Landing Blitz 2013

Dear AIS Coordinators,

With the summer boating season fast approaching, we are preparing for another successful mid-summer landing blitz. This year’s blitz will take place Thursday, July 4th –Sunday, July 7th when boat traffic is high and the potential to spread aquatic invasive species (AIS) is great. The Wisconsin Department of Natural Resources (DNR) will partner with counties and groups across the state to promote an increase in media coverage surrounding aquatic invasive species prevention, along with an amplified presence of watercraft inspectors at landings all over Wisconsin.

As part of this year’s event, we are again encouraging all *Clean Boats, Clean Waters* inspectors to get out on their landings and share AIS prevention information with the boaters and anglers enjoying the lakes! In addition to the DNR’s free AIS publications, partners will also receive Stop Aquatic Hitchhikers towels to hand out at the landings along with media resources to help highlight the event locally. The towels are to be used as a positive reinforcement to reward boaters practicing the AIS prevention steps. We anticipate being able to provide each participating group with 25 towels per boat landing.

Last year, one lake hosted a “Legislator at the Landing” event that was very successful <http://www.ashlandwi.com/news/local/article_1eff0460-cd45-11e1-9ffd-0019bb2963f4.html>. We encourage other groups to invite their local legislators to their active boat landing. This will afford participants an opportunity to demonstrate their prevention efforts and possibly speak directly with legislators about the 2013-2015 budget proposal by Wisconsin Lakes <http://www.wisconsinlakes.org/> to increase efforts to protect our lakes from the threat of AIS.

We will be contacting a wide variety of possible participants for this year’s Landing Blitz but you are best positioned to encourage repeat participation as well as new participants. In addition to your contacts, we will soon be contacting last year’s participants, active CBCW groups, lake associations and districts, and recipients of AIS grants,

When you know that a group will be participating in the 2013 Landing Blitz, please e-mail me (michael.putnam@wisconsin.gov) the following information: 1) name of participating organization, 2) the group’s contact information, especially email address, 3) lake(s) they will cover, and 4) county where the lake is located.

We offer you two alternatives on distributing towels to participating groups. First, we are happy to send the towels directly from the DNR warehouse to each participating group. For this we need a recipient’s name and street mailing address. Sorry, we can’t ship to P. O. Boxes. Alternatively, we can send the towels directly to you and you can then distribute them to your participants. Please let me know which option you choose. Even if you choose to distribute the towels yourself, I’ll need each participant’s email address in order to send them information on press releases, working with the news media, and AIS publications.

Results of the Landing Blitz will be posted on the DNR website along with a listing of participating groups, lakes and counties. The real time results from the SWIMS database will include the number of boaters and boats contacted as well as participants’ hours. These data are very important in demonstrating to our funders the reach and impact of the Landing Blitz and CBCW in general. We look forward to hearing from you!

If you have any questions, please contact me (michael.putnam@wisconsin.gov or 608-267-9868).