



Advocate

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NEW NORMALS

Spring is a season, but to me it's more of a transition. A transition to summer. A transition to what will be a new normal for a few months. I like spring because nature goes from a blank grey slate to a full green tapestry in just a couple weeks. We recall most of that tapestry from last summer, but something new always seems to happen to our familiar landscapes to create a new normal.

Spring also reminds me that life changes in big and small ways as time passes, leading to new normals. More on that a little later.

The next time you visit the Devil's Lake State Park, you'll notice some changes to the park. The emerald ash borer has taken a toll on a lot of trees, unfortunately. Park staff has spent many hours this past winter removing affected ash trees from the north and south shore. They have also removed trees from various campsites around the park that you may have known as well as your own backyard, or might have removed your favorite shade tree that you would picnic at near the lake. Along the trails, some invasive buckthorn has been cut down and parts of some trails have a new look to them. Lastly, we suffered the loss of the park's iconic large black pine on the south shore... it died a couple years ago and its falling

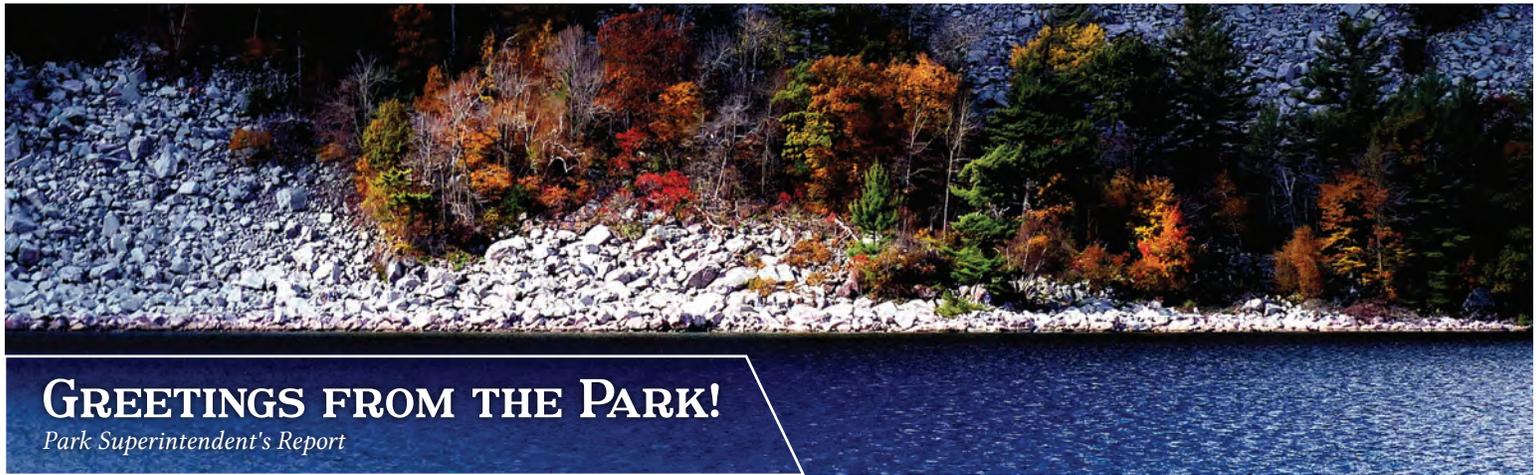
branches presented a hazard so it had to be taken down. These major visual changes to the park's landscape create new normals for us.

Transitions and new normals is a theme for me as well. Devil's Lake has been a source of enjoyment for my parents, starting when they were dating some 60+ years ago. Unfortunately, their health is failing and they may not be around much longer... a major transition for me and my seven siblings, our spouses, grandkids and great-grandkids. So we cherish them while we have them and will contend with new normals as nature takes its course.

Cherish your Devil's Lake Park and embrace the new normals that you encounter on your next visit.

Happy Trails,
Dave Barger, FODL President





GREETINGS FROM THE PARK!

Park Superintendent's Report

Spring is finally starting to take hold and our visitors are taking advantage of any nice days we are having by coming out to the park and enjoying their favorite recreational activity. Just about two weeks ago we still had ice on the lake and yesterday I saw an aspiring young engineer making some dams and spillways in the sand while he waded in the water. I'm guessing the water temperature is still in the 40's! Now is a great time to see a number of migrating birds who stop at the park on their journey north or are back to nest in the park. Our migrating loons who visit the park in the spring and fall can be seen fishing on the lake. Last year we had loon on the lake late into the summer.

As you may be aware, we have had several meetings to begin planning for the possibility of a new interpretive center. Through a generous gift from the Devil's Lake Concession Corporation and much hard work from the Friends Board, Concession Board, Department of Natural Resources staff, and the contractor GWWO are working on the possible sighting options and some preliminary conceptual designs. We all love our quaint Nature Center we have now, but it is entirely too small to effectively serve our diverse group of visitors. Every year we turn away many school groups for lack of space for programs and there is very limited space for these groups and others to take shelter, enjoy the programming, or just hang out for a bit in the park. We think that this facility would accomplish this and improve the experience for all who would visit it. GWWO expects to finish their work in early summer and they will provide their recommendations to the group. Please take a few minutes and visit the Friends website where you can find out additional information about the project.

 P. White, Entry from the 2018 Photo Contest (Vistas), cropped

Another bit of exciting news is the Department will be starting the master planning for Devil's Lake State Park in early 2020. Our current master plan is from 1982 and sorely needs to be updated. With the possibility of a new interpretive center, the Department will be doing survey and biotic inventory work starting this year, so we have good data to help us with the process next year. When the process officially kicks off next year, please take the time to provide your comments about what you may like to see at the park and what you wouldn't like to see at the park. Getting good public comments is extremely important to putting together a quality plan. I have previously worked with the assigned planning staff on the Sauk Prairie State Recreation Area and they are great to work with and we look to turn out a quality plan that will guide the park for the next 20 years or so!

I hope you get an opportunity to visit the park soon and I'll see you all at the park.

—Steve Schmelzer, Park Superintendent



THE PROPOSED INTERPRETIVE CENTER



The Friends are really excited about the progress of the proposed Interpretive/Nature/Multipurpose Center. It is hard to believe that this project was included in the Devil's Lake Master Plan drawn up in the early 1980s. Devil's Lake is such a special place for those walk its rocky shores, swim in its crystal clear waters, and hike its neighboring vertical slopes. It is no wonder that if you ask 10 people what they think about the project, you will get 10 different opinions and experiences. It is the goal of the DNR, the Friends, and Concessions Board to reach out to those who also love the park to get input and ideas throughout the process.

There will be decisions made that may not be accepted by all, but there will be ideas to share and a hope to create a place that is accessible to all and in all seasons. I visualize a January winter with temperatures below zero and ice-covered trails, a time when I probably would not be walking Devil's Lake trails. However, with the new center completed, I will be able to go to the new center in the middle of winter to sit by a warming fire, read and reflect, all while viewing Devil's Lake with a cup of hot cocoa in hand. The center will also be a great opportunity for those who lack the ability to walk the trails with or without ice to be able to experience the lake year-round.

As I reflect on all of the comments that we have received so far, with regard to the proposed center, one of the things that sticks out in my mind is that it may not have been clear that this new center will be replacing the existing nature center. The idea is to have a place where large groups (such as school groups) can gather and learn about our park and all it has to offer. But as many indicated in our meetings, the park currently lacks funding and resources to sustain itself. Accordingly, the proposed center concept includes a design that has space for concessions, retail and group rentals to provide income for sustainability. Just like a puzzle, there are many pieces that need to fit to make it work. The DNR is only at the beginning stages of this puzzle, and the Friends and Concessions Board hope to do all we can to build the center that was envisioned in the Master Plan written long ago.

We encourage all Friends of Devil's Lake State Park to share their thoughts and ideas for the new center with us on our website; FriendsofDevilsLake.org, which will also continue to have all available updated information for the center as the project progresses.

—Bernadette Greenwood, FODL Vice President





FRIENDS' GROTTO

📷 L. Longston, Entry from the 2018 Photo Contest (Activities), cropped

SHOUT OUT FOR CLEANING UP!

The Friends of Devil's Lake State Park is responsible for clean up on Highway 113, between Tower Road and the Ice Age Trail parking lot. (You have probably seen our sign and wondered.)

A huge shout out to our 'silent' partners - those members who have been committing hours for roadside clean up for many years. Any Friends member can do it at any time if they feel like lending a hand to the project. If you would kindly consider bringing your own trash bag, the Park staff can be notified to pick up filled bags of trash. Just contact the Park Headquarters for a pickup. Thanks for your help!

"THE VIEW"

Sitting on the rock
 Seeing the glacier's work,
 Surely there is something
 More here
 Than history.

-- Submitted by Board
 Member Gilbert Bird



📷 S. Haskins, Entry from the 2018 Photo Contest (Animals)

▶ SUBMISSIONS ARE WELCOME!

If you would like to share a photo or creative writing like a poem or a unique park experience, please make a submission to the board email friendsofdevillakestatepark@gmail.com. We like to see Friends sharing their talent with us!

Submissions sent by the 15th of January, April, July, and October will be posted for consideration on the upcoming quarterly newsletter and/or our Facebook page at facebook.com/friendsofdevillake.

NEW BRANDING AND WEBSITE PRESENT A FRESH FACE FOR THE FRIENDS

By Nick Wilkes, Friends Communication Committee



As part of our rebranding process this year, we revealed a brand new logo and website in early March. We are excited about how these important assets clearly and warmly identify who the Friends are and what we do.

Rethinking Our Brand

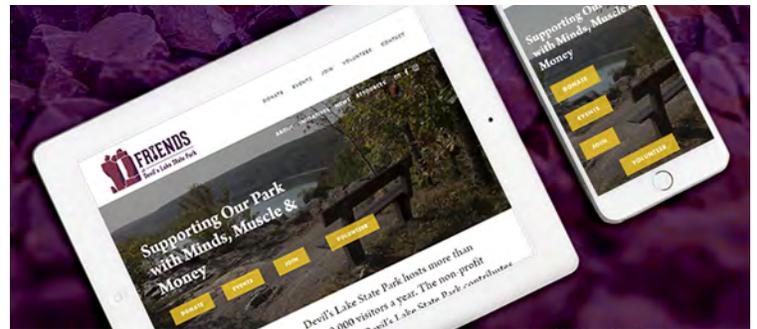
To our knowledge, the Friends have never had a formal logo designed by a professional. With the publicity surrounding the new Interpretive Center project coming soon, we began discussing a formal branding effort last summer. We wanted a fresh, consistent and professional identity to use in all our upcoming communications.

Our rebranding project was carried out by an ad-hoc Communications committee consisting of Board members Suzanne Covoloskie, Bernadette Greenwood and Nick Wilkes. The vision for the rebranding effort was to develop a new logo that communicated who the Friends are, but carried some consistency with our old “logo,” which was a photo-illustration of Devil’s Doorway. After soliciting estimates from a number of local graphic designers, the committee chose Sarah Morton of Morton Artistry in Madison, WI to develop the new logo. Sarah discussed goals and objectives with our committee, then created a number of design directions for us to consider and choose from. Through six rounds of design, feedback and revision, we arrived at the final logo design.

The new logo still depicts Devil’s Doorway, but the abstracted illustration emphasizes the idea of many parts making up a whole, just like our Friends group is made up of many members who together create something much

larger than the sum of our members. “Friends” supports the rock formation in the logo, just as the Friend support the Park with money and hard work each year. We added a shovel to “Friends” to reflect our mission to help the Park, and it helps distinguish us from the Park itself. The logo has vertical/horizontal and color/monotone versions, as well as options for using only the illustration.

We look forward to updating all our communications pieces with the new branding assets!



Retooling Our Website

The newest rendition of the Friends website is perhaps the third or fourth version (we’re not sure!) from the last decade. The Friends moved to the “Wild Apricot” website platform a few years ago, chosen primarily for its abilities as a membership platform. Development of the website was limited, however, and we did not feel the site told our story well. Motivated (again) by communications needs for the Interpretive Center project, we wanted to expand the scope of the website to better explain who we are and what we do, incorporating the new branding updates in the final product.

Our website revamp was organized by Board member, Nick Wilkes. Nick sketched out a proposed website map, including existing pages from the old website and new proposed pages that would help existing and potential members better understand where the Friends have been and where we are going. Many Board members developed new content for the website, putting the great work we do into word so others can learn about us easily.

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New areas for the website include:

- History of the Friends
- Introductions to all Board Members
- Specific examples of Park projects the Friends have contributed toward
- Illustrated events calendar
- A Volunteer form for members to let us know their areas of interest
- Posted organizational documents, including Articles of Incorporation, Bylaws, meeting minute, annual budgets and newsletters
- A sub-website focused on the Interpretive Center project
- Winning photographs from past years' photo contests
- Links to important Park resources
- Detailed "Terms & Conditions" and "Privacy" policies

Huge thanks to Sandy Snow for researching years of archival information (i.e. boxes of old, unorganized paperwork) and to Suzanne Covoloskie and Bernadette Greenwood for their contributions in various areas of the website.

▶ FEEDBACK

We are interested in hearing from members about your experiences with the website. Please send us your comments, ideas and questions on how to improve the site and make it more useful to you.

AILEEN DEJESUS

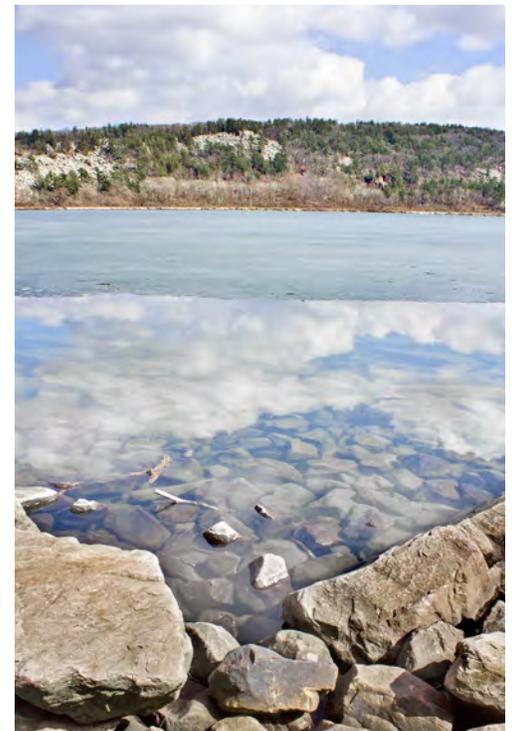
NEW SOCIAL MEDIA CONTENT CREATOR & WEBSITE PUBLISHER



I have been working as a professional in the marketing and technology industry for the past 15 years, and I'm excited to now be working for the Friends. It is my honor and pleasure to be able to use my skills to put a spotlight on nature and its conservation.

The first half of my life was spent in the Chicago area before I crossed the Illinois/Wisconsin state border to live in Kenosha, Madison, and now Baraboo, where my husband and I look forward to raising our family. I thrive on having new experiences such as trying different cuisines, attending musical events, and traveling. I love to document these experiences through photography, a hobby that I've had ever since I was a child. I look forward to delivering the latest Friends news to all of you and meeting new friends along the way.

I suppose April snow showers will have to bring May flowers this year. As I write this, snow is falling down heavily outside my house which is just minutes away from Devil's Lake State Park. The close proximity gives me the advantage of knowing what the park's weather is like on a daily basis, which helps with Wisconsin's notorious fickle weather!



A NOTE FROM THE BOARD

Last quarter, we posted a job announcement for a contracted position to handle our social media and website updates. We received many applications, but we could only choose one. Thank you to all who applied!

BIRDS & BAGELS
SATURDAY, MAY 4 • 8:00AM



 Phil White, 3rd Place Winner Animal Category, 2018 Photo Contest

After all the frigid winter weather we have, it's always a refreshing reminder that spring is around the corner when you start to hear and see the birds returning to the area. During the summer, there are around 135 species of birds that live and breed at Devil's Lake and the surrounding area, but during the migration that number swells. Over 250 species of birds fly through this area on their way to and from their winter and summer homes.

You never know what you'll see during the migration, so we have a great opportunity for you to spend the morning watching birds. On Saturday, May 4 starting at 8 am, the Friends group is sponsoring the food for our morning **Lawn Chair Bird Watch: Birds & Bagels**. If you are an early riser, this bird watching event is for you! Make sure to bring a comfortable lawn chair and your binoculars (we'll have a few to loan participants) as we "park" our lawn chairs near the south shore of the lake to for osprey, eagles, ducks, warblers, and more!

The Friends group will be providing bagels for us to munch on while we indulge ourselves in a spring morning of birding. If you plan on attending, meet at 8 am at the South Shore Boat Launch. If you want to come a little later, we'll probably be along Cottage Road by the lake watching the birds.

If you have any questions or want to find out more about these two events, contact Sue Johansen, Park Naturalist at Susan.JohansenMayo@leth.wisconsin.gov or (608) 356-8301 Ext. 140.



GEOLOGY FIELD TRIP

2019 EVENTS

May 4 - Birds & Bagels
8:00 - 10:00 a.m., *South Shore*

May 25 - Member's Only Baraboo Area Geology Fundraiser Field Trip
8:00 - 2:30 p.m., *North Shore*

June 30 - Summer concert by Swing Crew
6:00 - 8:00 p.m., *North Shore*

July 19-20 - Voyageurs Fur Trade Encampment
Friday 12:00 p.m. - Dusk
Saturday 8:00 a.m. - Dusk

July 28 - Summer concert by Noah John and Ringing Iron
6:00 - 8:00 p.m., *North Shore*

August 11-17 - Volunteer Vacation
Camping & working in the park
(see FODL website for details)

August 25 - Summer concert by Madtown Mannish Boys
5:00 - 7:00 p.m., *North Shore*

October 26 - Halloween Hike
6:00 - 8:00 p.m., *North Shore*

November 1 - Photo Contest Deadline
(see FODL website for details)



Friends of Devil's Lake State Park
P.O. Box 209
Baraboo, WI 53913

RETURN SERVICE REQUESTED

Membership paid through year shown on label.

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FRIENDS' MEMBERSHIP

Did you know the Friends of Devil's Lake State Park have Members from all parts of the US? Some Members are from states as distant as California, Florida, and Virginia! Members support and assist the Wisconsin Department of Natural Resources in their interpretive, scientific, historical, educational, and recreational mission at Devil's Lake State Park. We appreciate all the

support our Members provide. Not a Member? We would love for you to join us. You can also extend your membership or provide support for our programs.

We are also raising funds for a new Interpretive / Nature Center building and need your help! While supplies last, for any donation amount of \$50 or more, we will mail you one shirt as a token of our appreciation.



FRIENDS OF DEVIL'S LAKE STATE PARK – MEMBERSHIP SPECIALS

Membership Options:

- \$30 - 1 year regular
- \$80 - 3 year discounted regular

Special Events:

- \$30 - Geology Field Trip

Support for Devil's Lake:

\$ _____.____ To jumpstart fundraising efforts for the Interpretive / Nature Center Project, I wish to make a donation of \$50 or more to the Friends.

Receive one shirt for your \$50+ donation (Sizes S-XL)

- Short-sleeved (lime green), Size _____
- Long-sleeved (light blue), Size _____

Name: _____

Address: _____ City/State: _____, _____ Zip: _____

Phone Number: _____ (For Geology Field Trip contact)

Email Address: _____ (Required for membership database -- will NOT be disclosed to any other parties)

Total Amount Enclosed: \$ _____ . _____

Please mail payments to:

Friends of Devil's Lake State Park, Inc.
P.O. Box 209
Baraboo, WI 53913

or visit our website friendsofdevillake.org to join or donate!

Memberships can be gifted too; just provide the name and contact information for the recipient.