



North American Stormwater and Erosion Control Association of Wisconsin, Inc.

## Annual Report 2017

### What is NASECA-WI?

NASECA-WI is a Wisconsin-based non-profit membership association which provides affordable, quality educational programs for professionals in the erosion control and stormwater management industries.

### Who does NASECA-WI serve with educational programs?

There are thousands of individuals in Wisconsin who work in some capacity to prevent soil erosion and properly manage stormwater systems. In 2017, NASECA-WI served nearly 400 of those professionals who work for government agencies, local municipalities, highway departments, consultants, contractors, utilities, landscapers, distributors, suppliers, and so many more.

### PURPOSE/GOALS

1. Provide education and training for stormwater and erosion control to its members and the general public and professionals with an interest in stormwater and erosion control;
2. Provide a forum whereby members may effectively exchange information and ideas;
3. Promote cooperation between government agencies and between the private and public sector.

### BOARD OF DIRECTORS

JAY SETTERSTEN, PRESIDENT  
GIL LAYTON, VICE PRESIDENT  
JOSH HARDER, TREASURER  
BEN NELSON, SECRETARY  
JEREMY BALOUSEK  
WENDY BRAUN  
DEREK HOFFMAN  
ERIC RORTVEDT  
MARY JO WEBSTER

KRISTIE KASBOHM  
*EXECUTIVE DIRECTOR*

PEGGY HOFFMANN  
*EDUCATIONAL ASSISTANT*

### 2017 Association Activities

- Added consultant in the role of Educational Assistant to help manage growing amount of communication from program attendees, members, and others while assisting Executive Director in the planning and coordination of events.
- Moved Annual Conference to Ho-Chunk Hotel & Convention Center to better accommodate growing attendance and statewide attendees.
- Created Standards Committee to provide input on DNR Standards from a stormwater and erosion control perspective.
- March's Stormwater Permit Compliance Training in Superior was the first hosted which offered NASECA-WI's two-day training with an emphasis on a specific municipality's rules and regulations.
- First steps were taken to plan the Meeting of the Minds campaign, which will provide a platform for bringing together statewide organizations to share ideas for improving water quality.
- Participated in the Green Tier Clear Waters Initiative Charter's annual tour construction sites for proper implementation of erosion control measures
- Initiated the first steps in a major NASECA-WI website redesign



## 2017 CONTINUING EDUCATION PROGRAMS

### Annual Conference & Trade Show “Advancements in Stormwater and Erosion Control”

Each year in early February, NASECA-WI hosts the State’s largest event focused solely on erosion control and stormwater management. This two-day conference is divided into an erosion & sediment control focus and a stormwater focus so you can attend one day or both to suit your interests. NASECA-WI strives to offer topics that enhance attendee’s professional development; therefore, we offer a mix of regulatory topics, best management practices, project reviews, and other industry information. We are excited to offer a Trade Show component to the Annual Conference in order to give attendees the opportunity to learn more about the products and services they use every day. The Annual Conference & Trade Show offers up to 10 CE/PDH in addition to 1 credit hour of professional conduct and ethics.

#### 14<sup>th</sup> Annual Conference Highlights

Date: February 1-2, 2017  
Location: Ho-Chunk Hotel & Convention Center, Wisconsin Dells, WI  
Attendance: 162  
Cost per CE: \$23.50

### Rice Lake Classroom/Field Event

This annual September event offers nearly 100 attendees with the opportunity to learn from industry professionals during the morning classroom session to be followed by field demonstrations from experts, manufacturers, and distributors in the afternoon. Wisconsin is fortunate to have one of the nation’s premiere product testing facility in our northwoods where attendees are able to see first-hand how products and techniques stand up under conditions such as rainfall, running water, and other real world situations.

#### Rice Lake Classroom/Field Event Highlights

Date: September 21, 2017  
Location: Wisconsin Indianhead Technical College/American Excelsior ErosionLab, Rice Lake, WI  
Attendance: 92  
Cost per CE: \$23.33

### Construction Site Erosion Control and Stormwater Permit Compliance Training



This Training provides WISCONSIN-BASED rules and regulations education for Engineers, Site Managers, Site Superintendents, Contractor Superintendents and Foremen, BMP Installers and Inspectors. This two-day course offers 12 CE/PDH and is designed for those who perform site management duties, supervise or direct construction activities, install best management practices, and/or inspect sites for compliance relating to erosion/sediment control and storm water management. NASECA-WI has trained over 400 professionals since its inception in 2010.

#### 2017 Program Highlights

Date: March 23-24, 2017  
Location: Superior, WI  
Attendance: 43  
  
November 30-December 1, 2017  
Location: Waukesha, WI  
Attendance: 58  
Cost per CE: \$20.00

### Equations for Success: Holistic Approaches to Stormwater Management & Conservation and Leveraging Green Infrastructure in La Crosse County

June 23, 2017

Black River Beach Neighborhood Center & La Crosse County Solid Waste Facility, La Crosse, WI

Attendance: 24

Cost per CE: \$19.80

## NASECA-WI Committees and Participation

### Finance and Budget Committee

- Chair: Josh Harder
- Derek Hoffman
- Jay Settersten
- Kristie Kasbohm

### Annual Conference Committee

- Chair: Wendy Braun
- Ben Nelson
- Eric Rortvedt

### Project Committee

- Chair: Wendy Braun
- Co-chair: Maureen McBroom
- Pat Dixon
- Paul McGinley
- Mike Nelson
- Peter Tonn

### Website Committee

- Chair: Jeremy Balousek
- Josh Harder
- Ben Nelson

### UW-Extension Partnership

- Paul McGinley
- Jay Settersten

### Urban Forestry Council Liaison

- Wendy Braun

### Membership Committee

- Chair: Mary Jo Webster
- Josh Harder
- Eric Rortvedt

### Standards Committee

- Chair: Jeremy Balousek
- Gil Layton
- Ben Nelson
- Mary Jo Webster

### Programs and Funding Committee

- Chair: Gil Layton
- Jeremy Balousek
- Jay Settersten

Clear Waters Initiative Green Tier Member

## 2017 IN NUMBERS

Fiscal year ending December 31, 2017

Assets	\$27,503
Liabilities	\$2,172
Net Assets	\$25,331

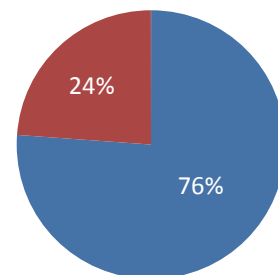
### Summary of Revenues and Expenses

Program Revenue	\$51,532
Sponsor Revenue	\$4,425
Membership Revenue	\$4,970
Education Support	\$250
Total Expenses	\$77,133
Net Loss	\$15,956

### Annual Operating Expenses

Membership/Admin/Management

Projects/Events



### Overview of Summary

Net loss is attributed to NASECA-WI's investment in a customer relations management program and redesign of its website.