

# Wisconsin Association of Lakes

**Lakes are for everyone.** The continued quality of tomorrow's lakes depends on today's decisions. The Wisconsin Association of Lakes (WAL) works with lake groups, citizens, and the legislature to ensure that our lakes are protected for generations to come.

WAL envisions a future when lake visitors, recreational lake users, anglers, shoreline property owners, and local and state government agencies have a common lake ethic, a mutual understanding of lake ecology and lake health, a set of common goals for lakes, and are working together to protect lakes.

## **Your support strengthens our voice for lakes.**

Local lake people have a special connection with their lakes and can have considerable influence over their neighbors and local leaders. Whether lake enthusiasts volunteer to collect lake data, monitor boat landings, visit their favorite fishing spot, or manage their properties in a lake-friendly manner, everyone has a role in keeping our lakes healthy. WAL believes active citizen involvement at the local level is critical to sound lake management and protection. For lake concerns to be a factor in the decision-making process, state legislators need to hear from their constituents and WAL.

## **Creating partnerships for local protection.**

Lake organizations can play a vital role in defining the future of their lake. Many are actively involved in lake management. WAL helps lake groups connect with the tools, resources, and contacts that can help them protect the lakes they love. WAL provides tools and guidance to help lake groups run more efficiently, use lake management grants and projects to craft solutions to lake problems, understand current policy issues and how they affect lakes, and share and learn from the experiences and success stories of other lake groups working to resolve similar lake issues.

## **Wisconsin lakes need your support.**

The Wisconsin Association of Lakes is the only statewide organization working exclusively to protect

and enhance the quality of Wisconsin's 15,000 lakes. Many issues that negatively impact your lake result from decisions made and actions taken far from your lake shoreline. We work towards state level solutions for the challenges faced by many lakes while supporting strong local protection efforts. We represent citizens like you who care about Wisconsin's lakes as a natural resource, and who also recognize the value healthy lakes bring to property values, tourist economies, and overall quality of life.

*Please join us in working for clean, safe, healthy lakes for everyone!*

### **Wisconsin Association of Lakes**

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*Working for  
clean, safe, healthy lakes for everyone*