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

Annual Report 2020

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 2020, NASECA-WI served over 350 of those professionals who work for government agencies, local municipalities, highway departments, consultants, contractors, utilities, landscapers, distributors, suppliers, and many more.

PURPOSE/GOALS
1. Provide education and training for stormwater and erosion control to its members, 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

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EXECUTIVE DIRECTOR

PEGGY HOFFMANN
EDUCATIONAL ASSISTANT

2020 Association Activities

- 18th Annual Conference held in February in Wisconsin Dells, WI.
- Hosted our annual Rice Lake Classroom/Field Event virtually in September.
- Co-hosted the Construction Site Erosion Control and Stormwater Permit Compliance Training virtually with the City of Superior and Forest County Potawatomi Community in December.

2020 Annual Conference Attendees said:

"... I thought Richard Kyte's presentation was excellent. Not only does it aid in ethics credits for credentials, but he makes the presentation really interesting and definitely worth while to listen to and stay engaged."

"This was my first conference at Ho-Chunk. What a great time. The conference area and presentations were very nice, food was great, and loved the hotel rooms. This was the best laid out conference I have attended to date."

2020 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 professionals can attend one day or both to suit their 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 12 CE/PDH in addition to 1 credit hour of professional conduct and ethics.

17th Annual Conference Highlights
Date: February 5-6, 2020
Location: Ho-Chunk Hotel & Convention Center, Wisconsin Dells, WI
Attendance: 207
Cost per CE: $24.50

Rice Lake Classroom/Field Event

This annual September event offers attendees the opportunity to learn from industry professionals, manufacturers, and distributors. Topics included: Erosion Control Project Cycle: A Field-Follow of the Monona Grove Elementary School; Perimeter Control and Ditch Checks; DNR Technical Standards Update; Steep Slope Stabilization with Native Vegetation Utilizing Biotic Soil Amendments; Dam or Filter – What's the Difference When it Comes to Sediment Control? and Yahara River Sediment Removal.

Rice Lake Classroom/Field Event Highlights
Date: September 24, 2020
Location: Virtual
Attendance: 90
Cost per CE: $21.50

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 500 professionals since 2010.

2020 Program Highlights
Date: December 10-11, 2020
Location: Virtual
Attendance: 48
Cost per CE: $23.25

NASECA-WI Committees and Participation

Finance and Budget Committee
- Chair: Josh Harder
- Kris Lyons
- Jay Settersten
- Kristie Kasbohm

Annual Conference Committee
- Chair: Wendy Braun
- Mike Hackel
- Ann-Marie Kirsch
- 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

Urban Forestry Council Liaison
- Wendy Braun

Member: Clear Waters Initiative Green Tier

UW-Extension Partnership
- Paul McGinley
- Jay Settersten

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

Standards Committee
- Chair: Jeremy Balousek
- Gil Layton
- Ben Nelson
- Tony Vandermuss

Rice Lake Classroom/Field Event Committee
- Gil Layton
- Jay Settersten

Programs and Funding Committee
- Chair: Gil Layton
- Jeremy Balousek
- Jay Settersten

Construction Site Erosion Control & Stormwater Permit Compliance Training Committee
- Chair: Gil Layton
- Leo Holm
- Eric Rortvedt

2020 IN NUMBERS

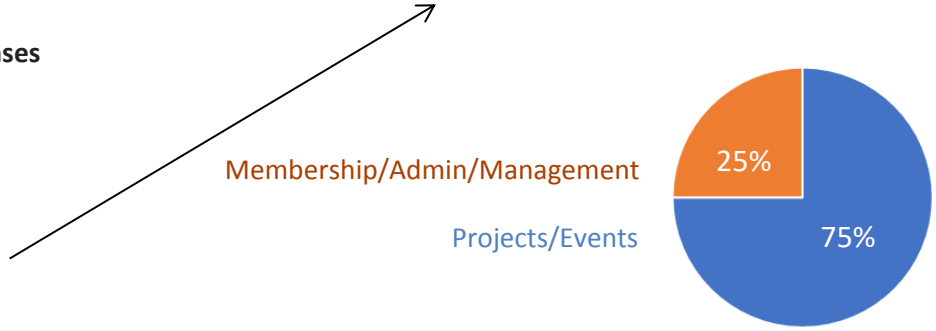
Fiscal year ending December 31, 2020

Assets	$28,225
Liabilities	$707
Net Assets	$27,518

Summary of Revenues and Expenses

Program Revenue	$63,529
Sponsor Revenue	$ 3,770
Membership Revenue	$ 1,400
Misc Revenue	$ 202
Total Expenses	$70,956
Net Loss	($2,005)

Annual Operating Expenses



Overview of Summary

Net loss is attributed to:
- Annual Conference: decrease in sponsorship revenue
- Rice Lake Event: decrease in sponsorship revenue; increase contractor expenses to prepare for the virtual event