



68th Midwest Fish and Wildlife Conference  
**BE THE CHANGE • MANAGE LOCALLY CONSERVE GLOBALLY**

Madison, Wisconsin  
December 9-12 2007

**Steering Committee, 68<sup>th</sup> Midwest Fish and Wildlife Conference**

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The 68<sup>th</sup> Midwest Fish and Wildlife Conference Steering Committee was composed of 31 people from 7 different organizations (see Appendix 1). The American Fisheries Society, The Wildlife Society, state and federal agencies, and universities in Wisconsin were represented. The Steering Committee included the Arrangements and Program chairs plus the chairperson from each of committees formed to plan and conduct the conference (see Appendix 2). The Steering Committee met monthly from mid - 2006 until December 2007. Not every member attended every meeting. Members attended when they were on the agenda or when they needed decisions to be made. The intent was to have right people present at each meeting so we could communicate and resolve problems on the day of the meeting rather than do follow up work individually after meetings. In practice, the group was often too large to easily and effectively discuss items and make decisions.

The Steering Committee developed a vision for the conference, a conference theme, logo, a timeline for events to take place (see Appendix 3) and provided guidance on program development and arrangement activities. We developed a list of plenary speakers and topics. Issues such as conference promotion, funding and budget management, audio visual needs, use of conference space, hospitality functions, registration, host and sponsor criteria, signage, and conference volunteers were all discussed and decisions made. Meeting time was also devoted to discussions as to the desired size of, and attendance at, the conference and number of concurrent sessions. The Steering Committee provided the overall guidance for the conference and solved problems when things did not go as planned.

A different approach was taken to conduct as “green” a conference as possible. This included “no junk” given at registration, a swag swap, use of green energy and recyclable products, use of a website for almost all information rather than printing paper, wireless service at the conference, and locally grown food for breaks and socials whenever possible. This approach was slightly more expensive than using traditional products and services but we were still able to keep the registration fee low by eliminating other costs. The feedback received to date was that most people appreciated this effort and were not disappointed with the food and drink at the conference or the services and products received. We would recommend it again for future conferences.

Another different event we hosted was the Tuesday night “Big Game Night”. It was a carnival type atmosphere with 5 different games, held in same room with the trade show exhibits and posters. People could buy tickets to play these games and winners were then entered into a raffle. At the end of the evening, a drawing of raffle tickets was done for the prizes. In addition to the games, food and drink was provided. All proceeds from the event went to the state AFS and TWS chapters. We received favorable comments on this activity as well.

Conference t-shirts were sold by the local student chapters of The Wildlife Society and American Fisheries Society. Only about 200 shirts were sold leaving about 100 unsold.

Overall, the conference ran relatively smoothly. We believe we had a good conference at a reasonable cost to attendees. Almost all comments received to date were favorable.

## **Appendix 1. Conference Contacts**

### **2007 Midwest Fish and Wildlife Conference Committee Chairs**

#### **Steering Committee**

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#### **Arrangements Committee**

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#### **Budget and Finance**

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#### **Donations, Prizes, Raffles**

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### **Graphics and Printing**

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### **Media and Marketing**

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### **Hospitality**

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### **Transportation**

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### **Commercial and Non-Commercial Exhibits**

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### **Career Opportunities and Student Events**

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### **Breaks, Sunday Evening Reception**

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Scott Craven  
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**Tuesday Big Game Night**

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**Volunteer Coordination Committee**

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**Fisheries Program Committee**

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**Student Paper Awards**

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**Wildlife Program Committee**

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**Student Paper Awards**

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## **Appendix 2. Conference Committees**

### **Steering Committee** – Bartelt, Crossley, Sample

Provide overall structure and tone for the conference. This committee oversees the program and arrangements committee and receives periodic updates on the progress of all the committees.

- Develops conference theme and logo
- Organizes committee structure, committee chairs, and committee charges
- Solicits agency/university financial and human resources support for conference
- Oversees all committees and progress on conference planning and preparation

### **Arrangements Committee** - Hennessy

This group oversees the many subcommittees that are responsible for making all the “on the ground” conference arrangements. It is critical that these subcommittees provide periodic updates to the Steering Committee.

#### **Facilities Administration** – Hennessy

- Selection of rooms and room setup for all activities associated with the Conference, including conference Head Quarters, presenter practice room, Internet Café, storage, concurrent sessions, plenary sessions, small meetings, receptions, conference registration, poster demonstration area, vendor display area, etc.
- Communication with the Hotel staff for setup and room requirements.
- Communication with Arrangements and Program Committees regarding room assignments, meeting dates and times, for approval and for placement of information on the Conference Web Site.
- Communication with individuals representing groups seeking to have meetings, receptions, etc.

#### **Budget and Finance** – Nelson

- Creating and monitoring the conference budget
- Liaison with Conference Planners, i.e., tell planners what bills to pay, check incoming funds
- Create conference office and manage office during conference hours.
- Liaison with Steering Committee to provide updates on budget status.

#### **Conference Website Development** – Griffin

- Creating the web design and providing updates to web provider throughout the months prior to the conference.
- Working with the web provider that we hired (The Futurity Group).
- Working with Program committees (presenter information).
- Working with Facility Administration committee (what presentations would be where and what meetings would be occurring at the Conference)
- Working with Poster committee (poster names and presenters)
- Working with Exhibit committee (exhibitor rules and application, exhibit map and exhibitor names)
- Working with Donation committee (sponsors names and dollar amounts)
- Working with Registration committee on how to create the online registration page

- Working with the Workshop/Symposium committee (title, times, workshop deadlines and maximum number of participants).

**Merchandise, Prizes, Raffles** – Steve Gilbert, Jim Ruwaldt, Ricky Lien

- Securing donations of merchandise for the conference and raffles.

**Donations and Sponsorships** – Alan Crossley

- Securing cash donations and sponsorships for the conference.

**Registration** – Eric Lobner and Tim Lizotte

- coordinated with the Steering Committee on conference registration
- collected size requests and ordered vests for the conference committees to wear at the meeting so that they could be easily identifiable.
- developed a FAQ sheet for the registration table, committee members, and greeters to help answer questions of attendees.
- scheduled greeters to stand in entrance way and other high traffic areas during registration hours to help direct people and answer questions
- scheduled volunteers to help with registration during conference. The committee members also assisted with registration, set up of the registration table each day, and other general help at conference
- shopped for and ordered the “give away” items (bag, pen, padfolio, etc.). We assisted with modifying the conference logo for use on these items as well.
- ordered name badges, decided on attendance categories for the badges (“exhibitor, speaker (included poster presenter), and turkey symposium).

**Graphics and Printing** – Kitchell and Voss

- Working with the Steering committee on the creation of a Logo and theme
- Develop poster to take to Nebraska conference in 2006.
- Creating all fliers and promotional materials that would be used at Nebraska conference and throughout the months/years before the conference with Marketing Committee.
- Creating and printing the Program-at-a-glance (PAAG)
- Creating and printing all signs for outside conference rooms (stating presentation times, presenter, and title)
- Working with Program committees on material for program (Presenter information)
- Working with Facility Administration committee on necessary signage for conference rooms and information in the PAAG (What presentations would be where)
- Working with Poster committee on materials for poster session and information in the PAAG (Poster names and presenters)
- Working with Exhibit committee on material for PAAG (Exhibit map and Exhibitor names)
- Working with Donation committee on material for PAAG (Sponsors names and dollar amounts), create large sponsor boards to be placed by the registration table.

- Creating large welcome banner for the conference

**Audio-Visual** – Beckmann and Slawski

- Obtaining all necessary AV needs, either through contract with the hotel or other sources.
- Semi-final approval of AV contract w/hotel.
- Set up of all computers and loading of presentations.
- Liaison with hotel AV staff to troubleshoot problems.
- Training of student volunteers that assisted w/computers.

**Media and Marketing** - Matthews

- Creating press releases on the event.
- Creating a press room at the function and handling press while they are there.
- Talking to local press and radio about the event.
- Preparing media name bags, which were available at registration so media didn't have to pay.
- Writing speeches for DNR director and Governor, if those individuals are used.

**Hospitality** – Treska and Simonson

- Provide a place for VIP's and workers to relax during the conference.
- Providing security:
  - During the day and at evening receptions.
  - For door prize and silent auction items.
  - Assist with closing down the two hospitality rooms.

**Transportation** – Steve Small

- Provide information on available transportation in the Madison area and transportation for VIPs during the conference.

**Commercial and Non-Commercial Exhibits** - Miller and Noble

- Establishing a contract with a display contractor capable of providing all necessary components for exhibits (pipe, drape, tables, signage, poster boards, etc).
- Actively solicit exhibits through direct mailing, telephone contact and internet.
- Recommend exhibitor fees, develop exhibitor rules and contracts.
- Secure additional signage and display equipment for other activities (such as H.Q. needs, easels for museum) during the conference.
- Coordinate set up of exhibit hall and poster session.
- Provide assistance to exhibitors before, during and after the conference.
- Securing sponsors for cash donations to the conference.

**Career Opportunities and Student Events** – Anderson and Christofel

- Creating an opportunity for students to network with a variety of professionals
- Creating a fun, relaxing atmosphere for the students
- Providing some refreshments to cut down on student costs.
- Arranging student volunteers that could be used for various duties throughout the conference but mostly running AV equipment.

- Creating an opportunity for students to mingle with high level agency and university professionals.
- Providing an opportunity for students to build their resume’.

**Breaks, Sunday Reception, and Socials** – Joe Hennessy

- Planning two receptions:
  - Sunday night – Joe Hennessy
  - Tuesday night - Gilbert
- Coordinating placement of food and drink and quantities for breaks on Monday through Wednesday – Hennessy.

**Volunteer Coordination Committee** – Jamie Nack

- Find and coordinate volunteers to work at 68<sup>th</sup> Midwest.

**Program Committee**

Responsible for soliciting special workshops and symposia; soliciting abstracts for oral and poster presentations; reviewing abstracts for inclusion in program; developing program schedule; securing room space for sessions with Facilities Admin Committee, workshops or symposia; securing moderators for sessions; and judging student papers for awards.

**Fisheries** - Phil Moy and Nick Schmal

Workshops and Symposia

Posters

Student Paper Awards – John Kubisiak

**Wildlife** – Karl Martin (Tami Ryan, Daniel Storm, Scott Hull, Karl Malcolm, and Michele Windsor)

Workshops and Symposia

Posters

Student Paper Awards – Ben Frater

## **Appendix 3. Timeline**

### **68TH MIDWEST FISH AND WILDLIFE CONFERENCE Monona Terrace, Madison December 9-12 2007**

#### **Primary Dates/Deadlines**

February, 2004	Began negotiations with Madison and Milwaukee
Summer, 2005	Signed contracts for Hotels and Monona Terrace
December, 2005	Attend 66th Midwest in Michigan. Represent Wisconsin at Time and Place Committee meetings.
January 25, 2006	Establish Steering Committee and hold first meeting of Steering Committee.
April 27, 2006	Second meeting of Steering Committee. Began identifying committee chairs.
May 23, 2006	Third meeting of Steering Committee. <ul style="list-style-type: none"><li>• Continue adding committee chairs</li><li>• Begin formulating budget</li><li>• Discussion of ideas for conference theme</li></ul>
June 16, 2006	Steering Committee meeting. <ul style="list-style-type: none"><li>• Continued discussion of theme</li><li>• Began to work on promotional materials for Nebraska meeting</li><li>• Began identifying potential symposium topics</li><li>• Finalizing fisheries and wildlife program chairs</li></ul>
August 15, 2006	Steering Committee meeting <ul style="list-style-type: none"><li>• Theme selected</li><li>• Began fine-tuning space utilization at Monona Terrace</li></ul>
October, 2006	Website up and running
October 12, 2006	Steering Committee meeting <ul style="list-style-type: none"><li>• Logo finalized</li><li>• Continued work on promotional materials for Nebraska</li><li>• Final decisions on space utilization at Monona Terrace</li><li>• Brainstorming on potential plenary speakers</li><li>• Continue adding committee chairs</li></ul>
November, 2006	T-shirt design, promotional flyer and bookmark finalized and printed for use in Nebraska

- Dec., 2006 Steering Committee members attend 67th Midwest in Nebraska, and provide 68th Midwest updates during Time and Place committee meeting.
- December 19, 2006 Steering Committee Meeting.
- Review of Nebraska meeting – lessons learned
  - Finalized committee chairs and committee structure
  - Continued discussion of plenary session ideas and speakers
  - Review of workshops and symposia to-date
  - Began discussing student activities
  - Reviewed draft budget and proposed registration fees
  - Developed sponsorship categories
  - Reviewed options for registration service and abstract service
- January 29, 2007 Call for symposia and workshops sent out with deadline of March 1
- January 30, 2007 Steering Committee meeting
- Budget update
  - Website update
  - More discussion of meeting space needs and utilization
- February 27, 2007 Steering Committee meeting
- Continued work on plenary speakers
  - Symposia/workshop update
  - Trade show vendor contract signed
  - Going to run our own abstract submission effort through website
  - Abstract submission guidelines outlined
  - Sponsorship letter to start going out
  - No junk decision made and local food emphasis desired
- March 1, 2007 Deadline for Symposia and Workshop submissions
- March 27, 2007 Steering Committee meeting
- Still working on plenary speaker line-up
  - Database for accepting abstracts in process of development
  - Assembling e-mailing lists to develop our distribution list
  - Made decision to use Registration Technology for conference
  - Another budget update
- March 31, 2007 E-mail first announcement promoting Midwest sent out
- April, 2007 First call for volunteers sent out electronically
- April 24, 2007 Steering Committee meeting
- Check-ins on committee work
  - Call for papers needs to go out soon

May 21, 2007 First call for papers sent out via e-mail

May 22, 2007 Steering Committee meeting

- Plenary speaker line-up almost finalized
- Updates from committees
- Continued discussion of budget and refinements

June 27, 2007 Second call for papers

June 27, 2007 Steering Committee meeting

- Plenary speakers confirmed
- Continued refinements of website offerings

July 11, 2007 Registration system up and running through conference website

July 25, 2007 Steering Committee meeting

- Decided to extend abstract deadline from August 1 to August 31
- Budget and committee updates

July 26, 2007 Third call for papers and announcement of abstract deadline extension

August 1, 2007 Original deadline for abstract submission (extended to August 31)

August 24, 2007 Steering Committee meeting

- Tour of Monona Terrace with committee
- Updates on most committees
- Discussion of AV needs and ways to reduce costs

August 31, 2007 Abstract submission deadline

Sept. 21, 2007 Steering Committee meeting

- Need to get draft program on website
- Will post abstracts on website when finalized rather than provide on CD, jump drive, or in hard copy
- Committee updates

October 15, 2007 Steering Committee meeting

- Program on website is up
- Continued refinement of approach to AV
- Finalized donors for inclusion on Website, Program, and signage
- Committee updates critical as conference is 60 days away

October 17, 2007 Schedule and Program-at-a-Glance posted on website

October 17, 2007 Registration reminder e-mail sent out to distribution list

November 8, 2007 One last registration reminder sent out

November 9, 2007	Room Block with hotels expires
November 9, 2007	Early registration cut-off date
November 9, 2007	Commercial and non-commercial exhibit registration deadline
November 13, 2007	Steering Committee meeting <ul style="list-style-type: none"><li>• Finalizing details for conference including budget</li><li>• Committee updates</li><li>• Signage, printing needs, Program-at-a-Glance finalized</li></ul>
November 28, 2007	Final Program-at-a-Glance to printer
December 3, 2007	Refund cut-off for conference registration
December 4, 2007	Steering Committee meeting <ul style="list-style-type: none"><li>• One last check-in with everyone</li></ul>
December, 5, 2007	Banners and signage printed
December 8, 2007	On-site move-in, last minute details
Dec 9-12, 2007	Conduct best Midwest since the 59 <sup>th</sup> held in Milwaukee
January, 2008	Subcommittee reports finalized
February, 2008	68th Midwest mailing list and committee reports provided to Ohio