



**Wisconsin
Conservation
Voters**



Conservation Lobby Day 2019

March 27th

Monona Terrace Community
and Convention Center
Madison, WI



Overview

REGISTRATION – 9 a.m., Monona Terrace Level 4

Registration takes place just outside the Madison Ballroom at the Monona Terrace

MORNING PROGRAM – 10 a.m., Madison Ballroom

Executive Director Kerry Schumann

KEYNOTE ADDRESS – Madison Ballroom

Governor Tony Evers

ISSUE BRIEFINGS – Madison Ballroom

HOW TO LOBBY – Madison Ballroom

LUNCH & PLANNING – 11:30 a.m., Madison Ballroom

LOBBYING & BREAKOUT SESSIONS, 1 p.m. State Capitol and Monona Terrace

SOCIAL HOUR – 4:30 p.m., Brocach, 7 W. Main St.



*Engaging voters to protect
Wisconsin's environment.*

Welcome!

Today is all about you. Your efforts, your volunteering, your voice, and your vote. These are the great elements of change that have the power to propel Wisconsin forward, and to protect its air, land, water, and public health. We are thrilled to host this amazing day and to see all of you – our friends, our partners, and our fellow conservationists.

Our priorities are clear for 2019, and **clean, safe drinking water** tops the list. In a place with such incredible water resources, it is unconscionable that thousands of people in Wisconsin can't drink the water from their taps. As we welcome science back to state government, we understand that it's imperative we commit to **clean, renewable energy**. And, without abundant **public lands**, our connection to this special place and its resources is diminished.

Thank you for joining us today, and thank you for being a conservation voter.

Kerry Schumann
Executive Director



Morning program 10 a.m. • Madison Ballroom



Welcome from Executive Director Kerry Schumann

Kerry took the reins at Wisconsin Conservation Voters in 2004 and rapidly moved the organization from a two-person startup to the political force it is today. From day one, Kerry led Wisconsin Conservation Voters to adopt a locally based citizen engagement model, believing firmly that citizens must lead and be engaged in democracy to protect the environment.

TONY EVERS Governor of Wisconsin



On November 6th, 2018, the people of Wisconsin voted Tony Evers the 46th governor of Wisconsin. With over three decades of public education experience, Governor Evers has dedicated his life to fighting for Wisconsin’s kids and serving its people. He was the first gubernatorial candidate to sign Wisconsin Conservation Voters’ Conservation Pledge. He recently proclaimed 2019 the Year of Clean Drinking Water and joined the U.S. Climate Alliance.

Issue briefings



Clean water

Scott Laeser, water program director, Clean Wisconsin

Lobby ask: Will you support raising CAFO fees to support five new positions at the DNR in the CAFO permitting program?



Safe drinking water

Matt Krueger, executive director, Wisconsin Land + Water

Lobby ask: Will you support \$70 million in new bonding to replace lead pipes and improve manure management practices?



Clean energy & climate change

Jennifer Giegerich, government affairs director, Wisconsin Conservation Voters

Lobby ask: Will you support the creation of the Office of Sustainability and Clean Energy to promote the use and development of clean energy across Wisconsin?



The Knowles Nelson Stewardship Program

Tom Stolp, executive director, Ozaukee Washington Land Trust

Lobby ask: Will you support reauthorizing the Knowles Nelson Stewardship Program for 10 years?



How to have a successful lobby meeting

Wisconsin Conservation Voters staff will help prepare you for your lobby day meetings with a demonstration of dos and don'ts.

11:30 a.m. • Madison Ballroom Lunch & lobby meeting planning

Time to eat and to break into small groups based on your legislative districts to plan your lobby day meetings together.



1 to 5 p.m. • State Capitol and Monona Terrace Level 4

Lobby meetings and breakout sessions

Your lobby meetings will occur during this time period at the State Capitol. **Please do not miss them.** Check your folder for specific time and location details for the meetings. While you're not in a lobby meeting, attend one of our breakout sessions in Halls G and J located on the same floor as the Madison Ballroom.



1 to 1:40 p.m. • Hall J

How to talk persuasively to those who don't already agree with us

Matthew Rothschild, Wisconsin Democracy Campaign

Communication tips to use with your neighbors, co-workers, fellow congregants, and anyone else you know.



1 to 1:40 p.m. • Hall G

Local communities leading the way on clean energy

Heather Allen, RENEW; Kate Beaton, Wisconsin Conservation Voters

Local communities are leading the transition to 100 percent renewable energy. Learn policy ideas and local organizing tips to usher in the clean energy era to your community.



2 to 2:40 p.m. • Hall J

Fair Maps in Wisconsin

Sachin Chheda, Wisconsin Fair Maps Coalition

The Wisconsin Fair Maps Coalition will discuss the consequences of partisan gerrymandering, and the legislative proposal to fix the process and end map-rigging in Wisconsin forever.



2 to 2:40 p.m. • Hall G

The Menominee & the Back 40 Mine

Anahkwet (Guy Reiter), Menikanaehkem Inc.

Learn about the impacts that a sulfide mine 150 feet from the Menominee River has on the Menominee people and their namesake river.



3 to 3:40 p.m. • Hall G

Four reasons your green organization is still predominantly white

August M. Ball, Founder, Cream City Conservation

With a country as racially diverse as ours, the green industry remains racially homogeneous. This session highlights why having a diverse workforce and culturally relevant programming matters.



3 to 3:40 p.m. • Hall J

Confronting the emerging threat of PFAS

Laura Olah, Citizens for Safe Water Around Badger

Learn about the successful grassroots efforts (and challenges) in Wisconsin to address PFAS – a class of toxic bioaccumulative chemicals currently unregulated under our drinking water and groundwater rules.



4 to 4:30 p.m. • Hall G

How a relational organizing network can change the world

Seth Hoffmeister and Casey Hicks, Wisconsin Conservation Voters

Learn how you can mobilize your already established social and family networks to have real, authentic conversations about issues and candidates.



4:30 p.m. • Brocach Irish Pub & Whiskey Den, 7 W. Main St., Capitol Square
Social hour

Join us for snacks and drinks in the upstairs bar at Brocach Irish Pub and Whiskey Den across the street from the Capitol.

