

# Where Ecology Meets Economy

*A Forum for Green Industry & Land Manager Professionals*

## Season 5: Realistic Restoration

# REGISTRATION

**September 20, 2017**

**8:00am-3:30pm**

**Johnson's Nursery, Inc.**

**Menomonee Falls, WI**

Don't miss this opportunity to network with land managers, growers, arborists, landscape architects and many other professionals.

This event will feature presentations emphasizing sound ecological restoration, a panel discussion, and informative tours. Continuing education units will be available.



**Hosted by:**



[www.sewisc.org](http://www.sewisc.org)

[www.johnsonsnursery.com](http://www.johnsonsnursery.com)

**REGISTER NOW**

### Continuing Education Units



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**White Pine Sponsor & Co-hosted by:**



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*Proceeds go to benefit the  
Southeastern Wisconsin Invasive Species Consortium*

## About the Forum

The Southeast Wisconsin Invasive Species Consortium, Inc. (SEWISC) and Johnson's Nursery, Inc.™ are pleased to present a ground-breaking day of educational sessions that bring together Green Industry Professionals (nurseries, landscape architects, arborists, contractors) and Land Management Professionals (restorationists, natural area managers, environmental educators, conservationists).

This forum is designed to create dialogue between Green Industry Professionals and Land Management Professionals. The meeting initiates the sharing of experiences and development of working relationships that leads to creating business opportunities that will help improve the state of our ecological communities.

Where Ecology Meets Economy!



## The Program

**8:00-8:30am: Registration/Sign In**

**8:30-8:40am: Welcome**

**Andy Holschbach** (SEWISC President), **Chad Johnson** (Johnson's Nursery)

**8:40-9:30am: Restoration of a Prairie Landscape**



**Steven Apfelbaum, Sen. Ecologist, Founder—Applied Ecological Services**  
A thorough analysis of the process to establish achievable goals for a prairie landscape restoration requires applying the best science and a heavy dose of art and experience. Steve's presentation will describe the data collection, planning, budgeting, and business considerations required for the establishment, early management, and adaptive adjustments to project design that are required to create a successful prairie landscape.

**9:30-10:20am: From Cabbages to Cordgrass: Restoring the Pike River Prairie Corridor**



**Timothy Ehlinger, Assoc. Professor, Biology & Systems Ecology—UWM, Director—WC Kohler Partnership for Sustainability & Peacebuilding**  
Efforts at reconnecting wildlife and fisheries to the river and urban green space have gathered great community support. Tim's presentation will describe the adaptive, phased approach that was used in the Pike River restoration, illustrating how the work has evolved as each reach was restored and monitored.

**10:20-10:50am: Break, Networking, Visit Sponsor Display Tables**

**10:50-11:40am: No Better Time than Now: Restoration and Management of Wooded Lands**



**Aaron Feggestad, PWS, Senior Assoc. Ecologist—Stantec**



Aaron's presentation will examine ecological restoration and management principles that apply to the predominant wooded lands of our region – forests, woodlands, and savannas. Discussion will focus on oak-dominated ecosystems, and specifically on oak woodland as the most abundant oak ecosystem on the landscape today. Case studies will be presented from a practitioner's perspective.

**11:45-12:00pm: "An Analysis of Plant Rights versus Animal Rights" by Mike Yann**

**12:00-12:50pm: Lunch, Networking, Visit Sponsor Display Tables**

**12:55-2:10pm: Panel Discussion**



**Moderator - Kelly Kearns, Invasive Plant Coord.—Wisconsin DNR**

**Panel Members - Steven Apfelbaum, Timothy Ehlinger, Aaron Feggestad, Lisa J. Reas, and Alice Thompson**

Panel discussion topics or questions to be submitted by Attendees on the Registration form or in person during the panel discussion. Topics discussed will revolve around the theme: realistic restoration.

**2:10-3:30pm: Tours (see page 3) & Networking**

Informational tours led by Johnson's Nursery and SEWISC.



## Southeastern Wisconsin Invasive Species Consortium, Inc. | [sewisc.org](http://sewisc.org)

Small-scale efforts to control invasive plant and animal populations in southeastern Wisconsin have been employed by dedicated individuals and organizations for decades, and in 2007 the Southeastern Wisconsin Invasive Species Consortium, Inc. (SEWISC) was formed to integrate invasive plant and animal management resources across jurisdictional boundaries to benefit the entire region. We are a broad-based coalition that promotes efficient and effective management of invasive species throughout Sheboygan, Washington, Ozaukee, Waukesha, Milwaukee, Walworth, Racine, and Kenosha Counties. SEWISC provides the opportunity for partners to share and leverage limited resources, raise awareness about invasive species problems, and provide a mechanism for collaborative problem-solving on both public and private lands.

# Speaker Bios



PRESENTER

PANELIST

LA CEU

## **Steven Apfelbaum, Senior Ecologist/Founder - Applied Ecological Services**

Steve developed a firm that has been a pioneer in sustainable ecological planning and design for 35+ years. He is recognized nationally for his inclusive, creative approach to ecological design, based on a solid underpinning of ecological research and proven science. In 2001, Steve contributed the ecological guidance to the Milwaukee Metropolitan Sewerage District Conservation Plan (today called Greenseams). Subsequently, he was the ecological content provider for the Menomonee River Valley Sustainable Design Guidelines. Steve is the developer of the Stormwater Treatment Train® concept and has designed hundreds of green infrastructure projects using this foundational approach. For the past 7 years, Steve has been a guest lecturer at the Harvard University Graduate School of Design on the subject of coastal ecology.



PRESENTER

PANELIST

LA CEU

## **Timothy Ehlinger, Assoc. Professor, Biology & Systems Ecology - UWM, Director - AWC Kohler Partnership for Sustainability & Peacebuilding**

Tim received his PhD from Michigan State University where his research explored the complex ways that individuals, populations and communities adapt to disturbance and changing environments. He and his students have carried out numerous projects in aquatic restoration ecology, using the principles of social-ecological resilience theory to engage communities in holistic planning, strategic design, project implementation and adaptive management. Tim has worked in Wisconsin, Costa Rica, Romania and the Balkans/Black Sea region, and more recently in Kenya, Guatemala and Ecuador. His published research includes adaptive learning, risk management, stressor-response relationships, community engagement, environmental governance, and implications of policy interventions on ecosystem services and environmental health.



PRESENTER

PANELIST

LA CEU

## **Aaron Feggestad P.W.S., Senior Associate Ecologist - Stantec**

Aaron has studied and restored woodlands and other ecosystems throughout the Midwest as a consultant, contractor, and volunteer for over 15 years. As the ecosystem restoration program manager for Stantec, Aaron is involved with all phases of ecosystem restoration projects, from baseline evaluations, to planning, grant development and writing, to management, stewardship, and monitoring. His experience developing practical, economical, and implementation-ready plans are based on years of lessons-learned. Aaron is a graduate of UW-Whitewater and UW-Madison, and has been passionate about oak ecosystems since spending much of his time as a child roaming the oak savannas and woodlands of Rock County, Wisconsin.



PANELIST

LA CEU

## **Alice Thompson M.S. P.W.S. - Thompson & Associates Wetland Services**

Alice is wetland ecologist with a graduate degree from the UWM and is a Wisconsin Assured Wetland Delineator. As senior scientist and owner of Thompson and Associates she consults on projects for diverse clients including private landowners, developers, municipalities, counties, tribes, non-profits, and utilities. She consults for the Village of Mount Pleasant on native vegetation and wetland issues for the award winning Pike River Restoration Project, one of the largest stream restoration projects in the Midwest. Thompson understands the challenges and realities of restoration in the mix of degraded agricultural, industrial and urban landscapes that challenge design and she brings a pragmatic approach to restoration within these constraints.



PANELIST

LA CEU

## **Lisa Reas, LJ Reas Environmental Consulting Corp**

Lisa has 18 years of professional experience in shoreline restoration, erosion control, and land management. A UW-Stevens Point College of Natural Resources graduate with degrees in Watershed Management and Water Chemistry, Lisa has worked in land conservation and management with Polk/Burnett Counties as well as the WI DNR. She was one of the first restoration consultants certified through the WI Statewide Shoreland Restoration Certification Program in 2014. In recent years Lisa has worked in conservancy land management involving the removal of buckthorn and other invasives, habitat restoration, as well as grant acquisition. Lisa and her husband Dave have 2 young boys and live in Green Lake.

## White Pine Sponsor & Co-host



### We Energies Foundation | Building Stronger Communities | [we-energies.com](http://we-energies.com)

We support initiatives promoting economic health, arts and culture, education and environment. As an extension of our outreach, employees serve on a number of nonprofit boards. We also conduct annual workplace giving campaigns for the arts and United Way, and we match our employees' own charitable giving to educational, arts and cultural organizations.

## Attend A Tour

After the panel discussion, attendees will have the opportunity to tour seldom seen areas of Johnson's Nursery. Unique tours and demonstrations are hosted by SEWISC and Johnson's Nursery staff.

You will be asked to select tours during registration. We do our best to fill all requests, however, each tour can only accommodate about 25 people. Tours are filled on a first come, first served basis.

**1** TOUR



### **Tour: Local Eco-type Propagation**

A tour of the off-limits areas of propagation that involve seed beds and seed harvesting, and techniques for growing woody plants and container trees

**Ben French**, *Propagator*  
Johnson's Nursery, Inc.

**2** TOUR



### **Tour: Landscape Strategies for Pollinators**

Strategies for incorporating natives into existing landscapes and which native plants are hot right now at Johnson's Nursery

**Vanessa Mueller**, *Contractor Sales*  
Johnson's Nursery, Inc.

**3** TOUR



### **Tour: Upcoming Fall & Spring Harvest**

Tour the yard at Johnson's Nursery with the Harvest Manager as he discusses stock availability from the farm in the next harvest season

**Aaron Jambura**, *Harvest Manager*  
Johnson's Nursery, Inc.

**4** TOUR



### **Tour: Plant Originals at Johnson's Nursery**

Tour the grounds and see the various plant species and cultivars that were introduced and popularized by Johnson's Nursery & JN Plant Selections

**Mike Yanny**, *Owner*  
JN Plant Selections, LLC

**5** TOUR



### **Demonstration: Invasive Plant Control Techniques**

Common and effective control strategies for the five functional groups of invasives; shrubs, perennial forbs, clonal perennials, grasses, and annuals/biennials

**Jim Reinartz**, *Director*  
University of Wisconsin-Milwaukee Field Station



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Johnson's Nursery is a third generation, family-owned business. We passionately pursue our goal of providing hardy nursery stock to clients in Southeastern Wisconsin and beyond. By emphasizing the importance of local eco-type seed and parent material, we strive to propagate and grow the finest quality trees, shrubs, conifers, broadleaf evergreens, and herbaceous perennials already genetically adapted to our weather, soils, and light conditions. Clients can be sure that our field produced stock is fully acclimated prior to purchase. If it was not, the plants would never leave the fields. Nature's Best to You.

# Registration

## Where Ecology Meets Economy

A Forum for Green Industry  
& Land Management Professionals

**September 20, 2017 | 8:00am - 3:30pm**

at Johnson's Nursery, Inc. in Menomonee Falls, WI

The event is held in an unheated building and may involve outdoor activity.

Event occurs rain or shine. Please dress appropriately.

Registrations are final. There are no refunds or cancellations.

### REGISTER HERE

**\$60.00 until September 10**

**\$70.00 after Monday, September 11**

*On-site registration will be available for \$70.00*

All proceeds go to the

Southeastern Wisconsin Invasive Species Consortium, Inc.

Questions about the event?

Please contact: Jill Hapner

[jill.hapner@sewisc.org](mailto:jill.hapner@sewisc.org)

Questions about registration?

Please contact: Rob Lucas

[lucas@johnsonsnursery.com](mailto:lucas@johnsonsnursery.com)

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