

Keynote Speakers



Ray “the Soils Guy” Archuleta

Ray Archuleta is a nationally known and sought after speaker on soil health and cover crops. His infectious enthusiasm for soil health has earned him the moniker, “Ray the Soils Guy.” Ray comes from a farming family and has 25 years of experience with the Natural Resources Conservation Service, and is Certified Professional Soil Scientist. He has a B.S. in Agricultural Biology.



Eric Carson

Eric Carson is a geologist and associate professor with the Wisconsin Geological and Natural History Survey. He received his M.S. and Ph.D. from the University of Wisconsin-Madison, and has been working for the WGNHS since 2008. His research focus is on river systems on timescales ranging from hundreds to millions of years. He is currently working on the long-term evolution of the Wisconsin and upper Mississippi Rivers.

Breakout Session Presenters: *Locally Led Conservation Leadership*



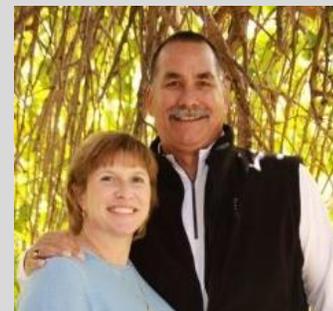
John Eron and his wife Melissa own and operate a custom harvesting and cash crop business in Junction City WI. John serves as President of the Portage County Farm Bureau, and is the spokesperson, and resource and education coordinator for the Mill Creek Watershed.

Jeff Endres of Endres Berry Ridge Farms is a fifth generation dairy farmer. Jeff is also Chairman of Yahara Pride Farms, a farmer-led organization working to improve soil and water quality, and advance new ideas and technology that balances water quality improvement with farm sustainability and profitability.



Rick Georgeson is the President of the Petenwell & Castle Rock Stewards, and a retired teacher. Rick and his family have enjoyed sailing on Lake Petenwell for 38 years.

Kirk Boehm is President and a founding member of the Lake Wisconsin Alliance, as well as a real estate agent who specializes in selling waterfront property. He has lived on Lake Wisconsin for 15 years.



Breakout Session Presenters: *Conservation Tools and Partnerships*



Andy Wallendal is a second-generation farmer. His father, Pete, discovered the importance of sandy and loamy soils for vegetable production and could not have chosen a better place to grow vegetables than the Central Sands region. Wallendal also says his father showed him how to maintain productivity through sound fertility programs. Eventually, Wallendal says he began to understand aspects surrounding nutrient release and how to control soil fertility. When it comes to technology, Wallendal Supply, Inc. is known as a leader and early adopter of variable-rate irrigation technology and is continuously improve its relationships and sustainability outcomes.

Wallendal is President of the Wisconsin Potato and Vegetable Growers Association (WPVGA). He previously served as Wisconsin Potato Industry Board (WPIB) President and Director, and Healthy Grown Executive Board Member.



Pat Socha is in his second year of no-till and using cover crops at his farm near Edgar, WI. This year he planted a mix of clover, barley and radish.



Paul Onan farms 350 acres in eastern Portage County. Paul milks 130 cows in a grass based dairy. The first experiment with no-till was in about 1985 with corn. Today, he is almost exclusively no-till on corn and alfalfa/grass seedlings. Paul has also begun experimenting with cover crops following corn.



Sam Warp is the Wastewater Superintendent for the City of Marshfield, WI. Sam spends his days overseeing the operation of a facility that cleans, disinfects, and removes nutrients including phosphorus, from the water we all flush down the drain. Sam's day involves more than just overseeing plant operations however, hear about the risks and economics associated with overseeing the operation of a wastewater treatment plant, and how his work intersects with agricultural producers.

Bob Micheel is the Director of the Monroe County Land Conservation Department, where he has provided conservation expertise since 1989. Bob has been instrumental in working with the City of Sparta implementing one of Wisconsin's first water quality trading plans. He grew up in Winona County, Minnesota, and his interests include tree farming and bow hunting.