

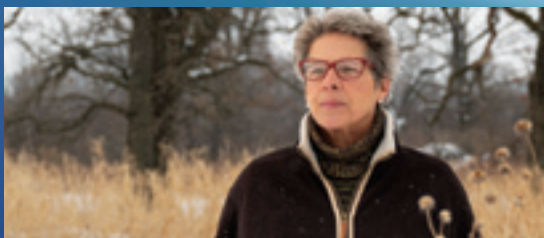
# WISCONSIN NATURAL RESOURCES

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# EARTH DAY *at* 50



## INSIDE

A CONVERSATION WITH TIA NELSON:  
CLIMATE CHANGE ACTIVIST AND DAUGHTER  
OF EARTH DAY FOUNDER GAYLORD NELSON



## OPENING NOTES

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This image from NASA's archives shows Earth in April 1970, just as the United States was getting ready to celebrate the first Earth Day.

A high-resolution Hasselblad camera image, it was taken during the ill-fated Apollo 13 lunar mission. The flight crew included commander James Lovell, who graduated from high school in Milwaukee and attended UW-Madison.

Apollo 13 never made it to the moon. After the explosion of an on-board oxygen tank — "Houston, we've had a problem" — the astronauts were able to navigate a safe return to Earth.

Lovell, John Swigert and Fred Haise splashed down in the South Pacific Ocean on April 17, five days before the first Earth Day.

Read on for more about Earth Day and historic events from 1970 — all celebrating 50th anniversaries this year.

# FROM THE SECRETARY

## Preston D. Cole

This year marks the 50th anniversary of Earth Day — a milestone certainly worth celebrating.

In 1970, a gallon of gas was 36 cents, the U.S. lowered the voting age to 18 and “ABC” by The Jackson 5 was the No. 1 song, with “Raindrops Keep Falling on My Head” by B.J. Thomas not far behind.

That same year, the U.S. Environmental Protection Agency was created. And, of course, that was also the year of the very first Earth Day, founded by Wisconsin’s own Gaylord Nelson, who was the state’s 35th governor and three-term U.S. senator.



COURTESY OF TIA NELSON

**Actions to address climate change take many forms including the new Loka Initiative, which brings people of different faiths together to work on the issues. A recent event included DNR Secretary Preston D. Cole, right, along with Tia Nelson, center, and Sister Mary David Walgenbach.**

His daughter and environmentalist, Tia Nelson, has followed in his footsteps. You can read more about her work in the magazine’s cover story.

Up until the 1970s, protecting the planet’s natural resources was not a national priority. Factories pumped pollutants into the air, lakes and rivers with few repercussions. Gas-guzzling cars ruled the roads. And very few people even knew about recycling — let alone actually recycled.

Before 1970, there was no EPA, no Clean Air Act and no Clean Water Act. There were

also no legal or regulatory mechanisms to protect our environment.

There is a very iconic television ad that aired at the time featuring actor Iron Eyes Cody’s Native American portrayal that has always stuck with me. In the ad, he is standing on a street littered with trash and surrounded by heavy smog.

The camera zooms in and we see a tear slowly run down his face because of the overwhelming pollution in our environment. That ad promoted the message that we all have the responsibility to protect the land.

Fast forward to today and our world is getting hotter. The ice is melting. Oceans and Great Lakes are rising. Rivers are flooding. And in some areas of the world, water is disappearing.

Wisconsinites of all stripes can agree that a changing climate affects our natural resources, our communities and is a grave threat to our health, safety and economic well-being.

Most of Wisconsin has warmed since 1950 and it’s also becoming wetter. Scientists predict there will be more extreme weather events across the state and more days over 90 degrees.

Changes in temperature and precipitation could affect Wisconsin’s growing seasons and even dairy productivity. Plants and animals of the forests maintain themselves based on specific climate conditions and may be vulnerable to temperature and season changes.

The DNR is entrusted to protect the people’s resources, a job we take very seriously. As a result, we are working on pinpointing the factors that drive change so we can plan accordingly.

Moving forward, we have a lot of work to do — work we can do together. We have learned from our tribal brothers and sisters that, “We do not inherit the land from our ancestors, we borrow it from our children.”

In honor of the 50th anniversary of Earth Day, let’s take that message to heart and pass it on — not only this year, but for future generations to come.





Girl Scouts take to a canoe to clean trash from the Potomac River on the first Earth Day, April 22, 1970, in this photo from the Library of Congress U.S. News & World Report collection.

# Environmental awakening

**First Earth Day aimed to stem the tide of environmental degradation and develop commitment to action in future leaders**

**KATHRYN A. KAHLER**

*Dubbed the “environmental decade,” the 1970s were a time of sweeping changes in how we looked at our place on Earth. Terms like “conservation” and “management” made way to “ecology” and “biodiversity” as traditional conservation agencies took on new roles as environmental stewards.*

Colleges and universities added majors in environmental sciences. Aldo Leopold, first known as a UW-Madison professor of game management in the early 1900s, became better known for defining humanity’s responsibility toward a “land ethic,” and his book “A Sand County Almanac” became required reading on campuses across the country.

In defining his land ethic, Leopold wrote: “We abuse land because we regard it as a commodity belonging to us. When we see land as a community to which we belong, we may begin to use

it with love and respect.”

Leopold’s philosophy of a conservation ethic would influence another Wisconsinite, Gaylord Nelson, a former governor elected to the U.S. Senate in

1962. Inspired by his roots in Wisconsin’s Northwoods, Nelson recognized the interdependence of humans and nature. Throughout the 1960s, he increasingly used his national platform to



**In Madison on the first Earth Day, marchers arrive at the State Capitol off State Street, joining tens of thousands of people across the nation that day drawing attention to environmental issues.**

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call out disregard for the environment.

In a speech at UW-Madison in April 1964, he said: “The conservation crisis of which we talk today involves almost every form of human activity. It involves the air, the soil, the water, the forests, wildlife, minerals and people.”

Nelson would go on to found Earth Day in April 1970, patterned after the teach-ins of the Vietnam War era and focusing on young people on the nation’s campuses. In a speech celebrating Earth Week at UW-Milwaukee on April 19, 1971, Nelson retrospectively explained this emphasis on education.


“It was necessary for Earth Week to become an annual experience to educate the youth of the nation, who as tomorrow’s leaders will have the understanding to develop the necessary commitment to support the actions that will solve our environmental problems.”

Across the country, on April 22, 1970, 20 million Americans took part in rallies, cleanups and activities to demonstrate a new commitment to the environment. Here in Wisconsin, UW students marched the now-familiar anti-war route from campus to the State Capitol to raise public awareness of environmental issues and how to solve them.

## NEW AWARENESS SPARKS DECADE OF HISTORIC CHANGE

In Washington, the environmental decade had kicked off on Jan. 1, 1970, with President Nixon’s signing of the National Environmental Policy Act (NEPA), outlining a broad range of goals and boosting environmental issues to the global forefront. On July 9 that year, the president proposed a U.S. Environmental Protection Agency to bring multiple federal environmental programs under one umbrella. On Dec. 2, the fledgling agency began operations.

The year that began with Nixon’s signing of one key piece of environmental legislation ended with yet another — the Clean Air Act of 1970, signed on Dec. 31. Updating earlier federal law, the Clean Air Act authorized development of comprehensive federal and state regulations to control pollution from industrial and other harmful emissions.

National and state lawmakers didn’t end there. By the time the ’70s came to a close, there would be more environmental laws passed than in any other decade. 

*Kathryn A. Kahler is associate editor of Wisconsin Natural Resources magazine.*

## CLEANUP ACTS

Here’s a look at major federal and state environmental-related legislation passed in the 1970s, ’80s and ’90s.

**1970** — National Environmental Policy Act is signed into law, outlining a broad range of environmental goals.

**1970** — U.S. Environmental Protection Agency begins operations.

**1970** — Congress passes legislation designating the Apostle Islands in northern Wisconsin as a national lakeshore.

**1970** — Updated Clean Air Act is signed by President Richard Nixon.

**1970** — Wisconsin bans the pesticide DDT, two years before the federal ban.

**1972** — Congress passes Clean Water Act.

**1972** — Wisconsin Legislature enacts state Environmental Policy Act and Wisconsin Endangered Species Act.

**1973** — Federal Endangered Species Act becomes law.

**1974** — Congress passes Safe Drinking Water Act.

**1974** — Wisconsin Pollutant Discharge Elimination System program is established and first permits are issued.

**1975** — Federal Energy Policy and Conservation Act is passed.

**1976** — Federal Resource Conservation and Recovery Act begins governing disposal of solid and hazardous waste.

**1978** — Wisconsin Legislature enacts Hazardous Substance Spill Law.

**1979** — U.S. EPA bans manufacture of PCB chemicals.

**1980** — Congress creates the Comprehensive Environmental Response, Compensation and Liability Act, known as Superfund, to handle emergency and long-term hazardous waste sites.

**1980** — Wisconsin Shoreland Protection program is created.

**1983** — Wisconsin Legislature enacts Comprehensive Groundwater Protection Act.

**1986** — Acid Rain Law is enacted in Wisconsin, the first of its kind in the nation.

**1987** — Petroleum Environmental Cleanup Fund Award program is established in Wisconsin to remediate contamination from product storage systems.

**1989** — Congress enacts North American Wetlands Conservation Act.

**1989** — Wisconsin Legislature creates Knowles-Nelson Stewardship Program for protection of public recreational lands.

**1990** — Federal Wetland Reserve Program is established under the Farm Bill.

**1990** — Wisconsin Legislature passes Recycling Law.

**1994** — Wisconsin Legislature enacts Land Recycling Law to address abandoned and contaminated brownfields, a year before the EPA’s federal Brownfields Program begins.

**1995** — DNR’s Remediation and Redevelopment Program begins, dedicated to addressing the investigation and cleanup of hazardous substances.

**1997** — National Wildlife Refuge System Improvement Act is passed, upgrading the conservation system first created in 1966.



*Like her father  
before, Tia Nelson  
tirelessly advocates  
for the environment,  
with Wisconsin as a  
constant touchstone*

# Tia's Time and

*Tia Nelson finds inspiration  
in regular visits to Governor  
Nelson State Park, named for  
her noted father.*



**ANDREA ZANI**

*On Jan. 1, as the calendar flipped to 2020, Tia Nelson welcomed the new year as she has so many others before: Spending time at “Papa’s Park,” hiking, relaxing, reflecting and recharging for the busy months ahead.*

# My Favorite Place

“It’s my New Year’s tradition,” Nelson says of her annual visit to Governor Nelson State Park, the spot on the shores of Lake Mendota in Dane County that’s named for her father, the late Gaylord Nelson. “I pay my respects, reflect on his legacy and ask him to help me be strong for the cause in the new year.”

Those few hours at the park may have seemed especially important at the start of this particular year, given how busy it promises to be for the daughter of Wisconsin’s 35th governor and three-term U.S. senator.

Gaylord Nelson, who died in 2005, also was the man behind Earth Day, marking its 50th anniversary this year. His legacy as one of America’s leading champions of the environment is front and center as celebrations of the April 22 event gear up worldwide.

With Earth Day’s 50th anniversary looming — and as a career-long environmental proponent in her own right — Tia Nelson has fielded an abundance of requests for media interviews, conferences, speeches, youth projects, event appearances and more. She’s even done voiceover work for an animated Earth Day biography special for PBS Wisconsin.

“They’re giving Gaylord the digital treatment!” she tweeted about the show.

Nelson is accustomed to the spotlight in her role as managing director for climate at Outrider Foundation in Madison and previous work in Wisconsin state government and with The Nature Conservancy in Virginia.

But even she admits this has reached a new level, with a growing spreadsheet required to keep track of the ever-expanding list of Earth Day-related events, not to mention her usual advocacy for environmental issues.

Yet as her father before her, Nelson embraces the challenges and the workload and tirelessly forges ahead, so passionate is she about the issues at hand and so determined to make a difference.

## **‘LUCKIEST CHILD IN THE WORLD’**

Two things are quickly apparent in a conversation with Nelson: She is open and approachable, and she is absolutely fervent about matters of the environment. Credit her Wisconsin

ANDY MANIS

background and growing up the daughter of Gaylord Nelson for that.

“He has influenced me in any number of ways,” she says of her father, an advocate for environmental reforms at a time when they were little discussed and badly needed. “I am the luckiest child in the world being born Gaylord Nelson’s daughter.”

Nelson was 2 years old in 1958 when her father, then a state senator, was elected to the first of his back-to-back two-year terms as Wisconsin governor. Born in Clear Lake, Gaylord Nelson was already known for his strong views on protecting the environment.

In office, his work to streamline and solidify the state’s natural resources program plus the creation and funding of the Outdoor Recreation Action Program to acquire land for public parks earned Nelson a reputation as “conservation governor.”

In 1962, Gaylord Nelson was elected to the U.S. Senate and took his family — wife Carrie, sons Gaylord Jr. and Jeffrey, and Tia — to live in Kensington, Maryland, while he served for 18 years in Washington.

As a child, especially when she reached her teen years, Nelson had a front-row seat for the dogged determination her father showed in working for environmental protections.

In an era when such thinking about the environment was only in its infancy, the senator faced often long odds in his efforts to pass the Wild and Scenic Rivers Act, for example, or protect the Apostle Islands as a national lakeshore, or encourage a national teach-in on the environment, a.k.a., Earth Day.

Yet he persisted and persevered, Tia Nelson remembers, “continuing on with determination in spite of setbacks and defeats.”

## ACTION FOR THE EARTH

As for Earth Day, Nelson notes it was born out of her father’s approach to the environment in the broadest sense of the word. He pushed for civil rights and an end to poverty, believing these issues were part of creating a better overall environment for living.

He also was an early voice of opposition to the Vietnam War and the rising spending it demanded. When anti-war protests began growing nationwide, the senator saw the opportunity to use the same kind of energy to advance the environmental cause.

On April 22, 1970, an estimated 20 million Americans gathered in



COURTESY OF TIA NELSON

*Papa was the governor back then, sure, but he was still a dad — as young Tia Nelson can attest.*



*Gaylord Nelson’s 1968 campaign for U.S. Senate meant a whistle stop tour of Wisconsin for the entire family, from left: Carrie, Tia, Gaylord, Gaylord Jr., and Jeffrey. Nelson won reelection, leading to 1970’s declaration of Earth Day.*



WISCONSIN HISTORICAL SOCIETY #57066

cities and towns around the country, encouraged by Gaylord Nelson's idea of a national environmental teach-in. People were taking action for the Earth and demanding their elected officials do the same.

Because Earth Day was allowed to develop organically, on the local level rather than planned top-down nationally, it took off, Tia Nelson says.

"The first Earth Day was successful beyond my father's wildest dreams," she says. "He couldn't have imagined the outcome."

Of course, she adds, "There was no way to know a history-making moment was occurring," which means she is herself a little fuzzy on what she was doing that first Earth Day.

"I knew you were going to ask that," she says, remembering she was soon turning 14 and in school at Kensington Junior High School that day.

She relates a story about being on a radio show in recent years and having this same question come up. When she told the show's host she wasn't quite sure on the details of her first Earth Day experience, the station took a call.

It was one of her classmates from junior high in Maryland, who told Nelson he knew exactly where she

was on that first Earth Day — picking up trash around the school along with him.

"So I was picking up trash," she says, chuckling at the memory — or lack of it. It was not unlike what kids everywhere were doing that day.

### POWER OF ONE MAKES A DIFFERENCE

Nelson marvels at what happened in 1970 and the "environmental decade" that followed, with several milestone environmental laws signed in that and subsequent years. More legislation was passed in the decade after the first Earth Day than at any other time before or since.

The success of Earth Day was a fantastic lesson to her in how the dedication and determination of one person can make a difference. She likens its evolution — with mushrooming grassroots events in communities around the country — to the Civil Rights Movement tracing its beginnings to the humble act of one woman on a city bus.

"Just like when Rosa Parks sat on that bus," Nelson says, referencing the December evening in 1955

when Parks quietly refused to give up her seat to white riders in Montgomery, Alabama. The ensuing Montgomery Bus Boycott was a watershed event in the Civil Rights Movement.

"Could she have imagined saying one word, 'no,' would have made such a difference? She could not have known that."

As a more modern example, Nelson cites Greta Thunberg, the Swedish teen whose singular protest outside her country's parliament building eventually inspired young people worldwide to demonstrate on behalf of the environment.

"She couldn't possibly have known that the simple act of protest would launch a global youth movement," Nelson says of Thunberg, named 2019 Person of the Year by Time magazine for her role in launching the worldwide School Strike for the Climate.

"No more so than my father could possibly have known."

### LOVE FOR WISCONSIN'S OUTDOORS

Her father's dedication to the environment, and her own, are most certainly an outgrowth of their ties to Wisconsin, Nelson says.

"My father grew up canoeing and fishing the St. Croix River," she says. "It had an impact such that it became a place he worked to protect."

His advocacy led to passage in 1968 of the Wild and Scenic Rivers Act, which included Wisconsin's St. Croix and Namekagon rivers among the original waterways protected.

Many of her own memories of Wisconsin revolve around summer camp in the 1960s and early '70s — Camp Hilltop in Spring Green. "I spent every summer in Wisconsin," she says.

From about age 8 to 17, Nelson attended the all-girls camp in the countryside near Frank Lloyd Wright's Taliesin, where she learned archery and horseback riding, among other skills, and unleashed her love for the outdoors.

"I cherished those summers," Nelson says, crediting camp owner Eloise Fritz with being a powerful and positive influence.

"She wanted to nurture us to be strong and fierce. She looked at our hands — you had to have callouses from the hard work. But she still encouraged us to walk and talk like a lady." Then Nelson jokes, "Maybe the latter didn't stick as well with me."

So influential was Eloise and camp summers in those formative years and beyond that "I still dream about her," Nelson says. "She shaped so many young girls' lives. I don't know anyone who went to Camp Hilltop who wasn't affected."

Nelson sees that time in her life and Eloise herself "as a touchstone reminder to me of the values she sought to teach us — integrity, hard work, kindness." Being outdoors in the unspoiled landscape of Camp Hilltop was invaluable to Nelson growing up and remains with her always.

"It's a reminder of our connection to nature and how important that connection is as part of who we are."

The Nelsons also returned to Wisconsin from the D.C. area every summer to visit friends in Door County and spend time in "Papa's favorite place," Tia says — the Martin Hanson compound near Mellen, an area now part of the Chequamegon-Nicolet National Forest.

COURTESY OF TIA NELSON



WISCONSIN HISTORICAL SOCIETY #56790

**On the Namekagon River in 1966, Sen. Gaylord Nelson drew attention to his efforts to protect the northern Wisconsin waterway under the national Wild and Scenic Rivers Act. The act passed in 1968 and included both the Namekagon and St. Croix rivers, where Nelson had paddled and fished in his youth.**



COURTESY OF TIA NELSON

**Daughter and father Tia and Gaylord Nelson wear mirrored expressions while attending an event circa 1968.**

Hanson, who died in 2008, was a devout advocate for environmental causes and a close friend of Gaylord Nelson. Both are members of the Wisconsin Conservation Hall of Fame.

**FROM DNR TO D.C., AND HOME AGAIN**

Also counting among Tia Nelson's ties to Wisconsin, going back to the mid-1970s for this, is time spent working for the Department of Natural Resources.

While pursuing her degree in wildlife ecology, she spent summers in Bayfield working as a limited-term fisheries technician. She collected scale samples and recorded lengths and counts for whitefish and trout.

"I was the first female to work the Hack Noyes, at least that's what they told me," she said of the DNR's longtime research vessel that traveled Lake Superior.

After graduation, she got a full-time job with the California Department of Fish and Game in the Los Angeles area, collecting fishing data from anglers for creel surveys. Over time, she gravitated toward more of the policy side of natural resources.

Wisconsin was never far from her thoughts, and when Tony Earl — who had been DNR secretary — ran for

governor in 1982, Nelson returned "home" to join his campaign.

Dan Wisniewski was running the campaign, eventually becoming chief of staff when Earl won the governor's office, and Nelson was so eager to get back to Wisconsin she told him she'd work for lunch.

"He said, 'What do you eat for lunch?' and I said, 'PB and J,'" Nelson recalls. She got the job — and a big PB and J sandwich from Wisniewski. "That was my reward!"

When Earl won the governorship, Nelson worked for about a year

in his administration. After that, she went to work with Jeff Neubauer, then a member of the State Assembly. Neubauer (whose daughter, Greta, now serves in the Assembly) chaired the Environmental Resources Committee and Nelson worked as a committee clerk.

"All the environmental laws came through our committee," she says, including 1983's crucial groundwater protection legislation.

Being part of the legislative process, especially seeing important laws to fruition, was great experience, she says, and carried her through a few years in the mid-1980s. After that, she headed



DNR FILES

**As a college student in the mid-'70s, Tia Nelson worked on the DNR research vessel named for conservationist Haskell "Hack" Noyes.**

back to the D.C. area and worked for 17 years at The Nature Conservancy in Arlington, Virginia, before returning to Wisconsin yet again in 2004.

It was about a year later, on July 3, 2005, that her father died at age 88. She gave the keynote remarks in services held for him at the State Capitol.

"You know, he'd never miss an occasion to give you a message, never," she told the audience crowded into the Capitol dome to pay their respects. "To honor him, I must do the same."

**ENVIRONMENT FOR EVERYBODY**

These days, the message for Tia Nelson has landed firmly on the environment, specifically the issue of climate change. She dives right into the topic, speaking in focused and easy-to-follow terms with recurring points of emphasis.

Promoting understanding and developing solutions will rely on how the issue is framed, she says, and progress depends on finding ways to "meet people where they live."

"It's a mistake, the idea of using a polar bear as a symbol of climate change," she says, for example. "Who can really identify with that? It's about asking, what are your values?"

"If you're an outdoorsman or a fisherman, how are your opportunities for hunting and fishing affected by these changes?"

She pushes the idea that everyone must take stock and understand how climate change affects them.

"There's the mother who sees her child going through an asthma attack. Clean air will make a difference for that child," she says. "People need to see climate impacts that are local and relevant to them."

**SEEING THE VALUE IN RESOURCES**

Nelson credits her father with being a visionary in getting people to see environmental impacts on a local level and in a broader sense. He regularly spoke about the economic impacts and social nuances of the environment decades ago, before such issues were even fully informed by science let alone acknowledged in the world.

"Fifty years ago, my father framed the environmental challenge through a much broader lens than was embraced at the time," she says, adding that the same approach is beneficial today.

"We have an opportunity to take stock and recommit ourselves. It requires us to work at every level," she

says. “Individual action matters. How we behave as a community matters. What we ask of our public officials matters.”

Protecting our natural resources, she adds, is a vital part of the process. “You can’t deplete those resources and not recognize you’ve done so.”

Natural resources truly are assets, she continues, “and we’ve got to count them as assets and treat them accordingly.”

## BEYOND JUST PREACHING TO THE CHOIR

Dozens of references come up as Nelson discusses how various viewpoints can come together on behalf of protecting the environment and the Earth’s resources.

She mentions the Wisconsin Initiative on Climate Change Impacts, WICCI, which includes participants from the DNR. She talks about the new Loka Initiative, from UW-Madison’s Center for Healthy Minds.

“This initiative involves Muslims, Christians, Jews, Native Americans, Hindus and Buddhists,” Nelson says of the project that’s reaching beyond the traditional environmentalist. “It is integrating faith and ecology to create new opportunities for solving big environmental challenges.

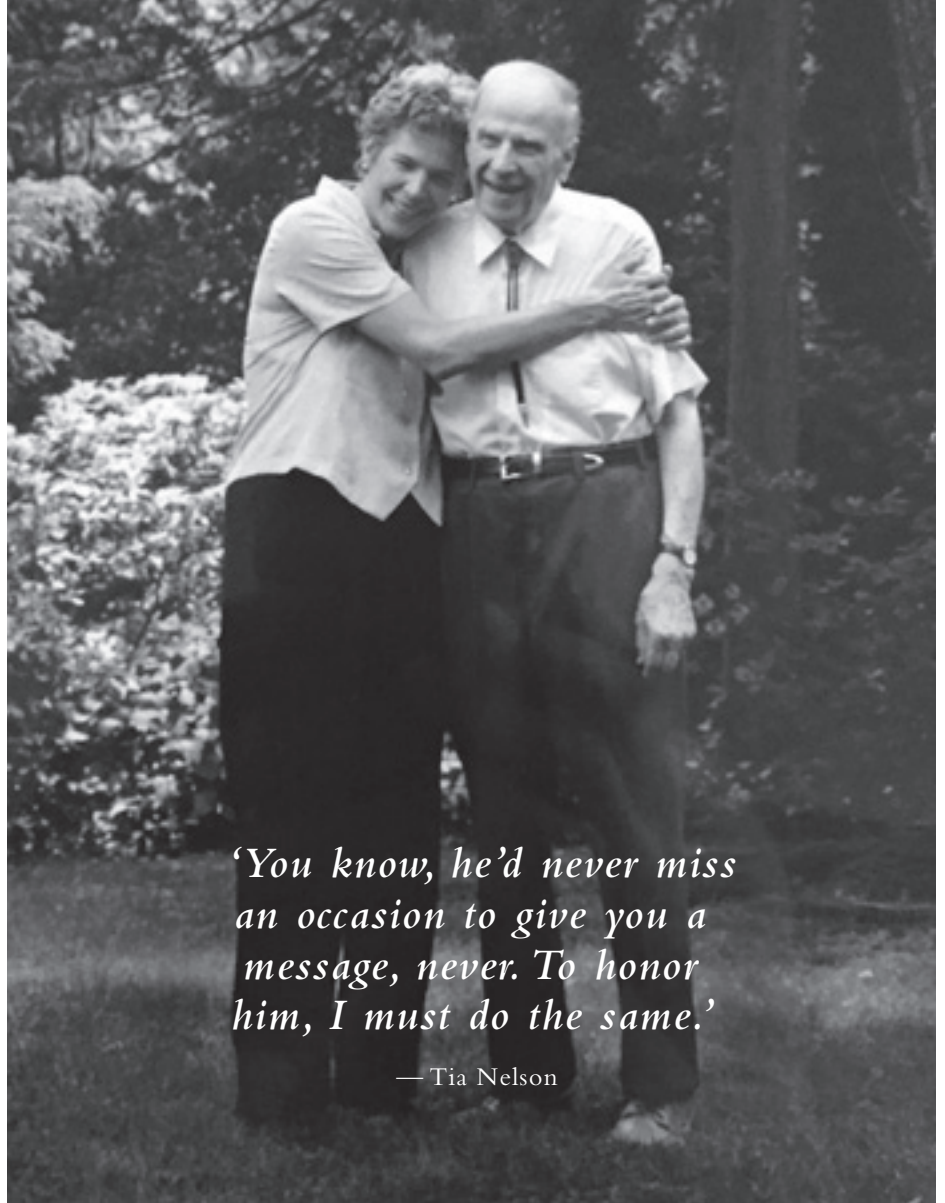
“For me, the big challenge in 2020 for those of us thinking of themselves as a conservationist or an environmentalist is: How do we communicate beyond our own echo chamber? How do we communicate beyond the choir?”

In discussing environmental challenges, Nelson moves freely along a historic timeline. At one point, she reaches back to 1856 to make note of Eunice Foote, an American scientist who first drew attention to a warming effect on the Earth created by carbon dioxide gases.

“She was the first to speculate about the greenhouse gas phenomenon” in research more than 150 years old, Nelson says with admiration.

She brings up George H. W. Bush, the first President Bush, recalling how he spoke at the Earth Summit in Rio de Janeiro in 1992. Bush’s words encouraged “concrete action to protect the planet.” But the moment passed, opportunities were lost.

“We could have done better; we should have done better,” Nelson says. “It’s not easy. It’s complicated and it’s hard.”



*‘You know, he’d never miss an occasion to give you a message, never. To honor him, I must do the same.’*

— Tia Nelson

COURTESY OF TIA NELSON

**Tia and Gaylord Nelson shared a love for the environment and each other. “Miss you, Papa,” she said when tweeting this photo on his June 4 birthday.**

## FOCUS ON SOLUTIONS

Nelson mentions someone else in history, too: Nixon. Yes, that Nixon — Richard Milhous — not exactly the first to come to mind on environmental issues. But, as Nelson points out, he did create the U.S. Environmental Protection Agency in 1970.

Such was the national culture then. And Nixon’s involvement — in addition to starting the EPA, he also signed the National Environmental Policy Act and the Clean Air Act in 1970 — proves you just never know what might happen when you set out to try, she says.

Among more recent references, Nelson speaks of Bob Inglis, a former U.S. Representative from South Carolina who now serves as executive director of RepublicEn.org, which describes itself as “a growing group of

conservatives who care about climate change.”

“There’s no more conservative value than to conserve,” Nelson says. “You don’t waste it — whether it’s food or water or energy — you don’t waste it.”

She also speaks of Project Drawdown, which focuses on research to identify climate solutions.

“The top 10 are surprising,” she says, and need not be considered a sacrifice. “No. 3 is reducing food waste. That’s not hard. That’s not a sacrifice. We’ve gotten so that we buy bigger and bigger refrigerators and stuff so much food in there.”

Just do that less, and you’ll cut down on food waste and save money, too, she adds.

No. 6 on the Project Drawdown list also gets her attention: Educate girls. “Who wouldn’t want to do that?”

## LESSONS TO LEARN, CHALLENGES TO MEET

Nelson's own education took an interesting twist. As one who struggled in school with a learning disability, she was none too keen on college when the time came.

So what to do? After graduating high school, she announced to her parents she was going to take a year off from school.

"Great," she recalls her mother saying, then without missing a beat, adding: "And where are you planning to live?"

Nelson — who of late has been a caretaker for her 97-year-old mother still living in Maryland — smiles and remembers what her father did next.

Being from northern Wisconsin, he had a few connections there and put in a call to Tony Wise, an icon in Hayward who owned the Telemark Resort, home of the American Birkebeiner cross-country ski race. At the time, Telemark

"I said, 'Fine, I'm in.' I earned \$1.65 an hour plus tips in the coffee shop at Telemark. Boy, \$7 in tips in a day would have been a lot of money then."

She spent a year working at Telemark before, true to her word, going back to school. She enrolled at UW-Superior — "I thought it might be better to start at a small campus" — which was good for another year.

After that, she took the leap and transferred to UW-Madison, studying wildlife ecology from distinguished professors including department chair Robert McCabe, who'd himself been a student of Aldo Leopold, plus Orrin Rongstad, Joe Hickey and Stanley Temple. All have been credited as dedicated conservationists who made key contributions to state wildlife programs through their work at the university and in the community.

For Nelson, being at the big university meant she had to confront

her learning challenges, by then diagnosed as dyslexia, and learn to be successful despite them.

"I think it gave me special powers, in a way," she says. "I learned people to trust, how to ask good questions. I learned to ask for help with certain tasks."

Nelson, who is heartened by youth activism for the environment, sometimes speaks to school groups about her own challenges, encouraging them to find their path.

"There are lots of ways of being smart."

## NECESSARY SHIFT IN CULTURAL NORMS

Admittedly in her current work, Nelson sometimes still feels powerless in her efforts to make headway in addressing critical environmental issues, despite devoting so much of herself to the task.

"I feel like a very meek mouse."

She understands the depth and sweeping nature of the "really significant challenges" at hand.

"Drought, flood, fire, sea level rise — it doesn't discriminate."

Yet the sense of perseverance instilled

by her father keeps her going, striving to help "establish new cultural norms" when it comes to the environment.

Think about Lady Bird Johnson, she suggests. The first lady during LBJ's presidency in the late 1960s was a proponent of beautification efforts nationwide.

"Littering — that was in my lifetime," Nelson says. People would just throw trash right out in the open, and junkyards and waste dumps were commonplace in many an American town. Slowly, though, cultural norms changed.

"We can lead by example," she says. "We can feel a sense of empowerment. And we can help people shift how they feel."

## ASPIRE TO FIND SOLUTIONS

Tackling climate impacts, she says, is about so many pieces, from water quality to "how we produce energy, how we produce our food." It requires re-examining everything.


Land management also is key, she notes. "It has enormous potential to be part of our solution. Forested lands, native wetlands — these work a lot better to mitigate impacts."

For about 10 years starting in the mid-2000s, Nelson worked on land management as executive secretary of Wisconsin's Board of Commissioners of Public Lands. She loved the work but eventually felt politics making the job increasingly difficult so she moved on to Outrider, embracing the chance to advocate for the issues about which she is so passionate.

It's not so much a call to save the planet, she says — "the planet's been around for billions of years" — as it is maintaining Earth's viability and livability.

"We need to secure a planet for humans to thrive and prosper so we're celebrating the 100th anniversary of Earth Day 50 years from now."

Nelson circles back to the idea that, in order to find solutions, everyone must come at the challenges from the place they know best.

"There's something everyone can do to make a difference," she says. "My point is, you get up, you operate from a place of your values. You do the best you can with what you've got, and unimaginable things can happen." 



ANDY MANIS

**As the 50th anniversary of Earth Day approaches, Tia Nelson reflects on its legacy while remaining keenly focused on tackling the environmental challenges of today.**

was a busy and bustling place — just the type of spot that might need help in its crowded restaurant.

"You can be a waitress at a ski lodge, how about that?" Nelson's father told her.

# Persistence pays in protecting Apostle Islands lakeshore



**Stockton Island is one of 21 islands, plus 12 miles of mainland shoreline, included in the Apostle Islands National Lakeshore.**

Gaylord Nelson had plenty on his plate following his election to the U.S. Senate in 1962, but nothing seemed more of a personal priority to him than bringing his home state's Apostle Islands into the National Park System.

"He spent years working to bring national park status to the Apostle Islands," his daughter Tia Nelson says.

The senator and former Wisconsin governor had always been a proponent of public lands, but being from Wisconsin's Northwoods made this endeavor particularly meaningful to him. From the start of his time in the Senate — when he led an Apostle Islands tour for President John F. Kennedy in 1963 — Nelson labored for protected status for the stunningly scenic islands of Lake Superior near Bayfield.

It was no easy task, as Nelson had to work all the political angles of turning the Apostles into a national lakeshore. Numerous diverse groups held vested interest in such a move, from area landowners and businesses to government officials and tribal leaders to visitors and residents.

Specific lands to include or exclude when drawing the national lakeshore boundaries took years of painstaking negotiations, with wildly varying viewpoints to try to appease.

"I would hear the stories," Tia Nelson says of her father's labor of love. "How he so wanted to protect that

place. How long it took."

Finally, on Sept. 26, 1970, Gaylord Nelson's longtime dream became a reality when federal legislation declared the Apostle Islands a place "to conserve and develop for the benefit,



inspiration, education, recreational use and enjoyment of the public." Throughout 2020, the national lakeshore is planning a variety of special events to mark the 50th anniversary.

Perhaps because of the passion her father showed for the Apostle Islands, it remains by far the most special

## INFORMATION

To learn more about the Apostle Islands National Lakeshore, including details on this year's 50th anniversary celebration, check [nps.gov/apis](https://nps.gov/apis). For a detailed look at Gaylord Nelson's years-long work to create the Apostle Islands National Lakeshore, read "Environmental Politics and the Creation of a Dream," by Harold C. Jordahl Jr. with Annie L. Booth. ("Bud" Jordahl was director of the Department of Resource Development under then-Gov. Nelson and served on the Wisconsin Natural Resources Board in the early 1970s.) The book from UW Press was published in 2011: [uwpress.wisc.edu/books/4781.htm](https://uwpress.wisc.edu/books/4781.htm).

place Tia Nelson can imagine.

"I've traveled the world from Argentina to China," she says. "To me there's no more magical place in the world than the Apostle Islands."

So deeply does she love the Apostles that each year on her birthday — the summer solstice, June 21 — she wants only one thing: to spend time with family and friends enjoying its beauty.

"I have a rule," Nelson says, "no singing, no cakes, no presents. Just get on the boat with me at the sunset."

The Nelson family also still gathers at the Apostle Islands together every August, she adds.

"It's the place I return to again and again. It's a place my grandfather took my father and my father took me."

In 2004, Gaylord Nelson's critical role in creating the Apostle Islands National Lakeshore was acknowledged when 35,000 acres on all or part of 18 islands were designated the Gaylord Nelson Wilderness.

Having his name on Wisconsin's largest wilderness area is a fitting tribute to the man who worked so diligently and cared so deeply to keep the area safe for future generations.

"Persistence is important; not giving up is essential," Tia Nelson says. "My father embodied that through his career. It looks easy in retrospect but ...

"What's vital is finding common ground with different people coming at the issue from different perspectives and different life experiences, working to bring together disparate voices. It was one of my father's real talents."

*Andrea Zani is managing editor of Wisconsin Natural Resources magazine.*



WIKIMEDIA COMMONS



BOEING

# 1970 Snapshot

## FROM ENVIRONMENT TO EQUALITY TO ELVIS-NIXON

Celebration of the first Earth Day wasn't the only memorable moment from 1970. Here's a sampling of notable newsreel, sports and pop culture highlights from 50 years ago.



CBS TELEVISION

Mary Tyler Moore



IBERIA AIRLINES

The Beatles — John, Paul, George and Ringo

### JANUARY 11

The Kansas City Chiefs beat the Minnesota Vikings, 23–7, in Super Bowl IV.

### JANUARY 22

The world's first "jumbo jet," the Boeing 747, has its first commercial flight on Pan-Am's route from New York to London.

### FEBRUARY 21

The Jackson 5 make their TV debut on "American Bandstand."

### MARCH 5

Treaty on the Non-Proliferation of Nuclear Weapons goes into effect after being ratified by the United Nations.

### APRIL 1

American households respond to the 1970 census. Numbers show 203 million people in the U.S., compared to 330 million today. Globally, 1970 had 3.86 billion people, with nearly 7.7 billion today.



U.S. CENSUS BUREAU

The 1970 census was the first to rely on residents to mail back data collection forms, with enumerators only sent to collect information from those who did not respond.

### APRIL 7

The Milwaukee Brewers make their Major League Baseball debut at County Stadium, having moved from Seattle where the franchise (as the Pilots) spent one season in 1969.

### APRIL 7

At the 42nd Academy Awards, winners include John Wayne, Maggie Smith and Goldie Hawn, with Cary Grant receiving an honorary Oscar.

### APRIL 10

News breaks that Paul McCartney is leaving The Beatles. In a year of musical splits, Simon and Garfunkel also call it quits in 1970, and Diana Ross says so long to the Supremes.

### APRIL 11

NASA launches the Apollo 13 mission to the moon. Astronauts John Swigert, Fred Haise and James Lovell soon report an accident involving an oxygen tank but return safely to Earth on April 17.



NASA

James Lovell, Apollo 13

### APRIL 22

**FIRST EARTH DAY!**

### APRIL 29

President Nixon orders an invasion of Cambodia by U.S. and South Vietnamese troops, part of ongoing fighting in the Vietnam War.

### MAY 4

Four people are shot and killed at Kent State University in Ohio when National Guard troops fire on students during a Vietnam War demonstration.

### JUNE 22

The Voting Rights Act of 1965 is amended to lower the U.S. voting age from 21 to 18. In 1971, the 26th Amendment to the Constitution makes the change permanent.



Muhammad Ali

IRA ROSENBERG/LIBRARY OF CONGRESS

**JULY 4**  
Radio host Casey Kasem first counts 'em down when "American Top 40" debuts.

**AUGUST 11**  
Muhammad Ali, banned from boxing since 1966 after refusing the draft for religious reasons, has his license reinstated by the City of Atlanta Athletic Commission, paving the way for his return to the ring.

**AUGUST 24**  
A university physics researcher is killed and three others injured when Vietnam War protesters bomb Sterling Hall at UW-Madison.

**AUGUST 26**  
50,000 women march in New York City during the Women's Strike for Equality.



YANKER POSTER COLLECTION/ LIBRARY OF CONGRESS

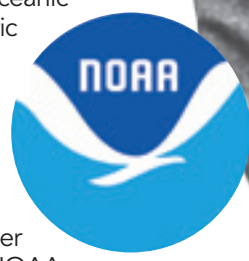
**SEPTEMBER 13**  
The New York City marathon runs for the first time with 55 finishers, compared to 52,000 today.

**SEPTEMBER 18**  
Musician Jimi Hendrix dies in London; on Oct. 4, singer Janis Joplin dies in Los Angeles. Both were 27.

**SEPTEMBER 19**  
"The Mary Tyler Moore" show premieres on CBS.

**SEPTEMBER 21**  
"Monday Night Football" debuts on ABC.

**OCTOBER 3**  
The National Oceanic and Atmospheric Administration is formed and the Weather Bureau, dating to 1870, becomes the National Weather Service within NOAA.



**OCTOBER 5**  
Public Broadcasting Service begins, replacing the National Educational Television network.



**NOVEMBER 3**  
Jimmy Carter is elected governor of Georgia and Ronald Reagan is reelected governor in California.



JIMMY CARTER PRESIDENTIAL LIBRARY

Carter



RONALD REAGAN PRESIDENTIAL LIBRARY

Reagan

**NOVEMBER 3**  
The Bhola tropical cyclone strikes East Pakistan and India's West Bengal, killing more than 500,000.

*The National Archives devotes an entire online exhibit at archives.gov to "When Elvis Met Nixon," chronicling the behind-the-scenes story of this unusual and now famous day — Dec. 21, 1970*



**NOVEMBER 14**  
In Wayne County, West Virginia, all 75 people are killed in a crash of Southern Airways Flight 932 — including three dozen players from the Marshall University football team plus dozens more coaches, administrators and fans.



NATURAL HAZARDS CENTER

**DECEMBER 21**  
Elvis Presley meets Richard Nixon in the White House. "I'm on your side," he told the president, reportedly asking for a badge from the Bureau of Narcotics and Dangerous Drugs.

**DECEMBER 23**  
A "topping out" ceremony makes New York City's One World Trade Center (North Tower) the tallest building in the world at 1,368 feet.

— ANDREA ZANI



OLLIE ATKINS



# This is the DAWNING

Michigan event drew support from Wisconsin's senator and set the stage for Earth Day success

ANDREA ZANI

*On March 11, 1970, Doug Scott stood on stage at the University of Michigan's Crisler Arena ready for his moment in the spotlight.*

The arena was packed with thousands of people, with thousands more outside in the parking lot listening to loudspeakers and waiting for Scott to officially kick off Michigan's Teach-In on the Environment.

Scott and other organizers from a student group called Environmental Action for Survival Inc., or ENACT, had never dreamed when they began planning the event the previous fall that it would turn into a four-day spectacular.

It featured national politicians, celebrities and entertainers — even the cast of “Hair” singing its signature “Aquarius” — and spilled over from the Michigan campus to include events throughout Ann Arbor.

In his essay on page 28, Scott recalls his planning role in coordinating the



DNR FILES

*‘I am greatly encouraged by the initiative you ... have taken.’*

— Gaylord Nelson

written notes housed at the Wisconsin Historical Society.

“Our goal is an environment of decency, quality and mutual respect for all other human beings and all other living creatures — an environment without ugliness, without ghettos, without discrimination, without hunger, poverty or

University of Michigan event, including a meeting with Gaylord Nelson. The Wisconsin senator had called for a national environmental teach-in about the same time ENACT was making its plans.

Nelson was a keynote speaker at the Michigan kickoff, starting by congratulating those in attendance for their “concern and commitment” and noting the issue at hand was more than just a matter of survival.

“How we survive is the critical issue,” he told the audience according to type-

Event organizer Doug Scott prepares to kick off the opening rally of the University of Michigan's Teach-in on the Environment, in March 1970. Held six weeks before the first Earth Day, the teach-in served as a model for many ensuing activities nationwide that spring.



Crisler Arena overflows with people attending opening night of Michigan's environmental teach-in event.



UNIVERSITY OF MICHIGAN NEWS & INFORMATION PHOTOS

war. Our goal is a decent environment in its broadest and deepest sense.”

The giant teach-in was a precursor and successful prototype for the first Earth Day, which would come six weeks later. Michigan had to schedule its event in March to accommodate the university’s quarterly schedule.

Because ENACT’s event coincided with Nelson’s promotion of a national environmental teach-in, their planning efforts received full support from the senator. It was just this kind of local organizing he was envisioning when he called for a national day to celebrate Earth.

“I am greatly encouraged by the initiative you at the University of Michigan have taken in the program,” Nelson wrote in a telegram to organizers. “We look to your effort with the first such teach-in to provide a pattern . . . which can inspire and guide other teach-ins throughout the country.”

Scott, then a graduate student in Forest Recreation, was named to Nelson’s planning committee for the national Earth Day teach-in efforts and offered Michigan’s help to dozens of schools to plan their own events. In February 1970, ENACT hosted an Earth Day planning workshop for students from about 50 other colleges and universities.

#### ‘STUNNING SUCCESS’

For their event, Scott and his fellow ENACT organizers employed a big-tent strategy, welcoming all comers and making everyone from schoolkids to

retirees to more anti-establishment thinkers feel part of the ever-expanding proceedings. By the time the kickoff came, it had grown to the point even the 13,000-plus capacity of the Crisler Arena wasn’t enough to hold everyone who wanted to pay the 50-cent admission fee to attend.

Beyond the first night, the Michigan teach-in included at least 125 separate events, by one estimate. There were rallies, school assemblies, workshops, science symposiums and, on the final day, a mass walk along the Huron River.

“We never in our wildest imagination conceived at the outset how big it was going to be,” Scott said, according to University of Michigan’s account of the teach-in.

Scott went on from his time at Michigan to become a dedicated proponent of U.S. wilderness areas, with a long career as a lobbyist and strategist for environmental groups including the Wilderness Society and Sierra Club. He spent his career seeking congressional action to protect millions of acres as designated wilderness areas, the strongest form of protection for the country’s wildest and most natural landscapes.

You can listen to his and other Sierra Club oral history presentations through the University of California–Berkeley online at: [bancroft.berkeley.edu/ROHO/collections/subjectarea/natres/sierraclub.html](http://bancroft.berkeley.edu/ROHO/collections/subjectarea/natres/sierraclub.html).

As far as today’s Earth Day goes, Michigan’s Teach-in on the Environment was the beginning of the beginning, setting up a national event that now has endured for 50 years. Historian Adam Rome writes of the Michigan event in his 2013 book “The Genius of Earth Day: How a 1970 Teach-In Unexpectedly Made the First Green Generation.”

“The Michigan teach-in,” Rome says, “was the first sign that Earth Day would be a stunning success.”



*Andrea Zani is managing editor of Wisconsin Natural Resources magazine.*

## INFORMATION

To read more about the University of Michigan’s Earth Day precursor, Teach-in for the Environment, check out “Earth Day Eve,” by James Tobin, an online in-depth story found at: [heritage.umich.edu/stories/earth-day-eve](http://heritage.umich.edu/stories/earth-day-eve). The university’s “Michigan in the World” program has a related online exhibit, “Give Earth a Chance,” at [michiganintheworld.history.lsa.umich.edu/environmentalism](http://michiganintheworld.history.lsa.umich.edu/environmentalism).





Press members at Crisler Arena await the start of the University of Michigan's groundbreaking teach-in rally on March 11, 1970.

UNIVERSITY OF MICHIGAN NEWS & INFORMATION PHOTOS

# Boots on the ground

*Organizer recalls being center stage for the making of a movement*

**DOUG SCOTT**

*Activism for protecting America's environment has deep roots in our history.*

Starting in the 1890s, for example, establishment of our now-sweeping system of national forests began to offset destruction of forests and watersheds caused by widespread industrial logging. Today, America's national forests now cover more than 188 million acres, including over 1.5 million acres in northern Wisconsin's Chequamegon-Nicolet National Forest.

Similarly, protection for our system of national parks, including Wisconsin's Apostle Islands National Lakeshore, and national wildlife refuges such as the one in Horicon have a long history. Like forest protection, this, too, was the result of persistent work by conservation organizations including the Sierra Club, founded in 1892 with the leadership of Wisconsin-reared John Muir, and the Wilderness Society, dating to 1935.

Despite this good work, restoring the quality of America's polluted air and water, cleaning up toxic wastes, preserving free-flowing wild and scenic rivers and other goals have been a work in progress.

Americans were shocked in 1962 by the book "Silent Spring," Rachel Carson's alarming vision of skies without



**Ann Arbor, Michigan, activities got a head start on Earth Day 50 years ago.**

birds due to widespread use of DDT and other persistent pesticides. The massive 1969 oil spill in California's Santa Barbara Channel was another wakeup call, and Ohio's Cuyahoga River catching fire — literally — grabbed headlines that same year.

Spurred by the concern and sometimes anger of their constituents about the deteriorating environment, elected officials increasingly focused on these needs.

## **NELSON AT THE FOREFRONT**

One who needed no such pressure, already at the forefront of action, was Gaylord Nelson, Wisconsin's governor (1959-62) and U.S. senator (1963-80).

Nelson was born in 1916 in Clear Lake, Wisconsin, and came to public

office as a devoted environmentalist. His attitude was captured in his assertion that "the economy is a wholly owned subsidiary of the environment, not the other way around," from his 2002 book "Beyond Earth Day: Fulfilling the Promise" (UW Press).

Nelson earned a national reputation as the conservation governor, espousing popular reforms to clean up waterways, protect natural resources, create green jobs and bolster the state's recreation infrastructure. Once elected to the U.S. Senate, he spent years trying to rally his fellow senators around his environmental agenda.

Sen. Nelson also was an early opponent of the war in Vietnam. He saw and participated in the outpouring of anti-war

protests in the streets and on campuses across Wisconsin and the nation.

A seed was planted: Why not harness this same kind of grassroots protest for environmental protection? Even as the Vietnam War protests continued, Nelson hatched the idea to adapt an anti-war tool — the “teach-in” — to the environmental cause.

### MICHIGAN TAKES THE LEAD

The first Vietnam War teach-in had been held at the University of Michigan in March 1965. Led by anthropology professor Marshall Sahlins and some 50 other faculty members, it took the form of a teaching strike.

“They say we are neglecting our responsibilities as teachers. Let’s show them how responsible we feel,” Sahlins explained at the time, as reported in the *New York Times Magazine*. “Instead of teaching out, we’ll teach in — all night.”

The event engaged some 3,500 faculty and students in debates, lectures, musical events and films.

Four years later, with that model in mind and Nelson’s own calls for an environmental teach-in playing in the media, a group of University of Michigan students, faculty and community members gathered to plan a campus event on the environment.

The idea took off, blossoming into a four-day affair at the Michigan campus and spilling over into the city of Ann Arbor. As one of the co-chairs of the event, I didn’t sleep those four days ... but, oh, what a high!

The kick-off rally, with Sen. Nelson as one of the speakers, overflowed the vast basketball arena. It opened with the Chicago cast of the hit musical “Hair” singing their anthem, “Aquarius.” Entertainers Gordon Lightfoot and Arthur Godfrey also participated that night.

Over the four days, every university department sponsored events — such as the first national gathering of environmental law experts at the Law School. There were events in the community and Ann Arbor public schools.

### MUSHROOMING MOVEMENT

At the outset, as we were first planning the Michigan teach-in, my work for wilderness preservation took me to Capitol Hill to lobby Congress (which eventually became my career). While there, I walked into Sen. Nelson’s office — the first student to show up and announce we were mobilizing for just the kind of environmental teach-in Nelson

was beginning to promote.

To my surprise, I found myself serving on the board of Environmental Teach-in Inc., the nonprofit Nelson founded to coordinate the national teach-in effort.

Coordinate? Ha! Our small student staff had to run to keep up with the mushrooming teach-in movement that swept across America — and beyond.

The crisis of environmental pollution motivated at first thousands and then millions to stage every sort of action — local teach-ins, rallies, nature walks, recycling centers, media events, ecology centers and more.

“Earth Day worked because of the spontaneous response at the grassroots level,” Nelson later noted. “We had neither the time nor resources to organize 20 million demonstrators and the thousands of schools and local communities that participated. That was the remarkable thing about Earth Day. It organized itself.”

The national effort focused on what became the first Earth Day — April 22, 1970. At the University of Michigan, that date did not work for us, as our university was on a trimester academic calendar, meaning we were heading for finals by late April. Thus, we planned our teach-in for March.

It became the focus of intense national media attention, and we took our role as an “Earth Day model” very seriously. We held events to share our teach-in ideas and plans with students from other campuses far and wide.

### EVOLUTION OF ACTIVISM

What did the first Earth Day mean? It meant that environmental protection, far more broadly defined than just forest and park protection, had arrived for good.

In Ann Arbor, for example, growing out of the teach-in, community activists formed the Ecology Center to promote safe and healthy environments and created a recycling program that has since grown into a wholly owned green business. In the 1990s, the Ecology Center created one of the largest land preservation programs in the country with thousands of acres protected in southeast Michigan.

On the federal level, the sense of vast public support for the environment led to the passage of the National Environmental Policy Act, the establishment of the Environmental Protection Agency, enactment of the Clean Air Act and the Clean Water Act, and a slew of

court decisions that assured these laws would be vigorously enforced.

Environmental activism was here to stay.



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*Doug Scott has written previously for Wisconsin Natural Resources magazine. A longtime lobbyist and strategist for wilderness protection, he resides in Palm Springs, California.*

## INFORMATION

There’s plenty of support for the Earth Day legacy. Here are a few resources for information about Earth Day past and present, as well as ongoing work to continue the legacy of founder Gaylord Nelson.

- **NELSON INSTITUTE FOR ENVIRONMENTAL STUDIES**  
Housed at the University of Wisconsin-Madison, the institute focuses on education, research, community partnerships and service in addressing environmental challenges. Events include an annual Earth Day conference, which this year will celebrate the 50th anniversary and look to the future of environmental issues and innovations; [nelson.wisc.edu](http://nelson.wisc.edu).
- **WISCONSIN HISTORICAL SOCIETY**  
In conjunction with the Nelson Institute, the Historical Society features an extensive collection “Gaylord Nelson and Earth Day: The Making of the Modern Environmental Movement.” Browse for photos, videos, narratives and copies of Nelson’s own materials to learn more about the man and the event; [nelsonearthday.net](http://nelsonearthday.net).
- **EARTH DAY NETWORK**  
This international organization seeks to “diversify, educate and activate the environmental movement worldwide,” working with tens of thousands of partners in nearly 200 countries; [earthday.org](http://earthday.org).
- **ENVIRONMENTAL PROTECTION AGENCY**  
The EPA has an Earth Day landing page with information about event history, project ideas for teachers and resources on greener living; [epa.gov/earthday](http://epa.gov/earthday).



# #EarthDay365

ANDREA ZANI

## 10 ways to make every day Earth Day

*Celebrating Earth Day need not be a one-and-done proposition. Every day is a good day to take care of our planet.*

*Here are 10 simple things you can do year-round to conserve resources and look out for the world around you — and this is only a start! Just remember the hashtag #EarthDay365 to help do your part all year long.*



### PLASTIC SURGERY

Cut out the plastic bottles and grocery bags. At the very least, reduce, reuse and recycle.



### PLANT A SEED

Adding native plants to your landscape can be a boost for the ecosystem. They provide food for insects, which can feed other insects, birds, bats, small mammals, fish and other wildlife. Plus, native flowers are just plain pretty. For more on going native in Wisconsin, check [dnr.wi.gov](http://dnr.wi.gov) and search "native plants."



### WATER WAYS

Make sure faucets don't drip, consider low-flush toilets if they're not already in place, don't run the tap when you brush your teeth. And get clean in the shower, thank you, but save some water for the next guy. It all adds up to less ... water use, that is.



### PARK IT

Leave the car at home and walk, bike or bus to work. Sharing a carpool is nice, too, and may even mean making a few new friends.



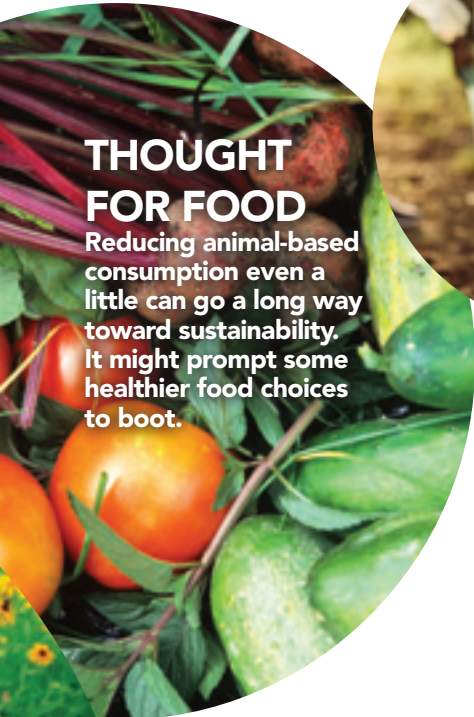
### LIGHT IT UP

How many people does it take to change the world with a light bulb? Just one: You! Change to more energy-efficient bulbs such as compact fluorescent lamps if you haven't already.



### HOT (COFFEE) TAKE

Bring your own reusable travel mug to fill at the corner coffee shop to cut down on waste.



## THOUGHT FOR FOOD

Reducing animal-based consumption even a little can go a long way toward sustainability. It might prompt some healthier food choices to boot.



## GO GREENER

Reduce your overall impact on the planet by choosing products and services specifically developed to be more sustainable and better for the environment. The U.S. Environmental Protection Agency offers numerous resources on greener living, including a product guide for consumers. Find a link on EPA's Earth Day page: [epa.gov/earthday](http://epa.gov/earthday).



## SHOP LOCAL

Supporting local businesses whenever possible is a great choice for the environment and the area economy. It means less fuel needed for transportation of goods and helps local producers and employers. Every little bit adds up!



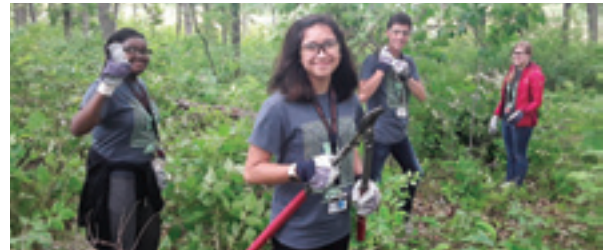
## LAUNDRY LIST

When washing clothes or running the dishwasher, always try to have a full load to maximize water and energy use. As much as possible, use a drying rack for clothes or hang them out to air dry (yes, not always practical in Wisconsin winters!) If you do use the clothes dryer, be sure to clean the lint trap each time for better energy efficiency.

## PEOPLE FOR THE PLANET

Join with others to make a difference for Mother Earth and honor those who have. Here's how:

**Work\*Play\*Earth Day:** Cleanup projects and general maintenance activities are popular for Earth Day, and Friends Groups at Wisconsin State Park System properties sponsor a long list of Work\*Play\*Earth Day events. Check [dnr.wi.gov/Calendar/workplayearthday](http://dnr.wi.gov/Calendar/workplayearthday). But why stop there? Make it a year-round activity to help out at a state park by volunteering or joining a Friends Group. Or get involved in cleanup and other projects around your own neighborhood. Pick up and pitch in for Earth Day and beyond.



JARED URBAN

**SNA Volunteer Program:** State Natural Areas represent some of Wisconsin's most pristine public lands, and plenty of help is needed to keep them that way. Collect seeds, cut brush, remove invasive species and more as an SNA volunteer. Check [dnr.wi.gov/topic/lands/naturalareas/volunteer.html](http://dnr.wi.gov/topic/lands/naturalareas/volunteer.html) for details.

**Citizen science:** Data collection is vital in supporting the state's vulnerable plant and animal resources, and volunteers are needed for statewide surveys and other projects. The DNR's Citizen-based Monitoring Network administers numerous projects in the Aquatic and Terrestrial Resources Inventory. Learn more at [wiatri.net](http://wiatri.net).

### Wisconsin Conservation Congress:

Input from the public through this statutory body helps inform and advise the DNR and Natural Resources Board on management issues. Regular meetings are held year-round, with annual Spring Hearings to collect statewide input held county-by-county each April (this year's date is April 13). Check [dnr.wi.gov/about/wcc](http://dnr.wi.gov/about/wcc).



**Wisconsin Conservation Hall of Fame:** More than 35 conservation-related groups make up this nonprofit organization in Stevens Point. From John Muir and Aldo Leopold to Earth Day founder Gaylord Nelson, Hall of Fame members represent the best of Wisconsin's conservation legacy. The public is invited to this year's induction ceremony on April 25 beginning at 9 a.m. at SentryWorld, 601 Michigan Ave. N, in Stevens Point. The ceremony will honor three inductees — landscape architect Jens Jensen, and UW-Madison professors Stephen Born and Stanley Temple — bringing the Hall of Fame total to 100. See [wchf.org](http://wchf.org) for more on the event and a full list of Hall of Fame members.

PHOTOS: DNR FILES, ISTOCK AND PAUL SKAWINSKI (NATIVE PLANTS)