green Movement:** Travel Green Wisconsin has its roots in Wisconsin's heritage of stewardship. Travelers are supporting the principles of Wisconsin's John Muir, Aldo Leopold and Gaylord Nelson when practicing and supporting Travel Green Wisconsin certified businesses.

**Protecting the Environment:** Travel Green Wisconsin certified businesses are working hard to do their part in protecting our environment for today and future generations. Investing in them means an investment in a more sustainable future that preserves our natural resources.

**Buy Local:** Our Travel Green certified businesses support local farmers, businesses and artists. By visiting, you are also doing your part to support the local economy.

**Green Education:** Travel Green certified businesses offer an opportunity to learn about green practices that you can also apply in your own home. This saves money, energy, water, and other resources.

**Peer Approved:** Know that you are doing good by supporting a Travel Green Wisconsin certified business. They have been vetted and reviewed by a third party vendor whose expertise is deeply rooted in environmental systems.

**Buying Power:** By choosing a Travel Green certified business you are rewarding the business with your dollars, thus providing them with an incentive to strive towards continual improvement of their green practices.

## How do members earn a Travel Green Wisconsin certification?

To earn Travel Green certification, applicants work their way through the Travel Green Wisconsin application. There are nine categories ranging from Purchasing to Energy Efficiency to Air Quality. Baseline performance is collected for the amount of energy, fuel, water, and solid waste the business consumed during the last calendar year. This allows the applicant to measure their improvements. Applicants commit to sustainable green business practices found within the Travel Green Wisconsin application. A minimum of 35 points are required, 7 points must be earned in the Communication & Education section. Continual improvement is strongly encouraged.

## The green categories include:

- Communication and Education (Customers, Employees, Public)
- Waste Reduction, Reuse, and Recycling
- Energy Efficiency, Conservation, and Management
- Water Conservation and Wastewater Management
- Air Quality
- Wildlife and Landscape Conservation and Management
- Transportation
- Purchasing
- Local Community Benefits

Applicants submit a fee to participate in the certification, a biannual renewal is also required to maintain Travel Green Wisconsin certification membership.

## Are there any required green practices to earn certification?

To create a green program comprehensive enough to be relevant across the diverse tourism industry, we decided to allow participants to be "ecopreneurial" and adopt the green practices that make the most sense for their operation. Applicants are required to reach a minimum of 35 cumulative points to earn Travel Green Wisconsin certification, seven or more of those points need to be achieved in the "Communication and Education" section.

## Rock River Basin Travel Green Certified Businesses

### Beloit

The Beloit Inn  
Visit Beloit  
Beloit Travel Wisconsin Welcome Center  
Beckman Mill Park

### Cambridge

Oscar H Hanson House Bed and Breakfast  
Lake Ripley Lodge Bed and Breakfast

### DeForest

Comfort Inn and Suites  
Holiday Inn Express  
Token Creek Eco Inn

### Hartford

Kettle Moraine State Forest - Pike Lake

### Horicon

Horicon Marsh Boat Tours/Blue Heron Landing

### Janesville

Janesville Area Convention and Visitors Bureau - Visitor Information Center

### Lake Mills

Glacial Drumlin State Trail  
Aztalan State Park  
Lewis Station Winery

### Madison/Middleton

Annie's Bed and Breakfast  
Arbor House, an Environmental Inn  
Campus Inn and Chancellor's Club  
Days Inn of Madison  
Fairfield Inn and Suites by Marriott  
Sheraton Madison Hotel  
Olbrich Botanical Gardens and Bolz Conservatory

Wisconsin's Executive Residence  
Madison Children's Museum  
Madison Concourse Hotel & Governor's Club  
Monona Terrace Community Convention Ctr  
Alliant Energy Center  
Thai Pavilion at Olbrich Botanical Gardens  
Speckled Hen Inn  
Crowne Plaza  
Holiday Inn Hotel and Suites, Madison West  
Overture Center for the Arts  
UW-Extension Conference Centers  
Two Bicycles and a Map  
Hyatt Place  
Bayou New Orleans Style Tavern  
Greater Madison Convention & Visitors Bureau  
Capitol Brewery Company, Inc  
Marriott Madison-West  
Courtyard by Marriott Madison West  
Residence Inn by Marriott-Madison West  
Country Inn and Suites  
Governor Nelson State Park

### Oconomowoc

Olympia Resort and Conference Center  
Hilton Garden Inn

### Stoughton

Naeset-Roe Inn Stoughton  
Lake Kegonsa State Park

### Watertown

Berres Brothers Coffee Roasters

### Whitewater

Young Auditorium - UW-Whitewater  
Victoria-on-Main Bed and Breakfast

## Day Trippin' the Travel Green Way

Here's three overnight trips, in the Rock River Basin featuring Travel Green certified businesses.

### Trip one: The Southern Crescent

Take a morning walk at Lake Kegonsa State Park. Then drive the back roads to Beckman Mill Park the newest Travel Green location, before checking out the friendly Beloit Travel Wisconsin Welcome Center. Here you'll get a great orientation to the Beloit area and Wisconsin tourist hot spots. Take a walk on the Beloit Riverwalk before heading up to Janesville where the Janesville Visitor Information Center can let you know of great paddle opportunities or how to find the farm where Miracle the White Buffalo was born.

It will be a hard choice of where to stay with six Travel Green certified bed and breakfasts in the Beloit, Whitewater, or Cambridge area. Then spend a day hiking and geocaching in the Southern Kettle Moraine.

### Trip 2: The Great Horicon Marsh

Start this trip with a wake-up cup of coffee at Berres Brothers in Watertown, if you arrive on a bike your coffee is free! Then head up to Horicon for an amazing on-the-water experience from Horicon Marsh Tours or rent a canoe from Blue Heron Landing.

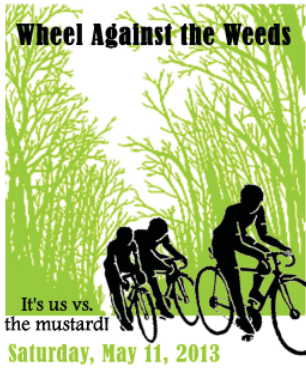
Head down to Lake Mills for your overnight stay. Don't miss the new Lewis Station Winery.

Take your bike and spend your second day on the Glacial Drumlin Trail. Don't forget to check out the wildlife at the Zeloski Marsh, the site of the RRC wetland restoration monitoring effort.

### Trip 3: Dane County

How can you go wrong with a day at Olbrich Gardens and the Thai Pavilion, then do a walking tour of downtown Madison, including a stop at the Children's Museum, lunch or dinner at The Bayou (closed Sundays) and check out the view from the top of the Monona Terrace.

After a long day, down a pint at Capitol Brewery in Middleton. With 16 Travel Green lodging choices it's hard to go wrong in the Madison/Middleton/DeForest area. Check out Two Bikes and a Map for your second day adventures or go take a hike at Governor Nelson State Park.



# Wheel against the Weeds

## 30 mile bike event to celebrate Rock County Invasive Plant Control

**Saturday, May 11, 2013**

The Town and Country RC&D Invasive Species Issues Team is teaming up with Rock County Parks on a unique educational and recreational bike trip. Join biking enthusiasts and nature lovers for this 30 mile ride through rural Rock County!

The ride will have three educational rest stops along the way, each hosted by a different non-profit organization currently battling invasive species and restoring a healthier environment. Event proceeds will benefit Town & Country RC&D Invasive Species Issues Team and Rock County Parks habitat restoration efforts.

Each participant will receive a t-shirt, one native plant plug and lunch after the ride.

If you are unable to bike 30 miles, you are welcome to participate by vehicle to learn about the local invasive species removal projects. We will also facilitate ride sharing between participants from Station 3 to Magnolia Bluff Park for a 15 mile ride. Riders interested in group shuttling will be connected before the race, vehicles not provided.

### Event Schedule

**7:30 - 8:30 Registration: Magnolia Bluff Park**

Pick up your event packet, t-shirt and route directions with detailed map before visiting the first station.

**8:00 - 9:30 Station 1: Magnolia Bluff Park**

Volunteers from the Prairie Bluff Chapter of the Prairie Enthusiasts and the Rock County Conservationists are restoring a prairie and oak savanna on the park's bluff.

**9:00 - 11:00 Station 2: Lake Leota**

Save our Lake Evansville (S.O.L.E.) is working with the City of Evansville to remove invasive fish and aquatic plants from Lake Leota.

**10:00 - Noon Station 3: Badfish Creek at Riley Road Bridge**

The Friends of Badfish Creek Watershed are eradicating Japanese knotweed from the creek banks and controlling the succession of garlic mustard.

**12:00 - 2:00 Lunch Celebration: Magnolia Bluff Park**

All participants will enjoy a locally sourced lunch, including a pheasant brat, chips and other treats.

### Registration

- \$20 Early Bird (by April 19)
- \$60 Early Bird Family Maximum\* (by April 19)
- \$30 Regular Registration
- \$90 Regular Registration Family Maximum\*
- \$35 Day of Event

*\*To receive the family maximum discount, all participants must be immediate family, living in the same household. Registration fees are paid at the individual rate for the first three family members. Once the maximum is reached, additional family members can participate free of charge.*

### Thanks to our Sponsors!

- Tipi Produce, Evansville
- Allen Realty, Evansville
- Agrecol, Evansville
- MacFarlane Pheasants, Janesville
- Dare Ecosystem Management, Sullivan

For more information or to register, visit: <http://www.tacrcd.com/wheel-against-the-weeds.html> or call Joleen at 608-757-5473.

## Become a RRC Member

In addition to supporting RRC work, members receive newsletters, notices of conferences, and special events. To become a member, complete the following:

Name \_\_\_\_\_

Title \_\_\_\_\_

Affiliation \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_

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

I am a member of \_\_\_\_\_ Chapter.

### Memberships Fees

Individual	\$ 25
Family	\$ 35
Student/Senior Citizen	\$ 15
Classroom	\$ 25
Affiliates*	\$ 50
Municipal**	\$125
Corporate	\$ 200

\*Includes small businesses, organizations, lake districts, small municipalities and individual municipal departments

\*\*Covers entire municipality including all departments, administrative staff and elected officials

Any donation or membership of \$150 or more will be recognized and linked to your website from our website: [www.rockrivercoalition.org](http://www.rockrivercoalition.org)

Donors of \$500 or greater will receive an ad in this newsletter. Check out our website for more information.

### Tax deductible donation

Amount	Purpose
	General Support
	Citizen Monitoring
	Other:

Donations are greatly appreciated and can be targeted towards specific projects.

Please mail this completed form with check to:

**Rock River Coalition**  
864 Collins Rd  
Jefferson, WI 53549

or register and pay online with PayPal at:

[www.rockrivercoalition.org/membership.asp](http://www.rockrivercoalition.org/membership.asp)

# Movies, Events and Celebrations Around the Basin



More information on page 7 - Don't miss early bird sign-up April 19

## Lake Mills Knickerbocker Ice Festival, Saturday, February 2

This community festival includes lots of fun events: ice golf, an ice fishing tournament, ice carving, and games for the kids.

The Rock Lake Improvement Association, the Department of Natural Resources, and the Jefferson County Land and Water Conservation Department also will be hosting a display on Rock Lake by Bartel's Beach that highlights ice fishing lessons, ice safety, ice scuba diving (brave attendees can climb into the provided gear and take a dive!), and educational information on aquatic invasive species and what lake critters do in the winter.

More information can be found on the Lake Mills Main Street Program website:  
<http://www.legendarylakemills.com/>.



## Rockman Challenge: paddle, bike, run and ...Challenge Course?

It should be illegal to have this much fun while helping the environment. Learn more on pages 4 and 5.

## Sustainable Landscaping and Shoreline Enhancement Seminar

Lake Ripley Management District is hosting this seminar led by John J. Gishnock III, owner of Formecology LLC. This free, two-hour event will be offered at the Oakland Town Hall on May 18th starting at 10:30 am. Pre-registration is required at 608-423-4537 or [ripley@oaklandtown.com](mailto:ripley@oaklandtown.com).

## Don't Miss any Events

Sign up today for the monthly Rock River Update email list and never miss an important workshop, meeting or conference again.

You'll get a full listing of Basin and state events, workshops, presentations, websites, grant opportunities, publications, and job openings, conveniently delivered to your inbox.

Sign up at: <https://lists.uwex.edu/mailman/listinfo/rock-river-basin-update>.

## The Monona Water Conservation Challenge Celebration

Monona Community Center

January 30th, 2013

7:00pm-8:30pm

Come cheer on the City of Monona Water Conservation Challenge winners as they are announced.

Prizes will be awarded to the conservation winners and the innovation winners.

You'll hear from local water advocates, our "Gallon" sponsors, and Monona Mayor, Bob Miller, and even be treated to a couple of songs penned for and about the Water Conservation Challenge. Celebrate the closing of the 2012 Year of Water with song, cookies, learning, and fun.

## 24 Hour Bioblitz coming May 2013 at Zeloski Marsh

More information can be found on page 3.



Pictured here are the Friends of Allen Creek Watershed at there Bioblitz when DNR staff documented a Least Darter, a small fish

that is a listed a state species of special concern. What will we find at the Zeloski 2013 Bioblitz?

## Green Fire Showing

Tall Pines Conservancy together with our partners Greener Oconomowoc and Town & Country RCD is pleased to host a showing of Aldo Leopold Film "Green Fire" for the Community on Thursday February 7th at 7pm at the Oconomowoc Arts Center, 641 E. Forest Street, Oconomowoc. Featured guest, Curt Meine, Aldo Leopold biographer will be our speaker before the film. The FREE showing is open to the public and is made possible by a generous grant from the Oconomowoc Area Foundation.

## "Making Connections" Wisconsin Citizen-based Monitoring Conference

April 5-6, 2013

Hotel Mead in Wisconsin Rapids.

More at <http://wiatri.net/cbm/Conference/>

## An illicit discharge by any other name

In a Rock River Reflections article from Summer 2012, we asked readers to submit their ideas for other words to use in public communications instead of "illicit discharge". And, thankfully, people responded.

Rock River Basin municipalities with National Pollutant Discharge Elimination System permits are required to develop a program for detecting and eliminating illicit discharges (called an IDDE program) within their communities.

A successful IDDE program relies not only on the expertise of certain municipal staff, but also on the watchful eyes of community members. While routine maintenance and inspection plans are very important and helpful, they are not 100% foolproof for preventing illicit discharges.

So, that is where the public comes in. We need to inspire residents and business owners to report things that look out of the ordinary or strange in our rivers and streams, as well as knowledge of people who are intentionally dumping, to the appropriate authorities. But clunky, legal-sounding words like "illicit discharge" don't always resonate with people outside the permitting office.

Our informal survey of Rock River Reflections readers revealed several alternative phrases that public communicators may wish to use instead of "illicit discharge," including:

- wastewater byproduct
- commercial waste
- untreated wastewater
- water pollution

While these may not all have the same technical definitions as "illicit discharge," we think the alternative language could go a long way in involving the public in IDDE programs.

The Rock River Stormwater Group is a coalition of 16 cities, towns and organizations dedicated to improving our communities by keeping local waterways clean.

For more information go to:  
<http://www.cleanwaterbrightfuture.org>



Check out the story on page 1 to learn how this newly installed rain garden is protecting water quality in the Rock River Basin. It is just one step a business took to become Green Tier certified.