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INTRODUCTION

Needs and Goals

This document is a master plan for developing interpretive facilities at the Wisconsin Conservation Hall of Fame.

It is an integrated communication plan based upon Pert and Woods "A Communications Model as a Framework for Interpretation Planning" (1976). In this model five basic questions are answered. Simply stated, these questions are:

Why?
What?
Who?
How?
When-where?

We first need to determine what it is that we are to communicate. The mission statement for the Wisconsin Conservation Hall of Fame charges us to commemorate those individuals who have made significant contributions to the Wisconsin conservation movement.

The how, when, and where of this interpretive plan will be defined in the delivery matrix section of this study.

Finally, a systematic approach to evaluation will be identified.

Need for a Wisconsin Conservation Hall of Fame

Wisconsin has historically pioneered new concepts and ideas. A number of progressive steps toward the conservation of natural resources have originated in Wisconsin including: the first rural zoning law in the U.S., the first pilot soil conservation demonstration project in the U.S., the first general conservation curriculum started by Fred Schmeeckle, and the first bond issue for outdoor recreation.

These progressive ideas and programs have been accomplished through the continuing efforts streams of leaders in the conservation field. These individuals have exhibited wisdom, foresight, and perseverance, and have gained support of the Wisconsin citizenry. The citizens of Wisconsin are the beneficiaries of the leadership of those who have cared about the misuse of air, soil, water, mineral, forest, and wildlife resources.

The Wisconsin Conservation Hall of Fame and Hall of Fame Foundation have been established to permanently recognize the people who have made contributions in resource management. The Hall of Fame shall encourage citizens to involve themselves in efforts to manage resources effectively and beneficially, promote an interest in conservation among Wisconsin youth, and to encourage continued education about conservation issues so they inspire leadership in future resource conservation efforts.

Mission Statement and Goals

The mission of the Wisconsin Conservation Hall of Fame is to commemorate individuals who have significantly contributed to conservation programs, projects, or public understanding in the state of Wisconsin. The creation of a Conservation Hall of Fame offers a unique opportunity to go beyond a simple presentation of wall plaques to commemorate the leaders of the conservation movement. The Hall of Fame offers the chance to expand the visiting public's understanding of the need to preserve, improve, and maintain the natural resources upon which we depend. This process begins by uncovering the basic ecological concepts that govern all natural systems. The process continues by presenting an overview of our state's resource history against which the significance of Hall of Fame inductees' contributions can be better measured. Finally, the visitor can be shown that his or her actions do affect the quality of our lives and that the quality of our lives is directly linked to the quality of the environment. The Conservation Hall of Fame, through exciting and interactive exhibits, can present the 'whole picture' and help guide and motivate the visiting public toward an environmental ethic in the spirit of those conservation leaders commemorated within its walls.

The following is a list of specific goals, objectives, and themes on which interpretive exhibit planning will be based.

Mission Statement

As stated above, the Wisconsin Conservation Hall of Fame shall commemorate individuals who have significantly contributed to conservation programs, projects, or public understanding in the state of Wisconsin. Specifically, the Wisconsin Conservation Hall of Fame shall address the following goals and objectives:

GOALS, OBJECTIVES, THEMES

Goals, Objectives, Themes

I. To demonstrate Conservation Hall of Fame inductee contributions to the conservation of Wisconsin and American resources. (Goal #1)

   A. To make available information about the specific personality and personal contribution of each inductee.

      1. To detail specific conditions that led each inductee to their commitment to the conservation movement.

      2. To show how the inductees' attitudes and ideas were significantly unique for their time.

      3. To outline the major career contributions of each inductee.

      4. To place the contributions of the inductees against the chronological events of Wisconsin history.

II. To detail Wisconsin resource development history. (Goal #2)

   A. To make available information about the natural history conditions before European arrival (pristine Wisconsin).

      1. To place European/American exploration and settlement against geologic history of Wisconsin.

      2. To describe the major pristine biotic communities present in Wisconsin at the time of exploration.

      3. To identify specific resources within these biotic communities and their economic value to the emerging "white culture."

      4. To contrast resource use by indigenous populations to the subsequent immigrant cultures.

B. To make available information concerning the chronological developments of Wisconsin's natural resources.

1. To explain the development of fur trade, lead mining, and lumbering and the cultural, economic, and environmental effects of these actions.

2. To describe the patterns of immigration and settlement of Europeans and other groups in pursuit of Wisconsin's resource wealth.

3. To show the environmental effects of exploitive resource use practices in Wisconsin.

4. To explain the origins of a conservation ideal and its eventual integration into public policy as manifest in establishment of the C.C.C. and Wisconsin Conservation Department.

5. To interpret the origin and development of a holistic or integrated view of conservation.

C. To describe the acceleration of human technologies and the subsequent effects on the use of Wisconsin resources.

1. To examine the effects of the industrial revolution as they relate to Wisconsin resources and their use.

   a. Transportation "from ox cart to Lear jet."

   b. Mechanization, the shift "from beasts of burden to nuclear power."

   c. Shift in scale, craftsmen to mass assembly.

2. To examine the effects of the scientific revolution as they relate to Wisconsin's resources and their use.

3. To examine the effects of changing technology as they relate to changing lifestyles.

III. To encourage visitor participation in the conservation of Wisconsin's resources. (Goal #3)

A. To demonstrate how the quality of life is dependent on the conscious wise use of our nation's resources.

B. To detail how resource issues extend beyond political boundries and that Wisconsin currently faces natural resource dilemmas that reflect a complex interrelated situation.

C. To remind the visitor that his/her actions, individually and collectively, effect the use of our natural resources, and effect the long and short term quality of our lives. The visitor can make a positive impact.

To understand how these goals and objectives will be integrated into the museum exhibit plan, please see the Media and Exhibit Summary section of this document.

Site Evaluation

Why Stevens Point?

Stevens Point lies at the approximate geographic center of Wisconsin at the intersection of two major transportation corridors. Highway 10 is a major east/west route between the Fox River Valley and Minnesota's Twin Cities. Highway 51 is a major north/south route that connects population centers of southeast and south central Wisconsin with the major vacation areas of north central Wisconsin and Michigan's Upper Peninsula. Stevens Point has historically served as a midway stop-over for thousands of travelers.

The geographic location of Stevens Point has led to the development of a large convention and tourism economy. A large convention center which serves numerous state and regional conventions annually has been developed just west of the Conservation Hall of Fame.

The University of Wisconsin-Stevens Point

The University of Wisconsin-Stevens Point, with an enrollment of approximately 9,500 students serves the region as a vehicle for a variety of educational, recreational, and cultural opportunities. University of Wisconsin-Stevens Point and staff will be available to provide technical and scholarly consultant services.

The University of Wisconsin-Stevens Point College of Natural Resources is recognized nationally for its contributions to the conservation field. Undergraduate education in paper science and natural resources is specifically referred to in the select mission of the UW-SP. The college offers programs in six disciplines including forestry, paper science, resource management (includes the Central Wisconsin Environmental Station and Schmeeckle Reserve), soils, water (includes the Environmental Task Force) and wildlife. In addition, the university is charged with providing basic graduate programs in natural resources. The College of Natural Resources contributes 25 percent of the university's enrollment and graduates.

The College of Natural Resources (C.N.R.) is the oldest program of its type and grew from the work of Professor Fred Schmeeckle for whom the Schmeeckle Reserve is named. The association between conserva-

tion, UW-SP, and the city of Stevens Point is well established.

The C.N.R. serves a broad clientele, including undergraduate and graduate students, natural resources professionals, public school teachers, area citizens and decision-makers, government agencies, the private industrial sector (particularly the paper industry), and the natural resource scientific community of Wisconsin and the midwest. The college serves these publics in different ways: it is a source of talent for prospective employers, a focal point for professional growth, and a center for environmental information.

The Schmeeckle Reserve

The Schmeeckle Reserve is a 200 acre natural area owned and operated by the University of Wisconsin-Stevens Point. The Reserve seeks to maintain and enhance the natural communities found within for educational and recreational purposes. The Reserve bears the name of Fred Schmeeckle whose work at the university led to the development of the current College of Natural Resources.

Development of the Wisconsin Conservation Hall of Fame in association with the Schmeeckle Reserve Visitor Center is advisable for the following reasons:

The existing visitor center is easily accessible from major transportation routes.

The existing structure provides many physical facilities required by the establishment of a Conservation Hall of Fame including sewer and water, heating capabilities, etc.

The Schmeeckle Reserve Visitor Center is currently in operation and serves as the trailhead and orientation center for the 200 acre Reserve property.

The programs offered through the Reserve are compatible with the program content of the Hall of Fame. This linkage can be further developed by a comprehensive communication plan.

· The Schmeeckle Reserve can offer the Hall of Fame professional, physical, and program development at minimal cost by employing a variety of resources including: Schmeeckle Reserve administrative and maintenance staff, university work-study and regular students, graduate students, and professionals within

the College of Natural Resources and other appropriate areas.

The Conservation Hall of Fame can enjoy additional visitation produced through the programs offered by the Schmeeckle Reserve and other university functions.

THE VISITOR

The Visitor

It is essential to identify visitor groups and their individual perspectives to assure that interpretation content and communication techniques are tailored to their needs. Certain groups are identified and targeted as primary audiences to maximize our communications efforts.

Visitor Analysis

The following visitor analysis has been compiled from a variety of sources. Sources for university users include: UW-SP Admissions and Registration/ Records offices, interviews with Schmeeckle Reserve Director, College of Natural Resources publications. Sources for Stevens Point area non-university visitors include: Stevens Point Chamber of Commerce, Holiday Inn staff, Schmeeckle Reserve Director, personal observation. Sources for Stevens Point overnight visitors include: Holiday Inn staff, Stevens Point Chamber of Commerce, personal observation. Trans-Wisconsin traveler sources include: Wisconsin Department of Tourism publications, Wisconsin Department of Transportation, Division of Planning Traffic Surveys, personal observation.

Visitor Receiver Groups

The Conservation Hall of Fame will attract visitors from a broad variety of backgrounds and points of origins. Therefore, the exhibits found within the Hall of Fame must offer a variety of interpretive techniques, both in content and approach, to appeal to such a diverse audience.

The following receiver groups to the Hall of Fame have been identified:

I. University Visitors.

A. UW-Stevens Point Students - majority from state of Wisconsin interested in natural resources and their state's history.

1. Class use - Over 31,000 class hours are documented in the Schmeeckle Reserve annually. During these hours of visitor contact, specific time frame and purpose of visit is structured. *Schmeeckle Reserve file under Visitor Use data.

2. Recreational - Visitors enjoy informal time structure, and are entertainment oriented. A 1985 survey of 200 UW-SP students found that 88 percent of the student use of Schmeeckle Reserve was for leisure time activity such as walking, jogging, and quiet reflection.

3. University Employees - Most are long time residents of central Wisconsin with interest in local area history/ natural history. Interest in Schmeeckle Reserve.

4. UW-SP student families - UW-SP students often guide informal tours of campus and community for parents and families. The majority of UWSP students come from rural Wisconsin communities with a small percentage of college educated parents. This creates opportunities for frequent parental visits. (UWSP student perception study 1984-85)

B. University Conference & Seminar Participants - The University of Wisconsin-Stevens Point has become successful in hosting a variety of state-wide and national conferences including the National Suzuki Workshop, the National Wellness Conference plus numerous natural resources seminars and Elderhostel programs. This audience is typically composed of professional adults interested in educational and recreational free time use.

C. University Faculty & Staff - Professional adults and families looking for enrichment recreational activities. These visitors are interested in local history and natural history.

II. Stevens Point Area Non-University Visitors.

A. Schmeeckle Reserve Program Participants - Typically consist of recreating adults and family groups interested in local natural history topics and ideas.

B. Civic/Conservation Groups - Adults with special interest in political and practical ramifications of conservation. Typically socially and environmentally conscious.

C. Schmeeckle Reserve Day Users - Often couples and family groups enjoying unstructured time, seeking active recreation opportuni
ties.

D. Non-University Area Professionals - Resident and visiting professionals: Often interested in Wisconsin history. Usually restricted to limited time available.

1. Insurance industry.

2. Agri-business.

3. Health care.

E. Schools & School Related Programs - Typically following regimented time schedule. Interests determined by age/maturity which is relatively consistent throughout group. Preregistration of groups can facilitate additional staff requirements. Attention span typically limited. Reading skills undeveloped in younger groups.

III. Stevens Point Overnight Guests.

A. Holidome & Hotel Users - Adults and adults with children. Arrival time in Stevens Point often late afternoon. Unfamiliar with recreational resources of area. Seeking recreational experiences.

B. Point Area Recreation Users - Longer/more flexible time available. Able to investigate local recreation resources.

C. Business Related Visit - Conference center participants. Insurance company business.

IV. Trans-Wisconsin Recreation and Vacation Travelers.

A. Wisconsin/Michigan "northwoods" final destination.

By seasons - <u>fall</u>...includes hunting, "sportspeople." <u>winter</u>...includes skiing /snowmobiling public (heavy clothes). <u>spring</u>...includes fishermen/women. <u>summer</u> ...active and passive recreational users. (Wis. Dept. of Tourism)

B. East/West Travelers -often family/business related. (Wis. Dept. of Tourism)

C. Illinois Family Visitors -unfamiliar with Wisconsin history. (Wis. Dept. of Tourism)

V. Visitors with Special Interests.

A. Conservation Group Members - Including members of supporting conservation groups. Interested in seeing their organization's resources/input. These sportspeople exhibit interest in conservation movement in Wisconsin and environmental ethic.

B. History "Buffs" - Interest in specific detail and how conservation history is integrated into larger historical picture. Interest in artifacts/historic authenticity.

C. "Passive" Outdoor Recreation Users (includes photographers, nature study enthusiasts, canoers, backpackers, sightseers, etc.) Interested in scenery, aesthetics, wilderness.

D. "Active" Recreation Users (includes hunters, fishermen, snowmobilers, downhill skiers, etc.) - Interest in access, wise use, resource management.

E. Development Oriented Users (includes dining out, sightseeing, boating) -Interest in entertaining recreation, often with limited exersion.

VI. By Group.

A. Individuals - Self paced; requires more personal interaction with display.

B. Families.

1. Adults - Can comprehend more complex topics. Can spend more time.

2. Small children - Like audio/visual and interactive interpretive displays. Limited reading abilities/attention spans. Sound produced by children may distract other visitors.

3. Senior citizens - Occasionally limited mobility.

4. Handicapped - Some limited mobility. Require wide exhibit entrances. Require appropriately placed exhibits.

C. Organized Adult Tour Groups - Often seniors with varying degrees of mobility. Large group arrivals often unpredictable, unless preregistration system is employed.

Summary of Visitor Use

Observations and obtained data implies that receiver groups will be diverse in interest and age. Certain demographic characteristics are more prevalent than others however.

It is anticipated that most adult visitors will have attained a higher level of education than the average American. Nearly all visitors will arrive at the conservation center in a leisure frame of mind. A majority will consider themselves conservationists. The emphasis of the interpretive plan will consider these characteristics.

WISCONSIN CONSERVATION HISTORY

Wisconsin Conservation History

For the development of this plan two general attitudes toward the natural resources of North America shall be identified. Steward Udall identifies these attitudes as "old approach" and "new approach." Settlers coming to this land to establish roots, to observe conservative agricultural practices and to, in general, perceive their role as stewards or caretakers of a resource belong to the "old approach." Marcus Whitman and the Mormans, the Mennonites, and Amish and a variety of other ethnic and religious groups collectively understood and accepted the profound responsibility for the care and maintenance of the land they worked. (6-69)

This attitude toward the earth is in direct contrast with those Udall identifies with the "new approach." These individuals, corporations, and governments viewed the seemingly limitless resources of North America as the source of potential personal gain available to those with the courage, knowledge, and wherewithall to wrestle the resource from a hostile environment. Be it timber, mineral wealth, or wildlife, the "new approach" axiom called the individual to find, use, and move on to the next opportunity. Udall writes that in many areas settlers put down roots "but it was inevitable in a virgin land that raider attitude would predominate. These men were the doers and movers under the creed of laissez-faire, their very success as creators of new technology and new wealth seemed to make long range thinking on resources irrelevant." (6-70)

The Conservation Movement in America

We live in a world very different than the America explored by the first Europeans. Settlers found a climate cruel and unforgiving. The lines of communication were poor, and the comforts of life to be expected within its black tracts of wilderness were minimal. Yet people came, at first in small numbers to find a new life, a new beginning, a new fortune. They came from Portsmouth and Callais, Hamburg and Oslo. They came to this vast continent to escape economic, political, or spiritual strife.

Buffalo and elk peered out at those first Jamestown settlers from the banks of the Potomac River. Passenger pigeons blackened the American sky during their annual migration. Heron, ibis, and egret punctuated the shallow brackish water of the southern tidal estuaries and the everglades of Florida. Be-

neath the soil were deposits of gold, silver, lead, and oil. The new world was a continent of unfathomable natural richness.

Between Christopher Columbus' tenuous maiden voyage in search of a western sea route to the orient in 1492 and the first half of the 17th century, the major powers of Europe set sail to lay claim to the wealth of the new world. Many factors made this exploration technically possible and economically imperative.

The slow collapse of the feudal system in Europe and the consolidation of nation states within that continent allowed the concentration of capital necessary for large scale exploration. A cornerstone of this development was the acceptance of a new rationalism that grew out of the age of enlightenment. This social/intellectual movement was intertwined with the Protestant reformation, the secularization of European society and the rise of a merchant middle class. The scientific technology that was born from this rationalist approach to understanding our universe helped create the tools necessary for worldwide exploration.

By 1754 the new world had been parcelled out by the old world. Major armed confrontations between old world "super powers" were fought time and again over the newly controlled territories and the riches found within.

Initial forays into the new world sought to retrieve easily exploitable resources for use in European economies. Cortes, Pizzaro, and other Spanish explorers roamed the countryside of South, Central, and North America in search of gold and silver. The French and English established footholds on the American continent and eventually fought over international territorial claims inflamed by friction over the control of prime beaver trading territory in the Great Lakes region. The military confrontations and political strife of the 18th and early 19th century were in part the result of the dash for new sources of natural resources. The American colonies also presented new market opportunities to growing European industrial economies. It was under these conditions that the United States was born.

The First Europeans to Wisconsin

As early as the 1630's French explorers had entered the uncharted American northwest in search of a beaver and other valuable furs. Henry C. Campbell

noted that Wisconsin was the strategic "divide" between the St. Lawrence basin and the Mississippi basin. The three most practical routes from the Great Lakes to the Mississippi passed through territory that would someday become Wisconsin. Wisconsin was in very truth the key to the West. (6-74)

The initial visit by Jean Nicolet ordered by Champlain in 1634 to restore peace between the Winnebago and Huron Indians reflects not only the value placed by European on the fur trade, but also political and economic confrontation between France and England for control of that resource. Subsequent explorations by Marquette and Joliet illustrate the missionary zeal of the period. The voyages and subsequent explorations by LaSalle, Duluth and others unlocked the water highway network to Europeans hungry for adventure, opportunity, and wealth. (6-74)

The development of the Great Lakes region's fur resource would have profound effects on the political and economic development of the North American continent. In Wisconsin the fur industry is responsible for settlement at a number of sites including Green Bay, Prairie du Chien, and Milwaukee. In many cases the fur traders were followed by the military who were followed by settlers. The earliest Wisconsin fur traders "generally came from a less remote frontier they had seen develop rapidly. They had higher expectations and entrepreneurial notions than were available to them." (4-93)

Early American Conservation Prophecy

Even during the Jeffersonian era of our young democracy, a few perceptive individuals saw the need for conservation. Edmund Ruffin called on the American farmer to "choose and choose quickly" soil conservation practices. Ruffin was alarmed with the abused and worn out plantations of the south. (6-70)

President John Qunicy Adams has been called one of this nations unacknowledged prophets of the conservation movement. Adams held a deep distrust for land speculators and was suspicious of large scale giveaways of land to those who would invariably abuse the resource and move on. Adams believed that land was the prime source of capital and wealth. He also believed that the resources of the land should be utilized for the good of society by providing revenues for schools, science, canals, and roads. Many of Adams' ideas would eventually be implemented by both Roosevelts, but were premature by almost a century. The prevailing spirit of spoils, both in

politics and resources doomed Adams' chance for re-election in 1828, and the incoming populist president Andrew Jackson quickly threw open the gates of public lands to "the people." It was retired John Qunicy Adams that helped crystalize the ideas of natural resources within the men who would become the framers of a new American land ethic. (6-73)

George Perkins Marsh met President Adams while Marsh was a congressman from Vermont. In his short lifetime, Marsh had been a farmer, a lumber dealer, a sheep rancher, and a lawyer. He had also watched the rapid deterioration of the country around his Green Mountain home. Marsh watched the effects of past misuse of the land. He questioned the American myth of super abundance. He understood that progress was possible "only if men used wisdom in managing resources." Marsh's contacts with the political and intellectual circles of Washington, coupled with the perspectives gained during various diplomatic assignments around the world, provided the raw material that would eventually be consolidated in the milestone book Man and Nature, first published in 1864. (6-75)

The book called attention to the balance of nature and the complex interrelationship between living organisms and their environment. This branch of science is now known as ecology. Man and Nature investigated a variety of environmental issues. As a result "Marsh did more than any of his countrymen to deflate the illusion that resources of the United States were somehow self-renewing and inexhaustible." The upshot of Marsh's work was to appeal for the wise scientific management of the natural resources of the United States. He advanced the cause of advocates for a United States forestry program and was perhaps most significantly the founder of a new land ethic. (6-75; 76)

Resource Development in Wisconsin Through the Civil War

Lead Mining in Wisconsin

Governor Henry Dodge ordered the first census when Wisconsin became a territory in 1836. At that time, 11,683 whites were counted. Of that number 5,234 resided in Iowa county in southwest Wisconsin. The majority of these people were of Scots-Irish or English in origin and men outnumbered women 2,311 to 691. This concentration grew around the large de-

posits of lead bearing ore. The development and exploitation of this mineral resource beginning in the mid-1820's played a significant chapter in Wisconsin history. (4-91)

The mining era in Wisconsin represents a pivital point - the changing technological evolution of the 19th centry. By the 1840's most surface ore was gone. The technical problems of digging shafts was solved by the Cornish who flocked to the area. They were hard rock miners who used water diversion and blasting to wrestle the ore from the ground. (7-117) By 1849 most hard rock miners had left for the California gold rush.

Yankee and European settlers helped produce a commodity that was often in short supply. The development of the lead mines led to the demand for improved roads, canals, and railroads.

Before 1820 most river traffic was carried by keelboats which could be worked upstream only with great difficulty. By 1823 keelboats were being replaced by river steamers. By 1847 large wagons drawn by 12 to 16 oxen called "lead schooners" travelled in trains from the mines to the Great Lakes. By 1857 Milwaukee and Chicago had rail connections to the river. The transportation links of oxen and rail tied isolated populations together. It became easier to fill the intervening miles with farms and towns.

The Fox-Sauk Indian nation, centered around the Rock River at the present Wisconsin/Illinois border, experienced pressure from growing white settlements in southwestern Wisconsin and increasing agricultural settlements in southeastern Wisconsin. This stress resulted in the rise to power of Black Hawk, the subsequent conflict, and the now legendary flight across southwestern Wisconsin. (4-106)

Wisconsin Fever

Media coverage of Black Hawk publicized new agricultural land. The 1825 completion of the Erie Canal had put prospective ports on the west shore of Lake Michigan on an all water route to the port of New York. These developments, coupled with a seemingly endless stream of northern European immigrants, created a rapid immigration to Wisconsin. The first rush was more of an urban phenomenon with more interest in town lots than farmlands. (4-103)

Wisconsin Agricultural Development 1840-1870's

Settlers from the eastern United States and from western Europe rushed onto south Wisconsin during the 1840's through 1870's. They came because of the increasingly efficient transportation networks and the cheapness and fertility of the soil. Wheat was the choice crop of Europeans and their dependents, especially in former prairie lands and oak openings of Racine and Kenosha counties as well as the Rock River Valley. Wheat commanded a cash price at the lake ports, stored well, and for a few years during the 1860's, Wisconsin became the leading wheat producing state. (4-240)

The rapid maturation of the wheat crop, the lack of an inexpensive labor source and the primitive nature of wheat harvesting equipment stimulated Wisconsin's entry into the growing farm machinery industry including the 1918 formation of the J. I. Case Co. in Racine. (4-241)

The boom of the wheat industry ended as quickly as it began. Exploitive agricultural practices caused depletion of topsoil. Severe winters killed the winter wheat crop for seven consecutive winters. Serious diseases including chinch bugs, smut and rust completed the dethroning of "King Wheat." By 1880 the major wheat growing areas in the United States had continued to move west and northwest. (4-241)

Post Civil War America

The prophetic observations of George Marsh were received by a few key intellectuals and policymakers. But for the most part, his words fell on deaf ears. In 1865 the United States was on the threshold of what historian Vernon Parrington would call the "great barbecue" of American resources. Technological improvements to machinery made possible by the Civil War, coupled with the pooling of northern venture capital and unending stream of cheap immigrant labor created the ideal conditions for rapid westward expansion and resource exploitation. (7-84)

Post Civil War America was punctuated by the rapid westward expansion of the American frontier including the near annihilation of the vast herds of North American bison and by wasteful logging of huge tracts of virgin timber in the Great Lakes and Pacific Northwest regions. Advancements in post war mechanical technology improved transportation systems including the construction of transcontinental rail

networks. These improvements made complete resource development possible.

Government policy during this period typically encouraged development of these resources as epitomized by the Grant administration. Udall writes that "from the day General Grant took office in 1869, the main business of government was the business of abetting the raid on resources." (7-84) The successive scandals that afflicted the Grant administration eventually helped cause its demise.

Carl Schurz

Mounting protests against the waste of resources found a voice within the political system with the election of Rutherford B. Hays in 1877. Hays appointed an energetic senator from Wisconsin, Carl Schurz, to the position of Secretary of Interior. Schurz held the Marsh approach to resources. Schurz is best remembered as a land reformer who "sounded the rallying cry and excited the first hopes that the remaining forests might be saved." (7-86)

The first act undertaken by Secretary of Interior Schurz was an intensive investigation of forestry practices of the day. The report concluded that lumbermen were "not merely stealing trees, but whole forests." Schurz ferreted out corruption within the federal agencies entrusted with the protection of America's forestland and launched an aggressive program to enforce the protection of public lands. The progressive conservation programs Schurz championed drew immediate contemptuous responses from timber state congressmen. James G. Blaine of Maine called Schurz's recommendations outrageous and un-American. Blaine succeeded in mobilizing the necessary congressional support to eliminate the Department of Interior's small appropriations for timber inspectors. (7-87)

Schurz was disturbed that the people's forests were unwatched and unmanaged. With the support from the newly organized American Forestry Association, Schurz continued a limited campaign of protest and reform. (7-87)

The Wisconsin Forest

Perhaps the most dramatic alteration to the Wisconsin landscape came with the rapid and complete exploitation of its vast timber resources.

True forest covered approximately 3/5 of the state of Wisconsin. White pineries extend north of a line from Manitowoc to Portage north to the St. Croix River. Where soils and climate were favorable, pines yielded up to 40,000 board feet/acre. The white pine was a desirable lumber for a growing nation. Its wood was soft, straight grained and light. It maintained its dimension and was easily worked.

The insatiable demand for lumber of an expanding American midwest created ideal conditions for the complete exploitation of Wisconsin's vast pine forests between 1850 and the turn of the century.

"The pines grew along the tributaries to Green Bay including the Oconto, Peshtigo, Lower Fox, and Wolf Rivers. The upper Wisconsin stretched into the pineries. The Black, Chippewa, and St. Croix tapped rich areas of pine and emptied into the Mississippi, which bordered the expanding prairie agricultural region to the west." Initially, lumber was harvested along these river systems and transported by water current to mills and shipping points downstream. Lumber sawn at stream side mills throughout the region was bundled into rafts. Skilled river men guided these ungainly vessels down the treacherous river courses to distribution points downstream. By the end of the rafting era in the mid-1880's, rafts were towed by steamboats. (4-301-302)

The development of an inland rail network, especially after 1871 brought a technological revolution to the pineries. Railroad penetration allowed the removal of timber away from navigable streams and extended the season beyond winter. The 1890 census takers found 1,033 sawmills in the state, the annual cut reached over 4,000,000,000 board feet in 1892. (4-302)

The end of the logging boom came only as forest resources had been totally exploited. "From Chippewa Valley, Daniel Shaw Lumber Company contracted only for white pine in the 1860's, a minimum of 18 inches in diameter at the small end of the log. By the 1870's, this had shrunk to 12 inches, by the eighties there could be no more than five logs to furnish 1,000 board feet, by the 1890's eight logs, and only a small portion were white pine." (4-309-310)

Exploitation of Wisconsin's vast pineries reflected the 19th century values that viewed the conversion of this unused resource into "jobs, private fortunes, towns, bustling factories, houses, barns, and fences on the prairies to the west" as worthwhile and necessary. Conservationists of the time were

generally concerned with climatic implications of deforestation, or the flood control functions of the natural growth. Policy makers were impatient of any advice that was contrary to prevailing views and they were not exposed to much of it. So far as the state legislature was concerned, the federal government effectively set land policies. It was the wholesaler and retailer of millions of acres. (4-309)

There existed no scientific standards to repair the environmentally damaged land, no trained bureaucracy to enforce these standards had they existed to be translated into law, and no discernable public support for serious limitations upon prevailing practices until the 1890's when the question was already academic for Wisconsin. The federal government had disposed of all but 600,000 acres in Wisconsin by 1892 without considering any serious alternative. Sixty years later, not over 1/16th of the former pine forestland in northern Wisconsin was in farms, but the state of Wisconsin, which fell heir to nearly 30% of the land had exhibited no great foresightedness. (4-310)

Exploitive harvesting practices created monumental erosion problems. Logging practices also contributed to the outbreak of a series of devastating wild fires including:

Pestigo: Oct. 8, 1871
Oshkosh: April 28, 1875
Marshfield: June 27, 1887
Iron River: July 27, 1892
Fifield: July 27, 1893
Phillips: July 27, 1894

(2-207)

Major John W. Powell

Calls for conservation were heard from the American West in an 1878 report to congress by the legendary Civil War veteran and explorer John W. Powell. The report compiled by Powell after years of exploration of the American frontier was entitled "A Report on Lands of the Arid Regions of the United States." The document included a far ranging conservation plan for the settlement of the arid west, including an interpretation of Jeffersonian political and social institutions adapted to the special environment of the West. (6-88)

However, Powell did successfully press for the creation of the United States Geological Survey, an

agency commissioned to find facts about the earth so that sensible resource planning could begin. (6-94)

This plan sat dormant until the late 1880's when congress passed crisis legislation in 1888 and Powell was selected to develop specific plans for western irrigation projects. One year later impatient politicians crushed the Irrigation Survey and the general plan was all but dead. (7-96)

The American Forests

The 1880's and 1890's were marked by continued wholesale resource development in an atmosphere of "everyman for himself." Before the end of the forest raids about one half of the nation's cutover forest had been put into farms, the other half allowed to return to second growth. By 1920 only 1/5 of America's virgin forests were spared. (7-99)

By this time the effects of wasteful forest and land use practices were clearly visible. The New York Forest Commission became the first government agency to reverse the trend in 1872 with a moratorium on the sale of state forest lands. During this period, professional organizations like the American Association for the Advancement of Science and the American Forestry Association began a concerted campaign to save the nation's forests. (7-99)

The push for forest preservation gained little ground during the 1880's, but did establish a national toehold with the support of President Harrison and his Secretary of the Interior, John W. Noble. Through shrewd political manipulation Noble inserted a 60 word rider to a 1891 land bill before congress that eventually would be used to establish the nation's forests and national parks. The bill allowed the presidents the power to "withdraw" or set aside certain forest land from development and to control the use of the remaining forest lands. By 1892 over 13,000,000 acres and 15 reserves had been "withdrawn" by President Harrison. Additional attempts in 1897 by President Cleveland to double the size of the reserved land met with dramatic resistance from congress to the point where an impeachment of the president was threatened. (7-100)

Gifford Pinchot

Onto the scene enters Gifford Pinchot, a well born, well educated, European trained forester who was appointed as the Department of Agriculture's

Chief Forester in 1898. Steward Udall writes that Pinchot "had the clear eye of a scientist, a naturalist's love of the woods and open spaces, the moral fever of an evangelist, and a politician's intuition." All of these assets were put into play as Pinchot labored toward the resolution of the growing controversies surrounding a national conservation policy. Pinchot argued against the concept of forest reserves as established by Noble, Pinchot believed that the "ax should be regulated rather than stopped in mid-air." He believed that a forestry plan could not work if its directives were simply issued from Washington or a state capital. Forest management programs must be acceptable to those people directly affected. Pinchot sought a program of sustained human use, but human use none-the-less. (7-102)

Pinchot gained the ear of President Theodore Roosevelt early in his first term. During Roosevelt's first state-of-the-union message, the president proclaimed that "the forest and water problems are perhaps the most vital internal questions of the United States." (7-103) In 1905 Pinchot masterminded the transfer of the national reserves from the Department of Interior to the Department of Agriculture. The lands were soon designated as national forests. Close professional and personal partnership with Theodore Roosevelt allowed Gifford Pinchot to excel to unparalled accomplishments. Pinchot's direction created a Forest Service that was in its time "the most exciting organization in Washington." In 1907 16,000,000 acres of new national forests in five states were added under the Act of 1881. The conservation movement rapidly gained momentum in large measure due to the commitment and insight of Gifford Pinchot. There was a controversy within the camp of those who sought to curb the tide of resource misuse. The lives were drawn between the Pinchot idea of conservation for sustained use and the park concept of scenic preservation. Pinchot's chief opponent was an unlikely man of Scottish descent raised near Westfield, Wisconsin. That man was John Muir. (8-103/108)

John Muir...Champion of a Wilderness Ideal

John Muir immigrated to the United States from Scotland while John was a young boy. They settled near Westfield, Wisconsin after an arduous journey over water and land. Muir was a true child of wonder, gaining delight in experiencing and learning from every aspect of the Wisconsin wilderness and the wonderful creatures found there. His education in what he called the "University of Wilderness" took Muir on a 1,000 mile adventure through the American

southeast and continued on through Cuba, the Isthmus of Panama, and eventually on to California. While in California, Muir realized he had found his homeland in the Sierra Nevada Mountains and the central valley east of San Francisco. (7-109/110)

Muir sought to immerse himself in the wilderness. He believed that "true wilderness exprience was far more than Nature, it began with heightened sensibilities and ended in exactness of observation." Muir became convinced very early in his career that the wilderness that he so personally adored could not be taken for granted. Wilderness, like political freedom, was in perpetual danger and could only be preserved by constant vigilance. By the logic of Muir large tracts of pristine wilderness should be permanently protected from development or abuse by public ownership. (7-110/115)

Through a long and tenacious career Muir worked to preserve the American wilderness he revered. Muir's writings in the 1890's and his powers of personal persuasion helped induce Interior Secretary Noble to press for the creation of a one million acre "forest reservation" to preserve the entire Yellowstone region. Muir also was influencial in the creation of the General Grant and Sequoia forest reserves to preserve some of the finest tracts of remaining forest. (7-116)

Muir was instrumental in forming the Sierra Club, an organization of wilderness enthusiasts and conservationists to carry the torch for wilderness preservation. During the 1890's Muir became an adept politician, organizer, and lobbyist. In 1903 his travels brought him in contact with President Theodore Roosevelt. The two men became steadfast friends. Muir's unwaivering commitment to the preservation of wilderness eventually would be grounds for a schism between Muir and former friend and ally in conservation, Gifford Pinchot. The conflict surfaced first in a disagreement over sheep grazing practices in the western mountains then over the proposed creation of a dam within the Yellowstone National Park. The conflict between these two points of view and these two men was articulately stated by Steward Udell who wrote:

"On the one hand, Pinchot looked on the public lands as a workshop to be managed for many purposes under a plan of balanced use. Muir accorded a place in the resource picture to livestock and hydroelectric power, but he gave first priority to preserving the finest landscapes of the public domain as temples unspoiled and intact." Drawing a line between the

workshop and the temple was, and still is today, the most sensitive assignment for conservation planners. (7-120)

Muir's efforts to create pristine reserves of American wilderness were rewarded. During his lifetime the national park idea became ingrained in United States resource management planning. Muir had a hand in the formation of six national parks, including Sequoia, Yosemite, Mount Rainer, and Glacier and a dozen national monuments. Muir's commitment affected a number of influencial people including Stephen Tyng Mather, the father of the National Park Service.

A great deal of conservation legislation was passed during the Theodore Roosevelt administration. Roosevelt's accomplishments include the passage of the Reclamation Act of 1902. This act earmarked receipts from land sales and mineral royalties in a revolving plan to finance western dam and canal projects. Roosevelt also increased national forests and wildlife areas.

The 1910's and 1920's

Comparatively little was accomplished nationally in the name of conservation during the years between the two Roosevelt adminstrations. Some improvements bringing water to the Great Plains were made, spurred on by the "wheat rush" of World War I. In 1929 the Norbeck-Andersen Act was signed. This act became the basis of the United States waterfowl refuge system. Abuse to the land continued with severe erosion caused by overgrazing in the west and lack of soil saving and fertility restoration in eastern cultivated lands. The great depression was in large part caused by a century's abuse of this nation's natural resources. (7-137)

Wisconsin in the 20th Century

The early 20th century saw a gradual shift in the Wisconsin economy. This shift was in part due to a continued westward movement of the American frontier. The vast resources of timber had been utilized. The prominence of wheat farming had also passed. Wisconsin's immigrant labor force and strategic location on the Great Lakes created an appropriate economic climate for the development of "new and adoptive industries [that] shared and fostered various technological revolutions which were a part of the dynamic growth of the extractive industries: lumbering,

milling, mining, and plains agriculture." The shift to a more technical, machinery oriented economy is reflected in the following table:

Wisconsin's Five Most Important Industries Arranged in the Order of the Value of Products--1870

Industry	Establishment	Value of Products Dollars	Employees
Flour milling products	306	16,036,734	1,344
Lumber sawed	544	14,806,761	10,905
Leather tanned, curried	155	4,373,436	899
Carriages, wagons	488	2,596,534	2,184
Agricultural implements	82	2,393,428	1,387

(Figures from the Ninth Census of the United States, The Statistics of the Wealth of the United States, 1872, pp. 742-746).

Wisconsin's Five Most Important Industries Arranged in the Order of the Value of Products--1929

Industry	Establishments	Value of Products Dollars	Employees
Motor vehicles	15	219,192,950	11,309
Butter, cheese, condensed and evaporated milk	2,499	203,339,004	6,896
Foundry	294	149,085,711	29,727
Paper, pulp (wood and other fibres)	79	129,458,777	14,493
Engine, turbines, tractors, water wheels	21	96,392,493	14,198

(Figures from the Fifteenth Census of the United States, Manufacturers; 1929, State Series, Wisconsin, pp. 6-7).

(6-129)

The 1930's: An American Call to Action

Franklin Roosevelt aggressively championed the cause of conservation as part of his attempts to put America back on sound economic footings during the 1930's. He proposed that the United States employ one million men on projects to conserve woods, water, and soil. His administration created a variety of agencies including the Civilian Conservation Corps, the Tennessee Valley Authority, and the Soil Conservation Service. (7-127-146)

The 1930's: Crisis Brings Action in Wisconsin

"Conservation, which at first was only a visionary ideal of a few, has today become the goal of every sportsman, farmer, forester, taxboard, and businessman who have united in one common interest."

State Conservation Commission of Wisconsin
Biennial Report 1933-1934 Part 1, Section 2-4
(6-30)

By the early 1930's, the effects of decades of environmental abuse stimulated actions by the state of Wisconsin. A major campaign to control forest fires was initiated. The state was divided into 11 districts, each comprising 800,000 to 1,500,000 acres. These districts are grouped into four forest protection areas. Forest rangers and supervisors were appointed and answered to a chief forest fire warden - who in turn was responsible to the conservation director. Additional state funds were employed to hire 103 special emergency fire wardens to patrol state forests. The number of lookout towers expanded from 108 to 119 during 1933-1934. (6-31)

The early 1930's marked the expansion of the State Forest System. By 1933 the Conservation Department was administering approximately 130,000 acres of forest land. The newly formed Civilian Conservation Corp was used extensively in Wisconsin for "forest cultivation work, fire hazard reduction, improvement of trails and streams and lake improvement." Two state forest nurseries were created and, a 1932 Conservation Commission program was initiated to begin the reforestation process. (6-32)

The 1933-1934 Wisconsin Conservation Department Biennial Report called attention to the progress made under the E.C.W. Unemployment Relief Act. "From the [program's] beginning 8,000 to 12,500 Civilian Conservation Corpsmen have been at work in Wisconsin forests on fire prevention and suppression. ...from

4,600 to 5,500 of these men have been at work in state camps under the direction of the Wisconsin Conservation Department on state and county forests, state parks, and game refuges..." (6-34)

It became clear during the 1930's that a healthy Wisconsin required the preservation and maintenance of its resource base. The Wisconsin Conservation Departments 1936 Conservation Outline of Wisconsin recognized that: "experience has shown that drainage of many marshlands has a very disasterous effect. Badly needed water reservoirs have been lost when marshes died. Before drainage, these areas had a value which was measured in numbers of waterfowl, fish, and fur-bearing animals which they produce." (6-40)

The severe erosion problems of the late 19th and 20th century became cause for concern during this era. The Soil Conservation District Law of 1937 and the creation of the Federal Soil Conservation Services provided free technical service to landowners. Additional legislation encompased a variety of resource issues including fish and wildlife management.

The "Modern Era"

"In short, a land ethic changes the role of homo sapiens from conqueror to the land community to plain member and citizen of it. It implies respect for his fellow-members and also respect for the community as such."

Aldo Leopold, Sand County Almanac (3-204)

Wisconsin's stagnant depression era economy was catapulted into high gear by the outbreak of World War II. The war effort demanded increased productivity and sophistication in American industrial output. The effect of this accelerating American industrial production coupled with the scientific and technological innovation that resulted from wartime necessity allowed the development of a sophisticated, heavy industrial infrastructure. America became the world's modern industrial nation. America entered the modern technological revolution that has since affected every aspect of American life.

Post war technological innovations were employed by American industry toward the shared goal of "the good life." Larger and larger corporate structures were employed to feed America's demand for material goods. Unforeseen environmental effects of the expansion of American material culture included the

creation of a variety of long term air and water pollution sources like synthetic chemical products from D.D.T. to P.C.B.'s that seriously affected the quality of the American environment. Agriculture became agri-business and new agricultural practices called for the consolidation of smaller farms into larger farms and smaller fields into larger fields to accommodate larger equipment. Modern hybrid plant varieties required a larger dependence on fertilizers, pesticides, and herbicides. Wisconsin industry, agriculture, and society became more and more dependent on fossil fuels and petro-chemicals. The post war baby boom helped create a public passion for land acquisition and development. Rivers, lakes and streams suffered from industrial wastes, sewage, agricultural chemical runoff and the effects widespread soil erosion. (1-2) The air over cities and industrial areas became choked with chemical substance and fossil fuel residues discharged from smokestacks and tail pipes into the atmosphere. Haphazard development rapidly turned fertile farmland into tract housing and solid waste landfills into hissing time bombs that threatened groundwater resources. Many of the nation's last wilderness resources were being threatened by exploitation. (1-2) These developments precipitated a new generation of environmental crises.

Throughout this era, a small group of concerned conservationists continued their work. Spokesmen including Aldo Leopold spoke about the relationship between the quality of life and the quality of the environment. These individuals pointed out the complex interrelationship of nature and human societies. It became clear to these modern day conservationists that wise use of resources required scientific understanding of these natural systems.

"We in this country have too long abused our natural environment. The time has come when we can wait no longer to repair the damage already done and to establish new criteria to guide us in the future."

President Richard M. Nixon
February 10, 1970 (4-4)

Increasing public outcry over a deteriorating environment during the late 1960's resulted in profound changes in the American perception of the environment. A major social movement grew out of increased public awareness of widespread environmental abuse. National media called attention to the damage incurred by the Santa Barbara oil spill of January 1969, the burning of the Cuyahouga River, and the newly uncovered environmental effects of synthetic

pesticides including D.D.T. The prophetic message of Racael Carson's book Silent Spring shocked readers around the world. The first Earth Day, proposed by Senator Gaylord Nelson, and observed on April 22, 1970 focused attention on environmental problems. Landmark legislation passed during 1970 including the National Environmental Policy Act (NEPA), the Clean Air Act Amendments of 1970, and the creation of the Environmental Protection Agency reflect a new commitment. (4-4) The federal and state legislatures became active in the areas of environmental research and regulation. The state Department of Natural Resources and other state and federal agencies were enlarged and augmented to form a comprehensive governmental infrastructure to manage and monitor the state's natural resources. During the decade of the 1970's, hundreds of legislative measures on the state and federal level were enacted to conserve our nation's natural resources and to preserve our quality of life. (See appendix "Environmental Happenings-The Past Decade.) An increased corporate and private commitment to environmental stewardship began to replace an attitude of short term expedience. The 1970's brought revolutionary changes to the way Americans thought about the world around them. These changes were manifest in public attitudes, lifestyles, and even business practices. (5-4)

The Future

The unprecedented accomplishments of the 1970's established the legal and administrative framework necessary to protect and enhance the natural resources of the United States. Yet the environmental crisis is far from over. It has become apparent to the scientists, citizens, and decision-makers that current and future conservation issues can no longer be viewed as local or isolated incidents. These issues must be viewed from regional, national, and global perspectives. The resolution of these extremely complex and potentially devastating dilemmas facing our society today will require solutions that tug at the very heart of the social and economic systems on which our world is based. Within the next decade, our civilization must tackle modern issues as far ranging as the control of acid precipitation, the effects of the devastation of whole ecosystems (including the tropical rain forests), the effects of genetic engineering, the long term storage of nuclear and hazardous wastes, the continued build up of world nuclear arsenals.

We must also come to grips with those persistent problems that require our additional attention.

These problems include the search for a solution to solid waste disposal, the reduction of continued soil erosion, the resolution of the appropriate balance between resource development and wilderness preservation, the social and environmental costs to preserve endangered species, and the accelerating human overpopulation crisis.

The solution of these environmental problems will arrive when the world's population comes to realize that human action has direct effects on the world's natural resources. Only when people assume responsibility for the environmental effects of their actions can a sustainable future be guaranteed. This process begins with education and the development of an environmental ethic. The Wisconsin Conservation Hall of Fame can be a useful tool toward this end.

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MEDIA

Media

This section integrates all parts of the plan. It gives specific guidelines for the development and construction of each exhibit and describes the effects each will have on the visitor.

Interpretive Exhibits

As stated, a major objective of the Hall of Fame is to present the visitor with a basic understanding of the chronological development of Wisconsin's resources. Against this timeline, the contributions of the inductees become more meaningful, and "the whole picture" is experienced. The floor plan and visitor flow through the Hall of Fame has been designed to reinforce the chronological sequence of events. Further, the walk from the parking area, the initial displays and especially the orientation slide sequence are intended to provide a calming period of transition and preparation for a more complete experience.

Following the delivery matrix is the exhibit summary section detailing each interpretive exhibit, its major cognitive and affective objectives, potential reference sources, and estimated cost for its completion. The flow chart included illustrates the sequence of exhibits.

Delivery Matrix

In order to show how the goals/objectives and themes are to be interwoven through a progression of interpretive exhibits, a delivery matrix has been prepared.

In this matrix, each goal is broken into one or more themes. Each theme is then broken into individual messages. For each message the specific experience objective and receiver groups are identified. One or more interpretive media are then selected for each message, on the basis of the type of message and the type of experience and receiver group identified.

See the following Delivery Matrix.

Theme	Subtheme	Message	Experience Objectives	Receiver Group	Media
Relates directly to goals	Describes the theme under the major goal to be interpreted	Describes the actual messages within each theme	Describes what the interpretive media should accomplish		
I. Inductee Contribution	A) Personality/ Perspective	1) Conditions leading to conservation commitment	To provide an understanding of specific events or influences leading to eventual inductee contributions to the conservation movement	University students	Individual flatwork displays Orientation film sequence Patterns of settlement
		2) Inductee's unique perspective	To contrast the progressive conservation attitudes of the inductees with the political, economic, and philosophical realities of their time	Conservation club members Historical buffs University faculty	Individual inductee flatwork displays against a historic timeline. Pattern of settlement slide series Publication for sale Hall of Fame interpretive trail
		3) Major career contribution	To describe the major accomplishments of the inductees by identifying the effects of their work on today's environment	University students Conservation club members Professional conference participants	Formal induction gallery Individual inductee flatwork displays Publications for sale
		4) Historic reference points	To place the accomplishments of the inductees against a historical perspective including: natural resources development, political history, technological progress, and popular culture (includes music, media, etc.)	Older adults Historical buffs All visitors	Individual inductee flatwork displays Placement of displays against historic time sequences, especially "patterns of settlement," "the C.C.C.," "the Warden Years" and "Today and Tomorrow."
II. Wisconsin Resource Development History	A) Pristine Wisconsin	1) European exploration and settlement	To give the visitor information necessary to comprehend the relative time perspective of European exploration and settlement against the geologic and biologic history of what is now Wisconsin	Vacation/recreation users Families with children All visitors	Orientation video production Patterns of settlement slide series

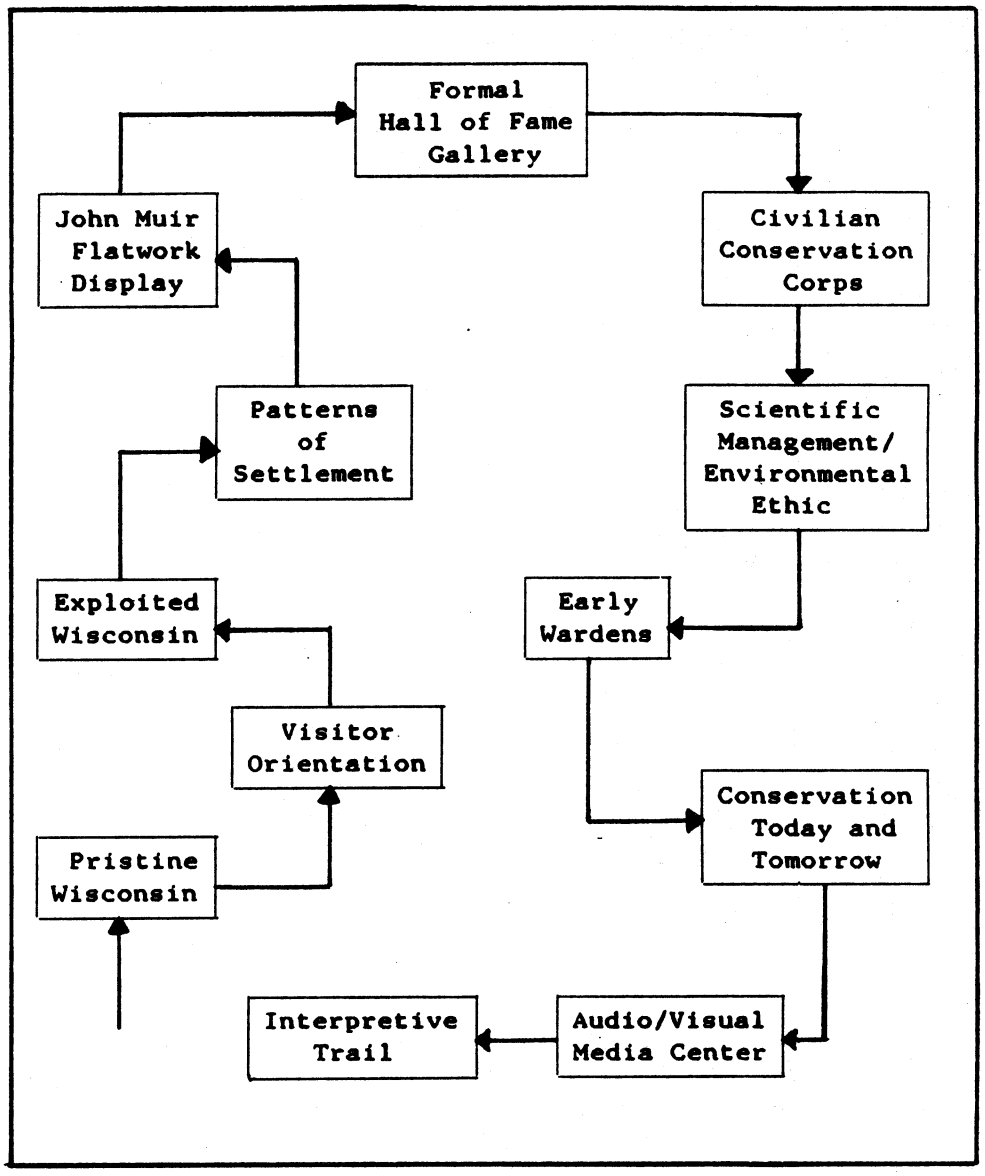
	2) Major pristine biotic communities	To provide a sense of scale and distribution of the major biotic communities throughout Wisconsin. To create a feeling of mystery and untamed power of the immense country. To pinpoint the psychological and physical challenge felt by the pioneer, explorer, or early settler.	Vacation/recreation users Families with children All visitors	Pristine Wisconsin 3-dimensional display Orientation video production Publications for sale
	3) Indiginous population had different relationship with land	To contrast the relationship between the 'pristine' resource base and the Native American population with the relationship between the first whites and the wilderness. Discussion should include economic, religious, and technological perspectives.	Family groups University students Passive recreation users	Pristine Wisconsin display Orientation video production Exploited Wisconsin display Patterns of settlement slide series John Muir flatwork display
B) Chronological development of Wisconsin resources	1) Early exploration and settlement of territory fueled economic demand for resources	To provide insight into the daily routine and challenges involved in fur trade, lumbering, and lead mining. Show relationship of these activities and the large national and international political and economic scene.	University students Convention guests Health care Professionals (i.e., insurance, health) Youth groups Active sports & recreation	Orientation video production Exploited Wisconsin display Pattern of settlement John Muir flatwork display
	2) Patterns of settlement	To show the socio-economic and ethnic origins of Wisconsin's "pioneers" and to describe the patterns of settlement across the state. This exercise will establish historical connections between early Wisconsinites and visitors. Provide details of their early Wisconsin immigration.	Organized adult groups Conservation club members Visiting recreation users (in-state) Local visitors Family groups	Orientation video production Pattern of settlement slide series John Muir flatwork display

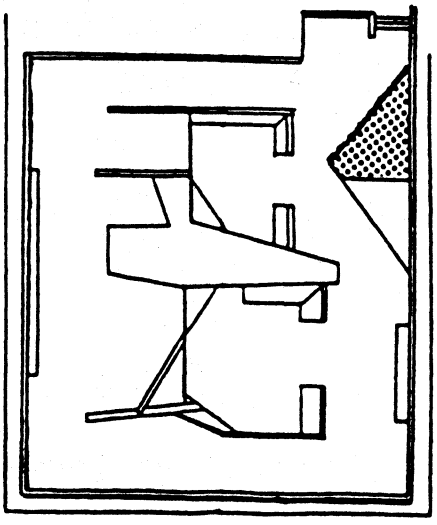
	3) Effect of early environmental exploitation	To detail exploitive resource development and the effects on the environment, to describe the resulting effects on the quality of life of Wisconsin's inhabitants.	Agri-business groups Conservation group members Family groups	Orientation video production Exploited Wisconsin Patterns of settlement Muir flatwork display Wisconsin Civilian Conservation Corps
	4) Birth of a conservation ideal	To explain the philosophical origins of a conservation idea and its eventual integration into public policy as exemplified by the establishment of the C.C.C. and the Wisconsin Conservation Department	C.C.C. veterans UW-students/staff Conservation group members Adult organized groups	Patterns of settlement Muir flatwork display Wisconsin Civilian Conservation Corps Publication for sale
	5) The development of an integrated view of conservation	To show how scientific understanding of the interrelatedness of natural forces has been integrated into modern conservation management	Families, single adults Youth groups University students Business related visitors Agri-business	Wisconsin Civilian Conservation Corps Scientific management flatwork display (evolves to specific inductee display) "The Early Wardens" Publication for sale
C) Accelerating human technologies	1) The effects of the industrial revolution on Wisconsin resources	To show the visitor the effects of the changing technologies made possible by the industrial revolution on Wisconsin's resources; especially in the areas of transportation, mechanization, the shift in scale of business and the shift from "craft" shops to mass assembly.	History buffs Conservation group members Organized adult groups	Patterns of settlement Muir flatwork exhibit C.C.C. video production Scientific management
	2) Scientific revolution effects	To examine the effects of the scientific revolution (post 1940) on Wisconsin's natural resources; especially transportation, communication, agri-business, and chemical agents.	Historical buff Health care professional Non-university professionals University students Conservation group members	Scientific management display

		3) Changing technology/ changing lifestyle	To highlight the effects of changing technologies as they relate to changing lifestyles including the shift from productive to consumptive lifestyles including the shift from productive to consumptive lifestyles and from generalist to specialist. Also the creation of labor saving devices.	Business related visitors Conference guests Organized adult groups Non-university professionals Agricultural	Patterns of settlement Muir flatwork exhibit C.C.C. video production "Today and Tomorrow"
III. Visitor Participation in Conservation	A) Conservation is conscious decision-making	1) Ecological understanding	Appreciation and understanding of the complex interrelationships of the natural world is a pre-requirement of decision-making about resource issues.	Schmeeckle Reserve visitors All visitors Organized youth groups	Orientation Scientific management "Today and Tomorrow"
		2) Human effect	Human activities directly and indirectly effect the quality of the environment. Environmental issues know no boundaries. Natural resource dilemas we face reflect complex interrelated situations.	Recreation/vacation visitors Conservation group members All visitors Business & conference visitors University students & staff Schmeeckle program participants	Orientation video program Exploited Wisconsin display Patterns of settlement "Today and Tomorrow"
		3) Issues investigation	To illustrate for visitors that a myriad of conservation issues confront us today. Solving the problems requires conscientious efforts by us, the decision-makers, to carefully investigate causes and possible solutions.	University students Recreation/vacation visitor All visitors Conservation group members Business & conference visitors	"Today and Tomorrow"
		4) Actions	To remind the visitors that their actions individually and collectively effect the use of our natural resource and effect the long and short term quality of our lives. The visitor can make a positive impact.	Conference center participants Insurance company business Schmeeckle Reserve visitors University students/faculty	"Today and Tomorrow" Interpretive trail

EXHIBIT SUMMARY

WISCONSIN CONSERVATION HALL OF FAME FLOW CHART





Pristine Wisconsin

Summary: Three dimentional exhibit depicting the ecological community of pre-European northern Wisconsin. Included is an accurate representation of biotic community, i.e., life-size virgin white pine and endangered Wisconsin plant and animal species.

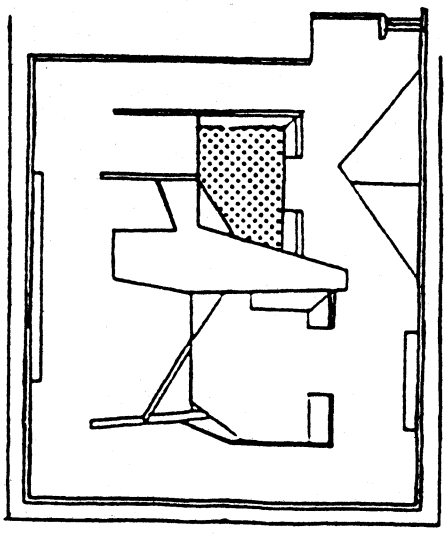
Interpretive Media: 3-dimensional exhibit of pristine pine forests of northern Wisconsin

"Emotional Effect" on Visitor:
A. Mysterious/foreboding scale of pristine Wisconsin
B. Excitement
C. "This is the place"
D. Set expectations for Hall of Fame

Factual Concepts: Visitors realize relative change in landscape in 200 years.

Potential Sources for Information:
Original land surveys
Wisconsin Historical Society; Wildlife of Wisconsin
Curtis; Vegetation of Wisconsin
Diaries of early settlers

Exhibit Components	Cost
Donations from conservation organizations and Department of Natural Resources/UW-SP could offset costs.	
*Mounted specimens	
Wolf	$0-350.00
Pine martin	0-200.00
Chick-a-dees, 3 @ $70	0-210.00
Long eared owl	0-100.00
*Constructed virgin white pine	200.00
*Fabricated understory vegetation	300.00
*Exhibit foundation	25-80.00
*Tape player with stereo speakers and tape loop	30-80.00
*Motion sensor	40.00
Total	$595-1,560.00



Visitor Orientation

Summary: Large screen video production delivered in an enclosed, presentation area. Visitors are directed into an area by loon call that proceeds video tract. Loon call is activated by motion sensor at Pristine Wisconsin exhibit. Presentation area is constructed with padded bench style seating and is insulated to reduce audio-drift from this exhibit and to reduce external sound distractions. Wall behind bench area is partially removed to allow viewing from outside seating area. Video program to be produced by UW-SP Communication Department staff and personnel with assistance from other possible resources mentioned in delivery matrix.

Interpretive Media: Large screen video production.

"Emotional Effect" on Visitor:

A. To allow transition time between pre-Hall of Fame perceptive mode and more calm, reflective state to make visit more valuable and memorable.
B. Pre-organization of concepts to be covered.

Factual Concepts:

A. Dramatic shift in configuration of Wisconsin biome
B. Time scale "millions and billions" vs. tens and hundreds
C. Diversity of original Wisconsin...i.e., communities (prairie, pines, deciduous)
D. Exploration of Wisconsin and exploration of pristine resources during early settlement of state...fur, lead, lumber
E. Pattern of cultural settlement - European migration - indigenous population
F. Realization that resources are not unlimited commodities

G. This Hall of Fame is dedicated to those individuals with foresight to recognize that management required to sustain the state we live in...and the energy to do something about it
H. Today and tomorrow - how we settle the resource issues that face us today will profoundly effect the quality of life for future generations

Potential Sources for Information:
Production by Wisconsin Arts Board...Production
Wisconsin Humanities Council...Production Support
Sigard Olson Institute
Northland College...Voyager Singers
Wooden Canoe Heritage Assn....Authentic Voyager Canoes
Estivan Pines, Copper Harbor, MI...Virgin white pine forest
Wisconsin Historical Society....research and documentation
- Old World Wisconsin...footage (video)
- Villa Louis...footage (video)

Option #1

Exhibit Components	Cost
*Large screen video projection screen	$1,000.00
*3/4 inch video player unit	450.00
*Two inch speakers	80.00
*Production of 4 minute orientation program	900.00
*Construction of presentation area	450.00
*Motion sensing unit	150.00
*Incandescent lighting and auto dimmer	180.00
Total	$3,210.00

Potential Orientation Video Scenario

Visitor Orientation

Visitor Cue: Motion activated sensor
Program Length: 3 minutes

Program:

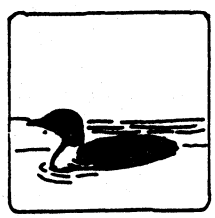
Upon entering 'Pristine Wisconsin' display area, visitor triggers motion sensor to begin orientation sequence.

A loud and sustained loon call and "laugh" is generated from within the orientation video viewing area.

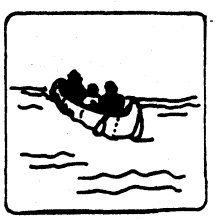
Low benches are arranged so that visitors can see into darkened area while standing outside. Benches help define space and reduce distractions caused by people passing outside orientation space. Floor surface throughout entire area is heavily padded carpet in dark natural hues to simulate forest floor and quiet visitor movement.

A large screen video system is turned on automatically and visitors are pulled into (attracted to) orientation space to be seated.

Video Synopsis

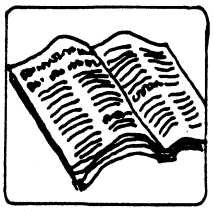


A. A dawn on the Great Lakes. A loon floats quietly on a misty Lake Superior. As the camera shot is pulled back to reveal the immence scale of Lake Superior on a calm summer morning, the loon resumes its call.

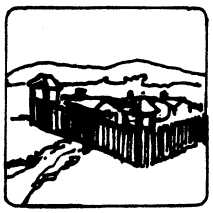


B. On the horizon boats appear. It becomes apparent that they are canoes powered by voyagers. The song of the loon is replaced by the singing of the paddlers. The boats are beached and the contents of furs, trade goods, and personal supplies are quickly readied for portage.

C. The canoes are portaged among virgin white pine. The voyagers are allows to pass out of sight along the trail and only the forest and its sounds remain.



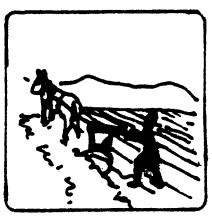
D. Narration begins: "Wisconsin was a very different place 300 years ago when the first whites arrived on their missions of exploration and trade." Quote from early French or Englishman's journal, "....." Text should indicate the awe generated by the scope of Wisconsin territory.



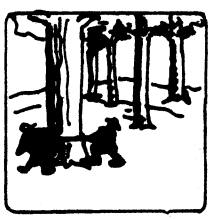
E. "Slowly at first...to explore, to trade furs, to convert, the first whites were followed by those sent to protect. What would someday become Wisconsin was quickly claimed and then fought over. Fought over in part for her boundless resources." Video sequence shows artist renditions of fur trade, of early forts, and battles (French/ Indian wars ...etc). "From the beginning ...Wisconsin's political, economic, and cultural history has been firmly entwined with the story of its natural resources."

F. "Indian conflicts end. By 1835 with the surrender of Black Hawk, the struggle between the young American nation and Wisconsin's indigenous population of Native Americans had essentially come to a close. The struggle for the use of Wisconsin had accelerated as more and more Yankees and Europeans came to the territory.

G. First to carve soft lead from the hills of southwest corner of the territory.



H. Then to turn the prairies to fertile farmland.



I. And to fell the trees that would build the farms and towns of the American midwest.

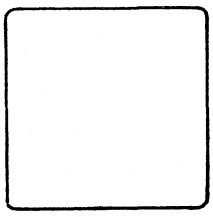
J. By the 1860's-70's a dramatic influx of Europeans and eastern Americans moved to Wisconsin to build their homes and fortunes.

K. And from the earth they harvested the lands endless bounty:
- fish
- game
- crops

L. But soon it was obvious that the once bountiful natural resources of Wisconsin were not unlimited commodities. It was obvious to a few that the long term sustaining of our natural resources, our land, air, water, and living creatures found within our state required intelligence, forethought, and careful planning.

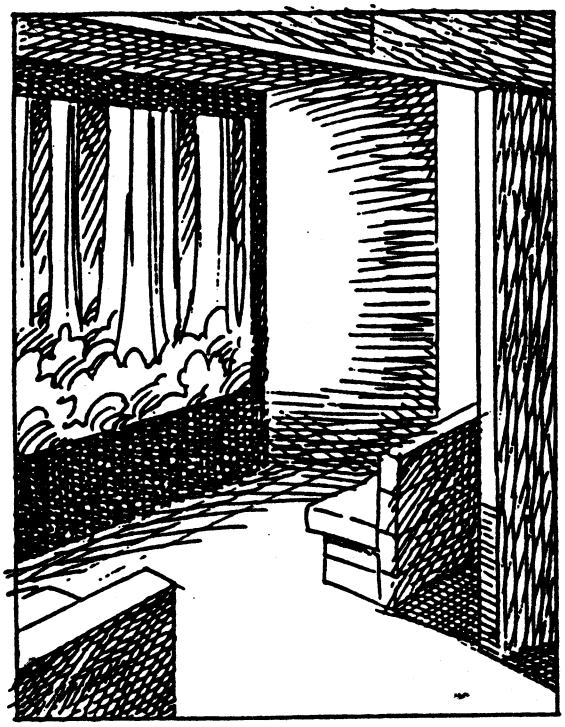
M. Throughout history, the people of Wisconsin have overcome a constantly changing array of social, technical, and environmental challenges that have threatened the health, happiness, and continued growth of its people.

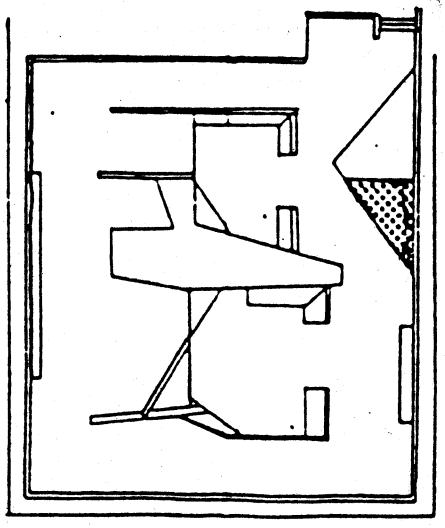
N. This Hall of Fame is dedicated to those individuals with the foresight to recognize that management and preservation of our natural resources is required to sustain the world we live in...and the persistence to do something about it.



O. Welcome to the Wisconsin Conservation Hall of Fame.

Option #2	Cost
*Two carousel slide projectors, auto focus, zoom lenses, Kodak ekta-graphic II @ $400	800.00
*Dissolve unit for projectors	200.00
*Wollensak (3m) programmable tape player	1,200.00
*Projection screen 70"x70"	80.00
*Two 11" speakers	40.00
*Construction of presentation area	450.00
*Lighting and auto dimmer	180.00
Total	$2,950.00





Exploited Wisconsin

Summary: Three dimentional exhibit depicting ecological damage created by logging operations in northern Wisconsin placed to contrast the pristine Wisconsin display. Foreground includes sweet fern, burned over white pine stumps, and severe gully erosion accentuated by "coffee with cream" dyed water running off land. Background includes thunderstorm and rain showers which appear to be receeding into the distance building cumulus storm clouds could be painted on glass or plexiglass and be illuminated with lightning flashes from behind.

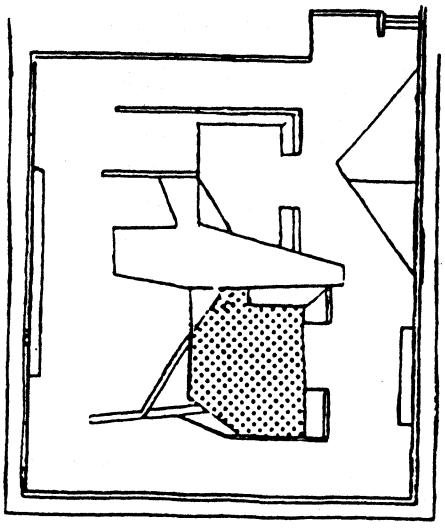
Interpretive Media: 3-dimensional exhibit of post-logging days.

"Emotional Effect" on Visitor: Shock/Disappointment

Factual Concepts: Human activities dramatically changed the ecological relationships of Wisconsin and seriously damaged the environment through exploitive and wasteful practices.

Potential Sources for Information:
Wisconsin Historical Society
Accounts/diaries of loggers/newspapers of day
Diaries of early settlers

Exhibit Components	Cost
*Background mural construction	400.00
*Foreground exhibit construction	80.00
*Recirculating pump and collection system	25.00
*Tape player with tape loop	100.00
*Lightning lighting system	200.00
Total	$805.00



Patterns of Settlement 1835-1930

Summary: Enclosed presentation area featuring a 3 screen, multiple image slide/tape presentation of resource development in Wisconsin between 1835 and 1930.

Visitors activate the program by stepping on a pressure plate near the exploited Wisconsin display. The initial sequence relives a lumber raft running rapids on the Wisconsin River in 1885. The visitor experience is heightened as the sense of movement and excitement is exaggerated by the multiscreen presentation and the accompanying sound track. The "lumber raft" the visitor stands on moves as a motion driven belt system produces a wave effect.

The river running sequence ends and the six projector system uses authentic and reconstructed images to detail those ideas detailed in the delivery matrix section of this plan.

Interpretive Media: Multi-screen/projector slide sequence with stereo sound effects.

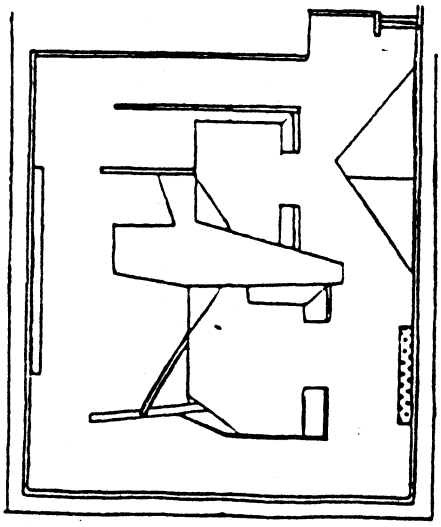
"Emotional Effect" on Visitor:
A. Thrill and excitement of running rapids
B. Empathy for difficult lifestyle of settlers
C. Conflict between gains of "building America" and negative effects of development
D. Conflict between ecological balance and consumptive use

Factual Concepts: 1830's - 1930's
A. Physical process of technology of initial resource exploitation
   - lumber
   - mining

B. Patterns of settlement of European immigrants
   - why they left Europe
   - transportation
   - livelihoods/lifestyle
C. Rapidly changing technology; acceleration of the capability to alter the face of Wisconsin
D. Subduing the wilderness
E. Shift from horsepower to steampower to oil and electricity "Yankee Ingenuity"
F. Contrast technology of indigenous people

Potential Sources for Information:
Wisconsin Historical Society
Malcom Rosholt
Wisconsin Paper Producers

Exhibit Components	Cost
*Six slide projectors, carousels, zoom lenses, and auto-focus, @ 400/ea.	2,400.00
*Wollensak programmable slide sequencing unit	1,500.00
*Additional dissolve unit	200.00
*Two 12" speakers	125.00
*Equipment for production of slide program	650.00
*Construction of exhibit area	850.00
*Construction of wave effect floor, w/lumber, motor and drive train	1,100.00
Total	$6,975.00



John Muir and the Frontier Farm

Summary: Self-contained exhibit case 6 ft. x 8 ft. x 12 in. Display includes a number of vignettes and printed interpretation to develop concepts described in the delivery matrix section of this master plan. Highlights include: A) 3 dimentional "doll house" of the Muir farmhouse near Westfield which uses exaggerated perspective to telescope required display depth. Visitors can look into windows and cellar doors to see diorama of interior including written interpretation screened onto clear plexiglass appearing to hang in space, B) a base relief globe with raised geographic features which employs visitor activated light trails to detail the immigration of the Muir family to America and John Muir to the American west, C) a bust of Muir with suitable quotations explaining his commitment to the environment.

Interpretive Media: Flatwork display with artifacts and written interpretation.

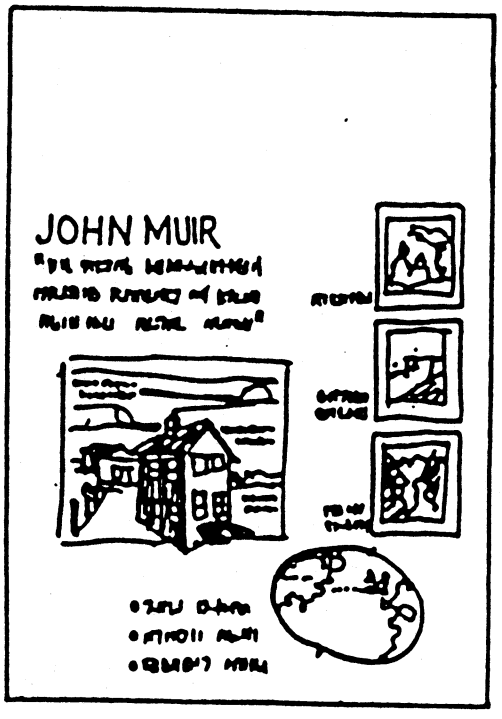
"Emotional Effect" on Visitor: Wholesome feeling of Muir's boyhood.

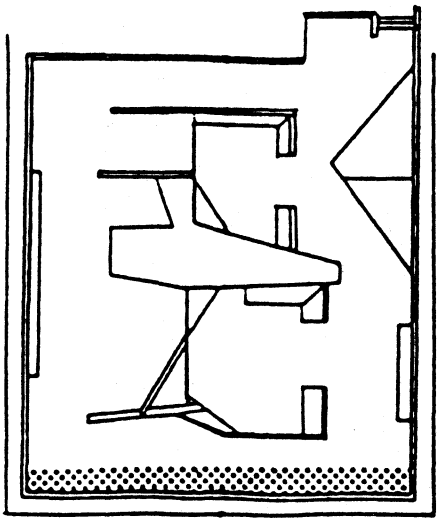
Factual Concepts:

A. Time reference
B. Where in Wisconsin the Muirs settled
C. Story of Wisconsin Emigration from Europe
D. John Muir's boyhood, a prelude to future greatness:
   - innovation/energy (reading machine demonstrated)
   - empathy with natural things
E. Changing economy of Wisconsin clering-wheat-dairy farming
F. Roots of stewardship philosophy-values
G. Eventual contributions to movement

Potential Sources for Information:
Wisconsin State Historical Society
California State Historical Society
Sierra Club
University of Wisconsin Archives

Exhibit Components	Cost
*Free standing 6'x 8'x 12" cabinet	350.00
*"Doll house" diorama	800.00
*Base relief globe with lighting	50.00
*Bust & support interpretation	200.00
Total	$1,400.00





Formal Hall of Fame Gallery

Summary: A gallery of induction plaques illuminated by natural light entering glassed southern wall by day and track lighting by night. Inductees arranged by year of induction into Hall of Fame.

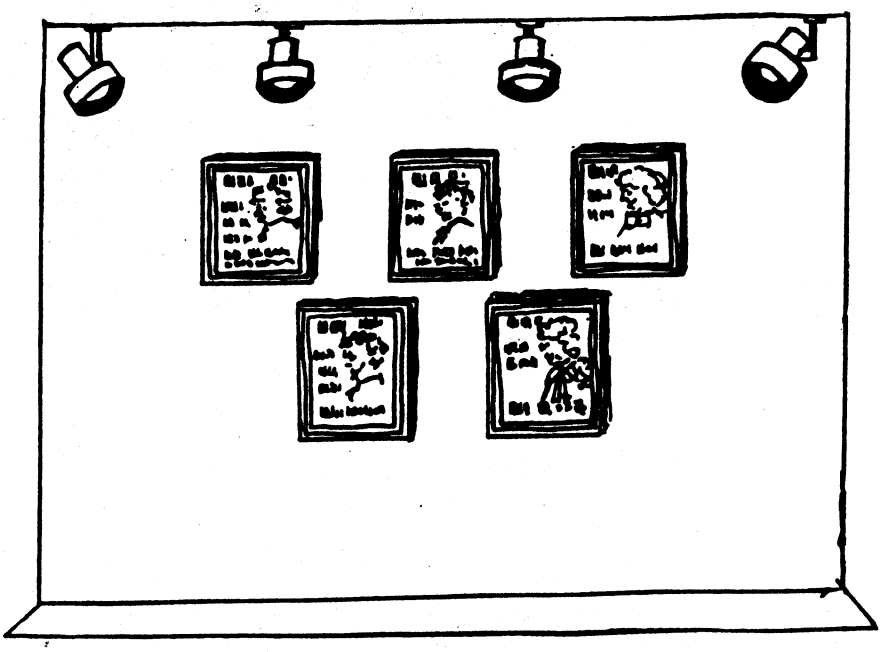
Interpretive Media: Wooden plaques arranged chronologically.

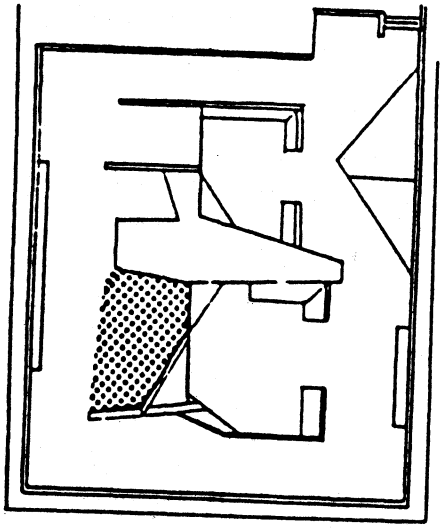
"Emotional Effect" on Visitor:
A. Open, bright sunlit space to provide feeling of optimism
B. Windows to reinforce connection between inductee and natural world
C. Place to pause and digest 'stimulus' bombardment of previous displays
D. Logical division between Wisconsin conservation eras

Factual Concepts:
A. Chronological display of inductees with the following information:
   - year alive/active
   - when inducted
   - significant quote
B. Highlight career contributions of inductee
C. Highlight inductee's unique perspective

Potential Sources for Information:
Families and heirs of inductees
Wisconsin State Historical Society
Wisconsin Department of Natural Resources
(Wisconsin Conservation Department)

Exhibit Components	Cost
*Induction plaques, each	200.00
*Track lighting	300.00
Total	$500.00





Wisconsin Civilian Conservation Corps

Summary: Maximum eight minute color video production recounting the political, economic, and natural resource conditions that led to the creation of the C.C.C. Video will also describe Wisconsin C.C.C. projects and the effects on the quality of life in Wisconsin. Video will use actual interviews of C.C.C. veterans and authentic still photographs and movies to illustrate story. Should include music, political speeches and other audio records of the day. Directional speakers will focus sound to exhibit viewer only to avoid audio leakage.

Interpretive Media: Video presentation with flatwork art including interviews with surviving C.C.C. veterans. Includes photography and music and sound tracks from political speeches of the day.

"Emotional Effect" on Visitor:

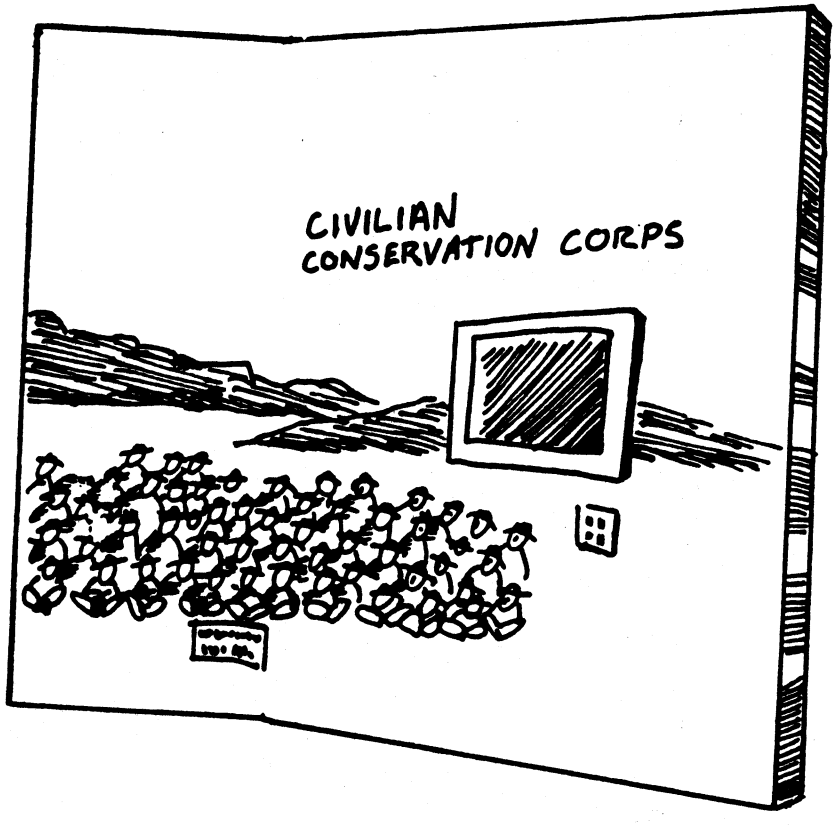
A. Empathy for senior citizens who lived through depression
B. Contrast today's lifestyles with those of era

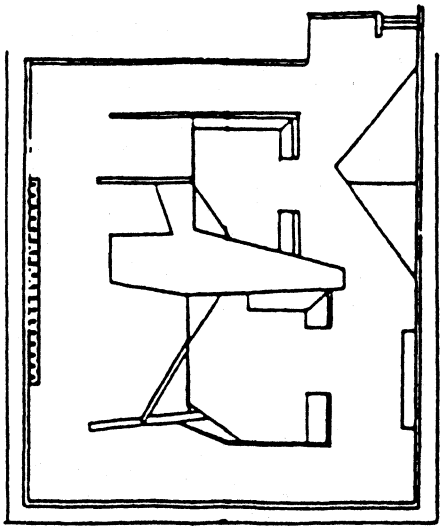
Factual Concepts:

A. Reasons for and political process leading to the creation of Wisconsin C.C.C.
B. Natural resource related causes and effects of 1930's depression
C. Accomplishments of program (types of projects, location, scale)
D. Longterm benefits to state - forest, soil, conservation, parks, etc.
E. Working conditions - shift in technology of work ...from hand labor

Potential Sources for Information:
Wisconsin Civilian Conservation Corp alumni
Interviews with former C.C.C. workers
Wisconsin State Historical Society
Wisconsin Public Broadcasting Network--production assistance
United States C.C.C. Administration Archives
University of Wisconsin-Stevens Point...production assistance

Exhibit Components	Cost
*30 inch video monitor	350.00
*3/4 inch video player	450.00
*Two directional 6" speakers	100.00
*Mural of C.C.C. crew at project site	200.00
*Production of 8 minute video program	1,800.00
Total	$2,900.00





Scientific Management/Environmental Ethic 1930-1960

Summary: Panelized flatwork displays incorporating written interpretation with graphics and artifacts. First display highlights contributions of Aldo Leopold to field of resource management and his understanding of man's relationship with the environment as illustrated by the land ethic in the Sand County Almanac. Additional panels will show specific aspects of resource management including soil conservation, game management, water protection, etc., all stressing the interrelationship of each component. As additional conservation leaders are inducted, panels will be replaced that use the events and perceptions of the inductees to illustrate large conservation ideas.

Interpretive Media: Flatwork displays with artifacts. Beginning with Aldo Leopold, specific panelized displays will trace development of natural resource management. Including: law enforcement, game management, soil/water conservation.

"Emotional Effect" on Visitor:
A. Empathy for the individual inductee
B. Frustration over difficult issues of the day

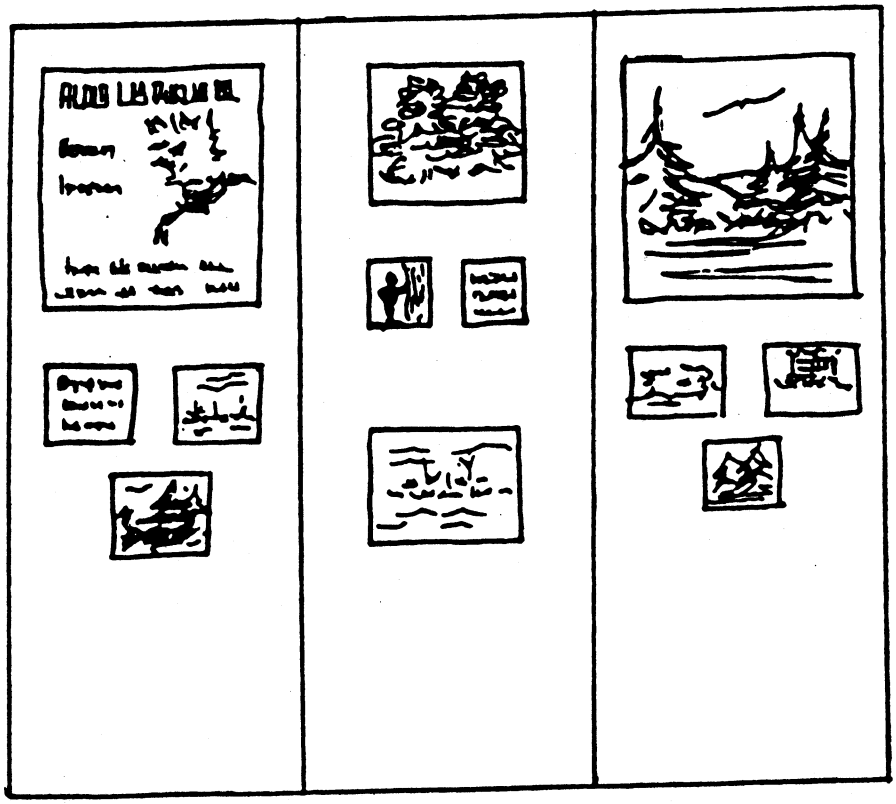
Factual Concepts:
A. Time perspective on inductees
B. Recount major accomplishments in conservation movement
C. Contribute insight into inductees personality and personal commitment to conservation movement
D. How inductees' actions contributed to the large philosophical development of the movement

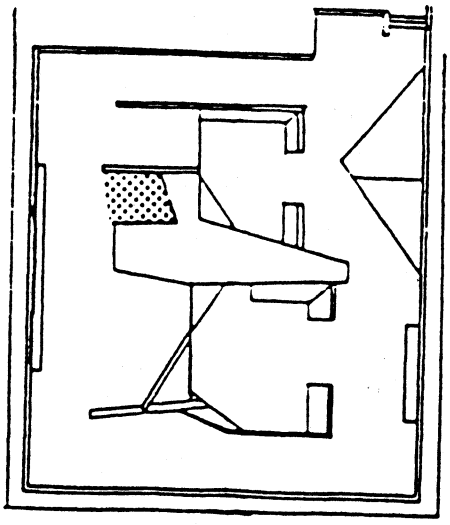
E. To note the development of an integrated view of conservation based on ecological understanding
F. Explore how changing technology has affected the environment and how technology has been used to manage Wisconsin resources

Potential Sources for Information:
University of Wisconsin-Madison
- Forest Products Institute
- Department of Wildlife Ecology
- Arboretum

University of Wisconsin-Stevens Point College of Natural Resources
Wisconsin Department of Natural Resources (Conservation Department)

Exhibit Components	Cost
*Four 4'x 8' back lit exhibit panels at $250 ea.	$1,000.00





Early Wardens

Summary: The front seat, dash board, open driver's door, and hood of a 1930's automobile will be placed in a position that allows visitors to look through windshield into a forest clearing. Headlights illuminate the carcasses of five whitetailed deer hanging above a campsite. The smoldering embers of a campfire is also visible. Visitors are invited to slide into the driver's seat and turn on the radio. The period music is interrupted by an announcer who reports that five men have just been arrested for game violations. The announcer recounts an actual law enforcement story that includes the rationale for game management laws as well as the daring and dangerous aspects of enforcement.

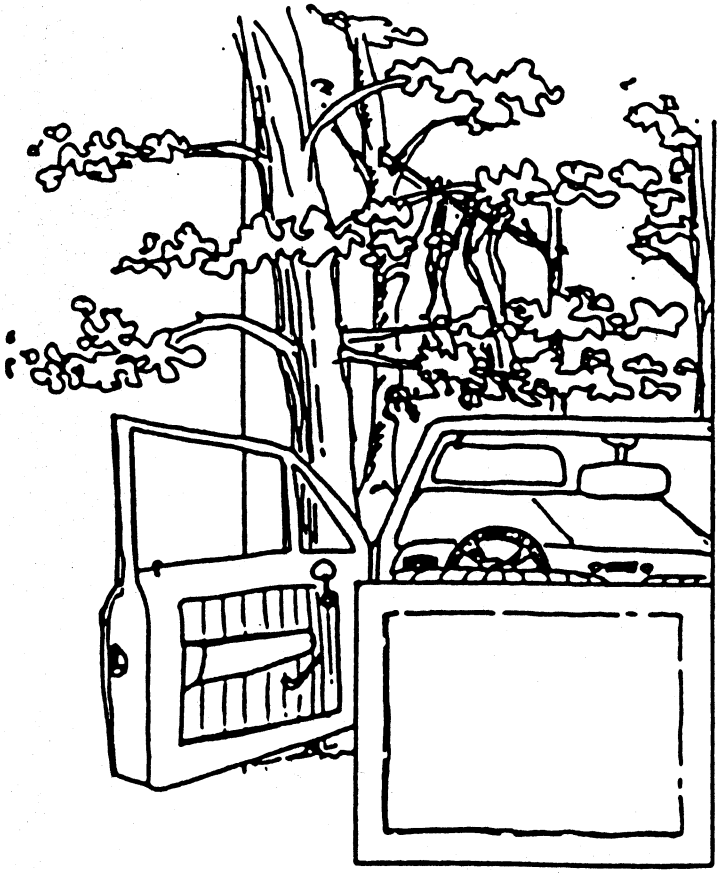
Interpretive Media: Interactive display: recorded interpretive message broadcast over car radio. Large 3-dimensional display in car headlight.

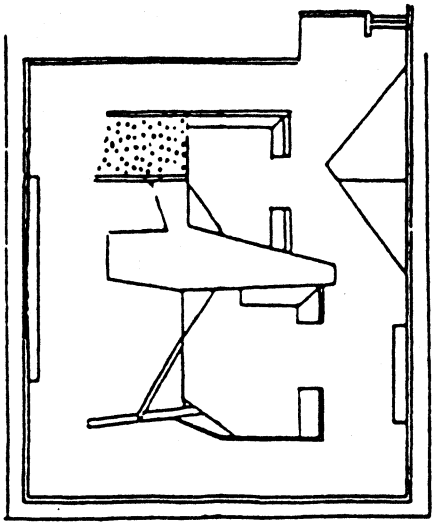
"Emotional Effect" on Visitors: Danger/ excitement.

Factual Concepts:
A. Scientific management involves controlling exploitation of resource
B. Management based on ecological understanding of resource
C. Education crucial to insure cooperation of public

Potential Sources for Information:
Inductee diaries/records/personal accounts
Wisconsin Department of Natural Resource
McKenzie Center, Poynette, Wisconsin
News accounts
Wisconsin State Historical Society

Exhibit Components	Cost
*Automobile	$400.00
*Tape recorder with loop	50.00
*Display/exhibit construction	450.00
*Mounted specimens	600.00
Total	$2,600.00





Today and Tomorrow 1960's -- Forward

Summary: A large free standing holographic representation of the planet earth in slow rotation against an almost dark room is the primary focus of this interpretive display. A sound track of a variety of human and natural sounds is presented in stereo in accompaniment. Smaller holographic representations illustrating the interdependence of the environment and how human actions affect our environment can be presented "Burma-Shave" style along exit corridor. Written text will be kept to a minimum. Other graphic media and artifacts will be listed to round out interpretive content identified in the delivery matrix section of this document.

The use of holographic images is advisable because of their innate visual appeal and their ability to express complex 3-dimensional concepts in 2-dimensional space. By their nature holograms, the viewer must be directly in front of the holographic plate, thereby guiding the visitor's experience and reducing distractions from future displays.

Interpretive Media: Hologram of earth. Interactive displays around room's perimeter on specific aspect of conservation issues, i.e., air, water, wildlife, soil. The stories of those individuals active during this era can be incorporated into audio-visual display units as they are inducted in the future. The conservation issues listed above can be explored through the perspectives of Hall of Fame inductees.

"Emotional Effect" on Visitor:

A. Sense of belonging to large community (humans + biology) = planetary
B. Resolve to work for conservation of Wisconsin's natural resources

Factual Concepts:

A. The earth is "One System," one globe
B. 4 laws of ecology
C. The issues that face us today reflect the complex web of interrelations that we humans are a part
D. Human actions have a very real ecological consequences
E. Management based on understanding of eco-interrelationships is required to sustain life support system
F. Personal (viewer) decisions effect the whole
G. Successful management of planet requires philosophical resolutions based on humans, a part of the whole

Potential Sources for Information:

General Motors Tech. Center (hologram technology)
Wisconsin Department of Natural Resources, Education and Information Department
University of Wisconsin-Stevens Point
College of Natural Resources (Environmental Education/Interpretation
Communications Group:
- Telecommunication
- Media Services
- Radio Production

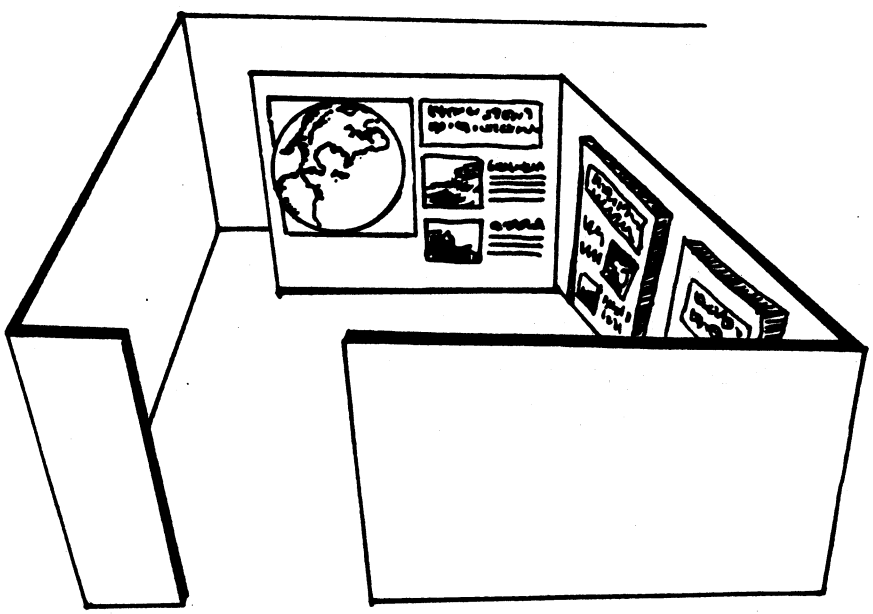


Exhibit Components	Cost
*Planet earth rotating hologram	$650.00
*Six individual 20" x 20" holograms @ $300 ea.	1,800.00
*Cassette tape player w/stereo capability	150.00
*Two 6" directional speakers	60.00
*Track lighting	500.00
Total	$3,160.00

Audio/Visual Media Center

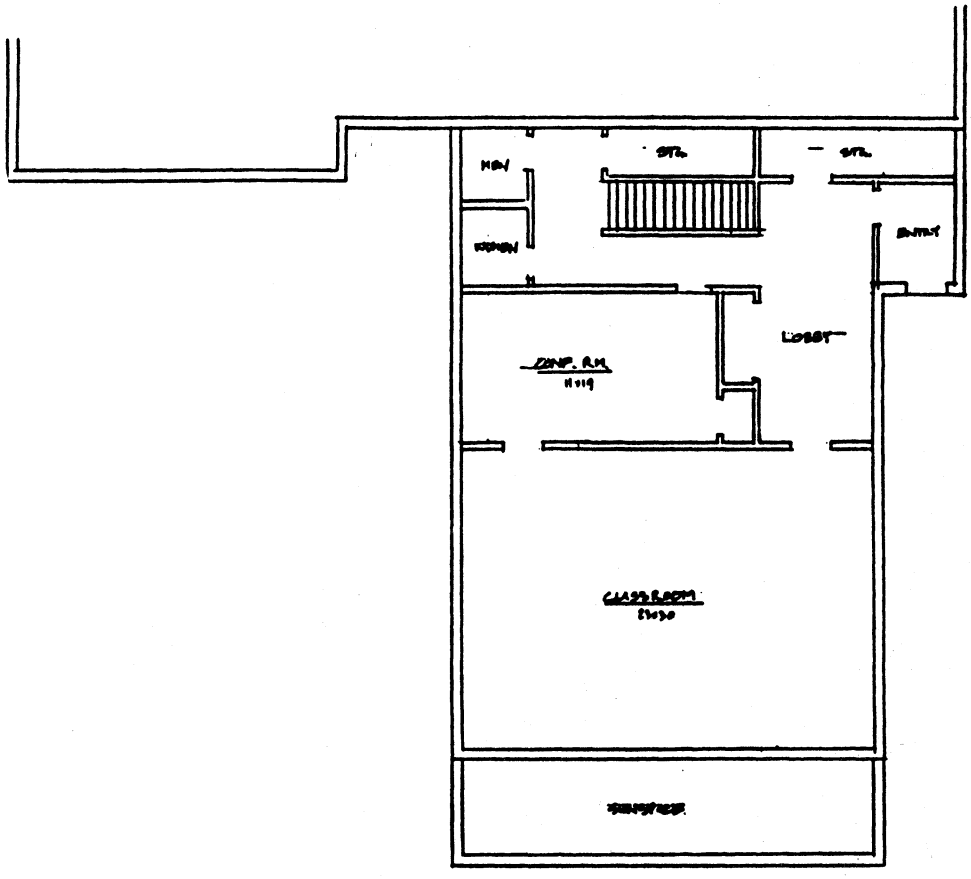
Summary: A 30 to 40 place auditorium arranged in theater seating allowing maximum flexibility for Hall of Fame programming, specially produced slide/tape or video programs on Hall of Fame inductees and/or resource issues. Special lectures or programs may also be featured. This space will also facilitate Schmeeckle Reserve natural history program and seminars. Community civic and conservation organizations may also rent this facility for programming. Finally, this space will add considerable flexibility in scheduling larger groups including university and high school classes and organized group tours.

Interpretive Media: A 30-40 place space arranged in theater-type seating designed for maximum flexibility for programming.

Factual Concepts: Optional area for further development of Conservation Hall of Fame content for visitors seeking more information.

Potential Sources for Information:
Wisconsin Public Television Network
Sierra Club
University Film Service
National Park Service
Wisconsin Department of Natural Resources
University Extension
University of Wisconsin System
Wisconsin Council on Humanities
Wisconsin Arts Board
Newwork Media
Izaak Walton League
National Audubon Society
Wilderness Society
Sea Grant Institute
Sigard Olson Institute
The National Film Board of Canada
National Forest Service (Department of Agriculture)
U. S. Fish and Wildlife Service
Environmental Protection Agency

Exhibit Components	Costs
*Two carousel slide projectors @ $400 ea. w/zoom lenses, auto focus	$800.00
*Dissolve unit	200.00
*16 mm film projector	350.00
*70" x 70" projection screen	200.00
*30" video monitor	350.00
*Video play unit (1/2" or 3/4" format)	450.00
*45 movable padded folding chairs @ $50 ea.	2,200.00
*Three 8' x 30" banquet tables @ $150 ea.	450.00
*Lecturn w/microphone system	150.00
*Fluorescent lighting dimmer	50.00
Total	$5,600.00



SCHMEECKLE RESERVE VISITORS CENTER / CONSERVATION HALL OF FAME LOWER LEVEL
PROPOSED 32'+40' ADDITION ..... 2280 SQ.FT. ... 1/8"=1'-0" ... 2/85

Hall of Fame Interpretive Trail

Summary: A one-eighth mile nature trail originating from and returning to the Hall of Fame entrance. Surface may be closely packed rotted granite or asphalt to maximize handicapped access, stations along the trail should reinforce themes and goals of the Conservation Hall of Fame by presenting appropriate quotes attributed to Hall of Fame inductees.

Trail can provide direct sensory experience for visitors rather than the stimuli controlled environment of Hall of Fame. Interpretive trail will provide "white space" for visitors to digest significance of entire experience. Hall of Fame interpretive trail is also accessible for visitors who have arrived during closed hours. Using this strategy, all visitors can be introduced to Hall of Fame inductees and their unique perspectives.

Interpretive Media: A 1/8 mile nature trail beginning at visitor center and returning Hall of Fame visitors to parking area.

"Emotional Effect" on Visitor:

A. Increased awareness of wonders of natural world around us from eyes of Hall of Fame inductee.
B. Provide direct sensory experience between visitor and his/her environment
C. Peaceful (quiet) stretch and relaxation before returning to automobile (i.e., an after dinner walk to aid digestion process).

Factual Concepts:

A. Inductee quotes will further reinforce and expand visitor understanding of inductee philosophies
B. To reinforce visitor that the action of an individual can effect the quality of the environment

Archives

The Hall of Fame will serve as a repository for materials cogent to the inductees and the history of conservation in Wisconsin. Materials to be catalogued include: A) personal correspondence aritifacts and official documents relative to the lives of the Hall of Fame inductees; B) video and audio taped interviews to be collected of Hall of Fame inductees, their families, and professionals and personal acquaintances; C) commercially produced movies, videos and other resources that relate to the conservation movement in Wisconsin.

The material housed in this archive will be used for the following:

A) Development and revision of Hall of Fame exhibits as outlined in this document.

B) Development of a variety of traveling exhibits to be made available throughout the state.

C) Research material for public lyceum programs sponsored by the Hall of Fame.

D) Production of a variety of publications to be released through mass media and for specialized audiences, including:

1) A book documenting the history of conservation in Wisconsin.

2) Video and radio educational programs.

3) Newspaper/magazine articles.

4) Hall of Fame induction ceremony.

Archive Components	Costs
Slide storage unit	$950.00
Video/audio storage	420.00
Light table	100.00
Filing cabinets	650.00
Work stations	500.00
Audio cassette player	150.00
Audio reel-to-reel tape player	350.00
Video player/monitor	500.00
Total	$3,620.00

Phased Exhibit Implementation

Following is a suggested sequence for the physical development and exhibit construction for the Wisconsin Conservation Hall of Fame. A comprehensive overview of the Wisconsin conservation story can be presented at the earliest possible time by following this schedule. Subsequent phased development will augment and expand the concepts delivered without requiring the refitting of those exhibits detailed in phase one. Research undertaken to complete phase one can be directly applied to exhibits to be developed later. Implimentation will begin with the completion of the Hall of Fame building.

Phase I

Will provide an overview of the Wisconsin conservation story by presenting the major objectives of the Hall of Fame established by this document. Phase one should include:

*production of orientation video program....40%
*construction of formal inductee gallery....10%
*construction of Aldo Leopold and John Muir flatwork exhibits....20%
*completion of lower level audio/visual room....30%

Phase II

Will expand the goals and objectives established in this master plan and will expose the visitor to a variety of interactive interpretive devices. Phase two developments include:

*production of patterns of settlement slide/tape sequence.....30%
*production of C.C.C. audio-visual program....10%
*construction of Pristine Wisconsin/exploited Wisconsin exhibit....20%
*execution of Today and Tomorrow holographic display....20%
*construction of Hall of Fame nature trail....10%
*construction of scientific management exhibit....10%

Phase III

Will complete permanent displays and will allow the development of specific flatwork displays as individuals are inducted into the Hall of Fame. Inductee displays will be placed at appropriate reference points within the Hall of Fame. Phase three developments include:

*construction of early wardens exhibit....30%
*expansion of Today and Tomorrow holographic display....30%
*construction of specific inductee flatwork to be placed at appropriate time....40%

"%" reflect invested effort to complete exhibits.

EVALUATION

Evaluation

Evaluation of an interpretive plan is a continued process that begins with the first stages of conceptual planning.

It involves constant feedback from potential users and management staff, and occurs simultaneously with other aspects of interpretive program development.

Various evaluation techniques will be employed to determine the degree with which the exhibits are successful in communicating the goals and objectives of the Wisconsin Conservation Hall of Fame.

Specific evaluation objectives have been identified to more accurately assess the effectiveness of each interpretive station.

Evaluation objectives are established along three essential criteria:

Visitor Interest/Entertainment Criteria

The visitor will be asked to rate the exhibit on a 1-10 Lichert scale of visitor interest. This self-administered questionnaire will be cross checked by random (unstructured) personal interviews.

Conceptual/Factual Criteria

Visitors will be encouraged to complete a computer generated "quiz" before leaving of the Hall of Fame. This quiz will randomly select ten questions derived from specific cognitive objectives associated with specific exhibits.

Observable Visitor Action/Reaction Criteria

Hall of Fame staff will observe visitor interaction of exhibits. Observations will be verified through informal conversations conducted with visitors.

Pristine Wisconsin

1) After viewing this exhibit, the visitor will rate them at least a 7 on a 10 point Lichert scale.

2) The visitor will be able to list three species of animals indigenous to the forests of pristine northern Wisconsin.

3) Visitor will come to a complete stop at the exhibit and until stimulated to move by activated sound track of loons in orientation area.

Orientation

1) Visitors will rate this exhibit at least an average of 8 on a 10 point Lichert scale of interest/entertainment.

2) At least 60% of visitors will be able to identify the purpose of the Conservation Hall of Fame when asked on a computer generated test.

3) At least 80% of visitors will observe entire audio-visual orientation production. At least 50% of visitors arriving after initiation of exhibit sequence will wait until next sequence begins to "catch what they missed."

Exploited Wisconsin

1) Visitors will rate this exhibit at least an average of 5 on a 10 point Lichert scale.

2) Visitors will be able to identify at least three consequences of resource exploitation on a computer generated quiz.

3) Visitors will spend at least 15 seconds participating with this display.

Patterns of Settlement

1) Visitors will rate this exhibit with an average of at least 8 on the 10 point Lichert scale of interest/entertainment.

2) The visitor will be able to correctly identify three Wisconsin resources utilized by Europeans from a list of six possible choices generated by computer 60% of the time. Visitor will correctly place this resource use in correct chronological sequence in at least 40% of all attempts to do so.

3) At least 50% of all visitors will experience entire "patterns of settlement" production.

Formal Induction Gallery

1) The visitor will rate this exhibit at least an average score of 5 on the 10 point Lichert scale of interest/entertainment.

2) Visitors will correctly select the names of at least two Hall of Fame inductees from a list of six names produced by computer quiz.

3) The visitor will spend a minimum of two minutes participating with this exhibit.

Wisconsin Civilian Conservation Corps

1) Visitors will rate this exhibit with an average score of at least 7 on the 10 point Lichert interest/entertainment scale.

2) The visitor will list at least two types of projects undertaken by Wisconsin C.C.C. crews.

3) At least 25% of all visitors will observe the entire audio-visual sequence.

Scientific Management

1) Visitors will rate this exhibit at least an average score of 7 on the 10 point Lichert scale of interest/entertainment.

2) The visitor will be able to select three examples of scientific management techniques from a list of five generated by computer.

3) The visitor will spend a minimum of 60 seconds with this exhibit.

The Early Wardens

1) Visitors will rate this exhibit at least an average score of 8 on the 10 point Lichert scale of interest/entertainment.

2) The visitor will be able to identify the time period dramatized in the exhibit from a list of three generated by the computer. Visitors will also be able to identify two hardships early wardens en-countered.

3) The visitor will enter conservation warden's vehicle to participate at least 60% of the time.

Today and Tomorrow

1) Visitors will rate this exhibit at least an average score of 8 on the 10 point Lichert scale of interest/entertainment.

2) Visitors will successfully identify the four laws of ecology 25% of the time from a list of eight possible choices generated by the computer.

3) Visitors will spend a minimum of two minutes interacting with this exhibit.

Hall of Fame Interpretive Nature Trail

1) Visitors will rate the nature trail an average of at least 6 points on a 10 point Lichert scale of interest/entertainment.

2) The visitor will be able to correctly match the quotes of two Hall of Fame inductees with their authors from a list of four computer generated choices.

3) At least 25% of all visitors choosing to participate will complete each station before continuing to their vehicles or returning to Hall of Fame.

It has been understood throughout the planning process that the development of this interpretive facility would be a dynamic one. Care has been taken in the exhibit planning process to facilitate quick and inexpensive revision, upgrading, and improvement of the exhibit areas described in this document. This can be seen in the following areas:

1) The use of panelized flatwork displays that can be easily adapted, expanded, or changed.

2) As new individuals are inducted or new conservation issues come to the fore, the video sequences used in the orientation area and the civilian conservation corps display video tape can be easily re-edited and expanded.

3) The multi-image patterns of settlement program can be quickly and inexpensively expanded.

4) The semi-permanent exhibit construction allows maximum flexibility in long-term Hall of Fame development.

5) The audio-visual media center is designed as a flexible space which can offer a variety of programs through a wide range of media to audiences of one to 50 persons.

By maximizing the flexibility of the interpretive stations found withing the Hall of Fame, we can guarantee a constantly fresh and exciting facility that can accommodate the following:

. The induction of new conservation leaders. The stories of these leaders will be interwoven into the appropriate exhibit areas identified in this document.

- The data gathered by the evaluation process just described. Exhibits can be altered to better meet the needs of the visitor and to more accurately communicate the goals and objectives of the Hall of Fame as outlined in this document.

- The changing nature of current conservation issues. Hall of Fame exhibits will be updated as new environmental dilemmas come to the public attention.

Through this process, the Hall of Fame will be kept fresh and exciting, thereby encouraging continued public interest and repeat visitation. This process will require an aggressive campaign of evaluation undertaken by the Hall of Fame staff and augmented with input from the board of directors and others concerned.

APPENDIX

ENVIRONMENTAL HAPPENINGS - THE PAST DECADE

1970

Environmental Awakening

An awareness of the world's abuse of the environment spread worldwide. All nations were concerned and some moved rapidly to correct these ills. DDT had been banned in the United States. Nuclear testing was questioned. The young, the students, often lead the charge.

First Earth Day

Wisconsin Senator Gaylord Nelson, long recognized for his environmental commitments, sponsored the first E-Day. Nationally, this was one of the biggest nontraditional celebrations or holidays noted.

Federal Legislation

January 1, 1970, the Environmental Protection Agency was created. Life in the U.S. was never to be the same.

National Environmental Policy Act (NEPA) Created

Required an assessment of the potential environmental impacts of proposed federal actions with citizen input, examination and comment.

Occupation Safety and Health Act of 1970 (OSHA)

Authorized OSHA to set standards which employers must obey, including standards for toxics, dust, and coke oven emissions.

Clean Air Act Amendments of 1970

Set a schedule for reduction of automobile pollutants, established air quality standards, required states to prepare implementation plans to meet secondary standards. Provided authority to enforce adequacy of state plans.

(Wisconsin) Governor's Conference on Environmental Education

This statewide conference established the goals and objectives for Environmental Education for the 1970's.

(Wisconsin) DDT Banned March 11, 1970 When (AB163 and SB987) was Published

One of the mile-posts of the Environmental Movement. Not only the concerns of humans, but birds of prey were spared. This started the long trek back to stabilized populations. Probably too late, however, for some species.

1971

(Federal) Alaska Native Claims Settlement Act of 1971

Provided up to 80 million acres in Alaska to be set aside as national parks, forests and wildlife areas.

(Wisconsin) Environmental Task Force

Appointed by Governor to provide assistance and recommendations to help guide the preservation of our natural resources.

(Wisconsin) Governors Executive Order #18

Established Wisconsin Environmental Education Council.

(Wisconsin) Recycling Task Force

Established by Governor to explore and propose an all-inclusive center for reclamation and recycling of solid waste.

(Wisconsin) Department of Natural Resources Officially Dedicated MacKenzie Environmental Center, Poynette

Center to be used for teaching students, teachers, and citizens in natural resources.

1972

(Federal) Insecticide and Fungicide and Rodenticide Control Act of 1972

Required registration of all pesticides with EPA which would be responsible for controlling manufacture, distribution, and use.

(Federal) Water Pollution Act of 1972

Established goals of restoration and maintenance of the integrity of the nation's waters. Set date of 1983 for achieving fishable, swimmable waters.

(Wisconsin) Tax Structure Rewritten

A major overhaul of Wisconsin tax program including equipment, corporate tax structure changed.

(Wisconsin) Transportation

Authorized State Highway Commission to acquire and maintain urban mass transit systems. If approved by counties, federal and state funds may be used for mass transit.

(Wisconsin) Wisconsin Passes First Endangered Species Law

Listed endangered animals, only, but a start.

(Federal) DDT Use Banned in the United States

1973

(Federal) Endangered Species Act of 1973 Prohibited

Federal projects that would modify or destroy habitat needed for survival of an endangered species.

(Wisconsin) Mercury Users By Law Submit Annual Reports to DNR

Emissions standards to air and water restricted.

(Wisconsin) Environmental Policy Act Passed

A law to require state agencies to consider environmental impact on state projects. EIS required.

(Wisconsin) Billboard Legislation

Regulates billboards on interstate and primary highways.

(Wisconsin) Sewage Commission Created and Powers Expanded

Previously, Metropolitan Sewage Commissions were severely restricted in jurisdiction for Metropolitan Sewage District.

April 9-15 Designated as Wisconsin Earth Week

(Wisconsin) Sales Tax Removed on Pollution Abatement Equipment

(Wisconsin and Federal) "Project Sanguine" Funding

Ending appropriation removed from project.

Sport Fisheries in Lake Michigan Returns

From an occasional trout caught in 1963 to nearly one million pounds of trout in 1973, lake trout and salmon were established as sport fisheries in Lake Michigan. Not only supporting this multi-million dollar industry - through sound fish management practices, commercial fisheries of four million dollars has been brought back. Both industries have been sustained since the early seventies.

1974

(Federal) Safe Drinking Water Act of 1974

Extended provisions of Marine Protection, Research, and Sanctuaries Act to include ground and surface drinking water supplies. Direected EPA to set standards.

(Federal) Forest and Rangeland Renewable Resources Act

Required long-term plans for protection and development of 187 million acres of U.S. Forest Service lands.

(Federal) Court Case - Reserve Mining Company Suit Settled

U.S. District Judge Lord finds substantial hazard to public health due to asbestos in tailings pumped into Lake Superior.

(Wisconsin) Inland Lake Renewal Program Authorized

Authorized DNR to establish and operate an Inland Lake Renewal Program. Authorized in 1973--operational in 1974.

(Wisconsin and Federal) Waterfowl Production Areas to be Purchased in Wisconsin to Preserve Nesting Areas

$1,000,000 was authorized for Wisconsin.

(Wisconsin) Coastal Zone Management Program Established in Wisconsin

A joint state-federal program to "preserve the integrity of the state's Great Lakes Shoreline."

(Wisconsin) MacKenzie Environmental Center Ground Breaking

Resident facilities for 80 students.

(Wisconsin) Lower St. Croix River

State protection for the lower St. Croix.

(Wisconsin) Local Bike Ways Authorized by State Legislature

1975

(Wisconsin) Authorized (WPDES) Water Pollutant Discharge Elimination System (Permits) to be Administered by DNR

Consistent with federal standards.

(Wisconsin) Solid Waste Recycling Authority Established

A non-profit public corporation was empowered to acquire, construct, and operate solid waste reclamation facilities.

(Wisconsin) Transportation

$7 million in state assistance for local mass transit systems.

(Wisconsin) Lake Mendota State Park Authorized

Land acquisition was started.

(Wisconsin) State Environmental Education Plan Completed and Presented to Governor and State Legislature

(Wisconsin) Lake LaFarge (Kickapoo River Dam) Support Withdrawn by Governor Lucey

(Wisconsin) Power Plant Siting Bill

Utilities must consider environmental consumer and safety factors when locating power plants and lines.

(Federal) Dredging and Fill Material, Section 404

Regulates through U.S. Corps of Engineers dredging authority to include contiguous adjacent wetlands and well as traditional navigable waters. "Bingo" authorized in Wisconsin. U-W merger.

1976

(Federal) Toxic Substances Control Act

Authorized the establishment of standards to control toxic substances at all stages of its life cycle from its creation to final disposal.

(Federal) National Forest Act

Directed U.S. Forest Service to carry out a multiple use and sustained yield policy.

(Federal) Bureau of Land Management Organic Act

Ordered Bureau of Land Management to develop a review process for wilderness areas and a centralized system of Management of Federal lands.

(Federal) Resource Conservation and Recovery Act (RCRA)

Authorized EPA to assist states to develop landfills, inventory open dumps, and support recycling.

(Wisconsin) DNR Establishes Hunter Ethics Committee to Establish Guidelines for Wisconsin Hunters

(Wisconsin) Endangered Species

Wisconsin entered agreement with U.S. Fish and Wildlife Service to coordinate federal and state endangered species programs. Federal funding was provided to assist program. Wisconsin was the first state to apply for this agreement.

1977

(Federal) Surface Mining Control and Reclamation Act

Set standards to be met by major coal strip mining operations. Protect lands unsuitable for surface mining.

(Federal) Mine Safety and Health Act

Provides highest degree of health and safety and will set standards; also provide for setting penalties and collect fines.

(Federal) Clean Water Act Amendments

Set goals to improve water quality by 1983. Addressed nonpoint sources.

(Wisconsin) Prohibits Manufacture or Sale of PCB's in State

PCB Advisory Council in DNR.

Title(?)

The State of Wisconsin and City of Milwaukee agree to a court judgment that will result in comprehensive water pollution abatement program addressing the entire service area of the Milwaukee Metropolitan Sewerage District. The District agreed to a series of financial investments, deadlines, and construction projects which will result in a significant reduction of water pollution to Lake Michigan and its southeast Wisconsin tributaries.

(Wisconsin) Phosphate Levels in Soaps Reduced

Will study and final decision in 1982.

(Wisconsin) Water Saving Fixtures for New Construction

Prohibits use and sale of water closets, urinals, faucets, and shower heads that use more than a specific amount of water.

(Wisconsin) Natural Gas Conservation Program

Prohibits use of pilot lights where intermittent ignition lights available. Non-essential use of gas not permitted hook-up by utility (yard gas lights).

1978

(Wisconsin) Wisconsin Fund Created

A state grant program established for point, nonpoint, private sewage system update and hazardous waste siting.

(Federal) Upper Mississippi River Basin Commission Formed

Commission of federal, state, and local representatives to prepare master plan for the upper river and rebuild Lock and Dam #26. Environmental issues will be addressed.

(Wisconsin) Endangered Species Law Amendments

Included plants and established a "threatened" list for both plants and animals.

(Wisconsin) Office of Endangered Species

Established in DNR.

Legal Action Brought by the Department of Justice

On behalf of the Department of Natural Resources, results in a $240,000 water pollution court settlement with the Wausau Paper Company, which was alleged to have been polluting the Wisconsin River with wastes from its Brokaw plant. Other water pollution significant settlements in the late 1970's included Consolidated Papers of Appleton, Consolidated Papers Joint Treatment Facility at Wisconsin Rapids, and Flambeau Paper Company at Park Falls.

(Wisconsin) Metallic Reclamation Act Modified

Provides for greater environmental safeguards for drilling, exploration, and mining. Local impact committees can act as liaison between company and community.

(State) Wild Rivers Designated

Wolf, Brule, St. Croix (1968), Flambeau, and Nemakagan are designated Wild River status.

(Wisconsin) State Waterways Commission Created

A five member commission to assess needs for boating facilities and approve grants for implementation.

For the First Time in 30 Years, the Fox River is Clean Enough to Support Substantial Quantities of Highly Popular Game Fish

Anglers pass the word that walleye, perch, and other sport fish are not only there to catch, but okay for eating. Water pollution clean-up is working.

1979

(Wisconsin) The Conservation Congress in Existence and Operation for 45 Years

Citizen involvement in the decision making process with study committees, local representation, and annual meetings to assist in fish, game, law, and environmental programs.

(Federal) EPA Declared Moratorium on Use of 2,4,5-T for Most Uses

Will go to hearings and final decision.

(Wisconsin) Endangered Species List Update

102 plants and animals are on Endangered and Threatened List. An update form 19 animals on list.

Scott Paper Company of Philadelphia

Agrees to a $1 million settlement with both the state and federal governments which alleged the firm's Oconto Falls plant was polluting the Oconto River. The settlement is the largest in Wisconsin history and provided that the firm's fines will be used to help restore the environmental damage in Stiles Pond and the Oconto River.

(Wisconsin) Regulation on Use and Application of Pesticides

Establish standards for training of pesticide applicators. Department of Agriculture to register pesticides.

The Department of Natural Resources Awards the First State Grants to Wisconsin Counties for Solid Waste and Sanitary Landfill Planning

It is the first state effort to provide financial assistance to local governments struggling with the task of adequate and environmentally safe solid waste disposal. Previously, the state was limited to licensing and enforcement.