



# 2014 Annual Report

We often measure our successes in numbers along the Trail. For the Ice Age Trail Alliance the numbers were remarkable in 2014. 2,379 volunteers contributed 78,354 hours to our mission...both records. The in-kind value of that time was well over \$1.7 million. Volunteers built 11 bridges, 30 rock walls, 18 boardwalks and managed 27 acres.

In 2014, we had remarkable successes that are not measured well in numbers. The Alliance was recognized as an accredited land trust. Our commitment to permanent land protection and stewardship is now regarded as one of the best in the country. It helped us protect 7 new properties.

A year-long process led us to a new 2015-17 strategic plan. Adopted by the Board of Directors in November, our successes in the next few years will depend on a team effort from members, staff, volunteers and an increasing number of partners.

New resources make the Trail more accessible. Our new Guidebook and Atlas were published, and our new website provides more information than ever.

The Alliance is as unique as the Ice Age Trail itself. The care of your Trail is more than numbers. As 2014 came to a close, we celebrated a fiscally responsible year, plenty of trail and land successes and a successful effort to reach out to increasingly diverse audiences.

At the same time, we look forward. There are stories of accomplishment, personal fulfillment and exploration that we need to capture and cherish. Your stories bring the Trail to life!



**Mike Wollmer**  
Executive Director & CEO



## 2014 by the Numbers

**2,379** volunteers gave  
**78,354** hours to the Ice Age Trail

**18** schools and community partners  
took part in caring for the Trail

**10.2** miles of new Ice Age Trail open

**43.9** miles of Ice Age Trail  
maintained and improved

**7** completed land acquisitions resulted in  
**417.7** acres and  
**3.9** miles of Trail  
protected (estimated)

## Alliance Receives National Recognition

In February, the Ice Age Trail Alliance achieved accreditation from the Land Trust Accreditation Commission, an independent program of the Land Trust Alliance. With this recognition, the IATA joins a total of 301 land trusts across the country that are currently accredited.

Accreditation ensures that we are conducting proper land transactions and have the resources in place to maintain and protect our properties. In other words, the work that you make possible to protect the Ice Age Trail will truly last forever.

This assurance extends beyond our land protection work as well. The accreditation process examined the policies and procedures and decision-making processes of the Board of Directors, strengthening the Alliance as a whole.

Finally, accreditation provides a valuable third-party validation that our organizational operations are sound. It's easy to assume or trust that our best efforts are as responsible as possible, both ethically and fiscally. Having the Land Trust Accreditation Commission of the Land Trust Alliance, a trusted entity in land conservation, affirm that truth and offer suggestions for improvement is a worthwhile investment. We will benefit from a new level of credibility with landowners and potential funders.

The accreditation process involved submitting extensive documentation, undergoing a rigorous review, and making improvements to our operations based on the recommendations or requirements of the Commission. In the future, we will apply for accreditation renewal every five years.



*You may have seen this image in our publications recently. Accredited land trusts are authorized to display this seal.*

# The Story Behind the Numbers

In 2014, 2,379 volunteers gave 78,354 hours of their time to the Ice Age Trail – both record-breaking contributions for the organization. When we saw these numbers totaled, we celebrated volunteers' commitment to move the Trail forward, and then we moved to reflection – what do these numbers tell us?

The story of these numbers demonstrates what your support has made possible over the years – immense growth in the capacity of our organization.

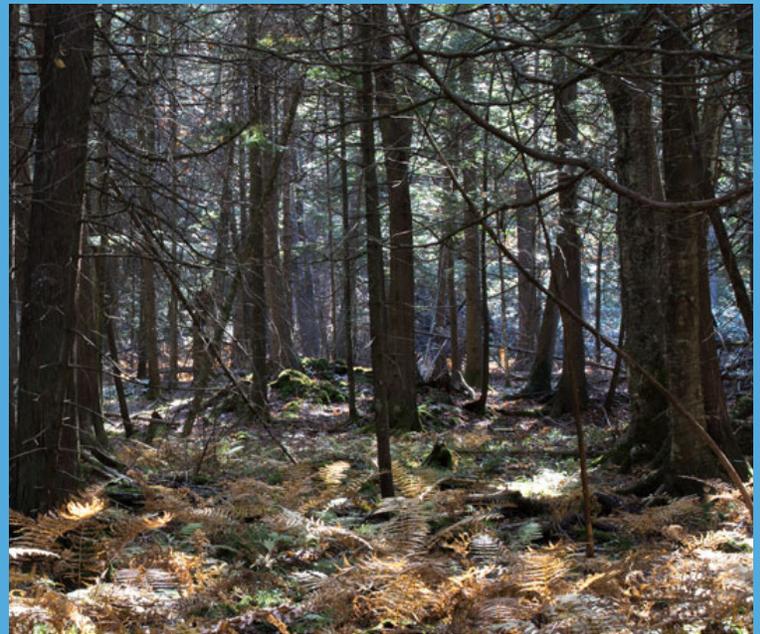
The skills of our staff working on the Trail have increased; they've been trained in and have applied professional standards in trail building and maintenance, land stewardship and restoration.

Through a variety of training events, we have transferred those skills to volunteers across the state. Volunteers know they can count on quality instruction and are calling for and attending increased numbers of trainings every year, such as Ice Age Trail University and Crew Leadership and Skills training.

Volunteers who participate with local chapters have organized around the skills they've learned. Sixty volunteers trained through the Mobile Skills Crew program's Crew Leadership and Skills training devoted significant time in 2014 to local trail stewardship projects and organizational efforts. This has created another transfer of knowledge – crew leaders are taking the skills they've learned, developed and practiced and teaching them to fellow volunteers in their local areas.

As skills and knowledge have grown, so has volunteers' commitment to the Trail, culminating in the contribution we saw in 2014. We're seeing the benefits on the ground, too – more and more miles of sustainable footpath that Trail users have told us “is a joy to walk on.”

You helped build the foundation that has made this growth possible, which includes a passionate Trail community that volunteers can be part of. We have plans in place to keep this momentum going and advance our support for volunteers and their needs. Your support will continue to make this important work possible.



*The Rice Lake bog, property protected thanks in part to the Groves' donation, offers endless opportunities to photograph stunning flora and fauna. Photo by Roger Zimmermann.*

## Fern Glen: Living Beyond Its Borders

In 2009, the Groves family generously donated a 175-acre conservation easement in 2009 on their family farm, Fern Glen, in Columbia County. The easement protects about .6 miles of Ice Age Trail and a wonderful viewshed. It will make it easier for the family to keep agricultural practices on the property in the future, and Frank Groves can rest easy knowing that his farm will not become a multiplex of houses and strip malls.

But the story doesn't end there. The Groves' generosity is just the beginning.

In 2014, the donated easement contributed to the protection of four properties across the state. We were able to leverage the donation with funding from the state's Knowles-Nelson Stewardship Program and acquire nearly 179 acres in Taylor, Marathon and Columbia counties. In total, the Groves' donation has contributed to the permanent protection of 4.6 miles of the Ice Age National Scenic Trail.

In October 2014, during a Lodi Optimists Club meeting, a few of our staff presented Frank Groves and family with a display and two custom-made benches reflecting the family's generosity to the Ice Age Trail. Each is furnished with a plaque commemorating the family's contribution. One bench will be placed around Frank's home; the other resides under a majestic oak along the Ice Age Trail above Fern Glen.

*Volunteers, working alongside Director of Trail Operations Tim Malzhan, assemble the frame of a new boardwalk at a Mobile Skills Crew trailbuilding project. Photo by Dave Caliebe.*

## Board of Directors

### Executive Committee

David Lonsdorf, Verona, WI  
 Bob Funk, Wheaton, IL  
 Marcy Kempf, Milwaukee, WI  
 Gary Klatt, Whitewater, WI  
 Jason Dorgan, Blue Mounds, WI  
 Dave Phillips, Madison, WI  
 Rebecca Hamrin, Milwaukee, WI

### Directors

Rod Bartlow, Slinger, WI  
 Kevin Delorey, Madison, WI  
 Jan Froelich, Verona, WI  
 Robert Melzer, Sheboygan, WI  
 David Mickelson, Madison, WI  
 Jerry Sazama, Chippewa Falls, WI  
 Nancy Schuster, Chippewa Falls, WI  
 Brook Waalen, Luck, WI

## Staff

Mike Wollmer, Executive Director and CEO  
 Tim Malzhan, Director of Trail Operations  
 Kevin Thusius, Director of Land Conservation  
 Eric Sherman, Member and Volunteer Services Coordinator  
 Brad Crary, Special Projects Coordinator  
 Tiffany Stram, GIS Specialist  
 Joanne Ellarson, Administrative Assistant  
 Matt Kaufmann, Development Coordinator  
 Luke Kloberdanz, Outreach and Education Manager  
 Dave Caliebe, Trail Program Specialist  
 Jamie Fisher, Publications Coordinator

## Ice Age Trail Alliance

2110 Main Street  
 Cross Plains, WI 53528  
 Phone: (800) 227-0046  
[www.iceagetrail.org](http://www.iceagetrail.org)

The mission of the Ice Age Trail Alliance is to create, support and protect a thousand-mile footpath tracing Ice Age formations across Wisconsin – the Ice Age National Scenic Trail.

For more information about the Alliance or to make a donation, please visit [www.iceagetrail.org](http://www.iceagetrail.org).

The IATA is audited annually. The Annual Report is available to the public online at [www.iceagetrail.org/iata/strategic-plan-annual-reports/](http://www.iceagetrail.org/iata/strategic-plan-annual-reports/) and by request.

# The Latest Guidebooks Hit the Trail

Thanks to your support, those who use the Ice Age Trail saw fully updated Trail information and navigation resources in 2014. We published the 2014 edition of the Ice Age Trail Atlas, introduced the 2014 Ice Age Trail Guidebook and unveiled our new website.

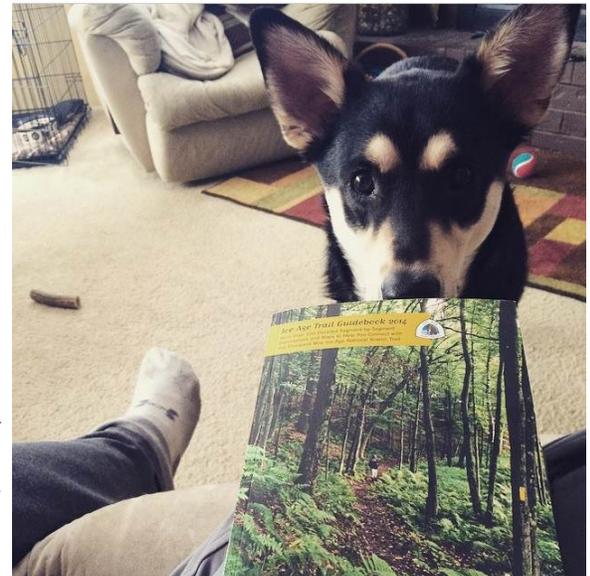
Trail users benefit from some key improvements in each publication. The Guidebook includes maps to accompany each segment description, and Atlas maps now feature segment names.

The website uses responsive design technology to adapt to mobile devices, serving the growing number of Trail users accessing our site on smartphones and tablets.

*Instagram user @Suzbru shares her excitement for hitting the Ice Age Trail: "A little bit of light reading on my Sunday. Once spring hits my friend and our dogs will be hiking the trail!"*

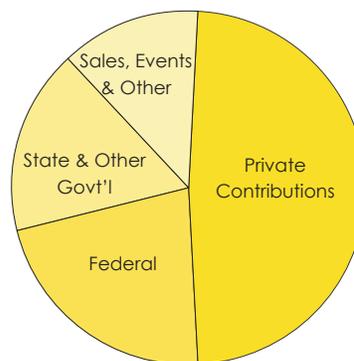


suzbru

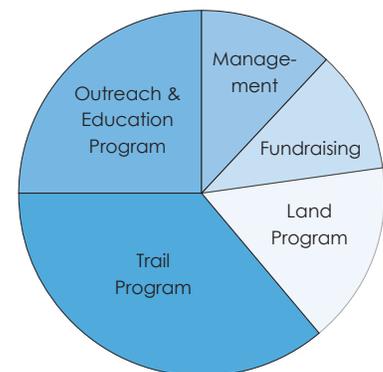


## 2014 Financials

### 2014 Revenue \$1,128,623



### 2014 Expenses \$1,137,157



### Revenue and Expenses

#### Revenue

Private Contributions	\$549,596
Federal	\$242,805
State & Other Governmental	\$186,902
Sales, Events & Other	\$149,320
<b>Total Revenue</b>	<b>\$1,128,623</b>

#### Expenses

Land Program	\$177,507
Trail Program	\$412,567
Outreach & Education Program	\$287,633
Management	\$130,441
Fundraising	\$129,009
<b>Total Expenses</b>	<b>\$1,137,157</b>