

Executive Director's Report

IWLA National Convention

July 18, 2025

Green Bay, Wisconsin

Great press this year

The New York Times

50 States, 50 Fixes

Minnesota Teens Are Fighting Climate Anxiety With Shovels

By [Kate Selig](#) Photographs and Video by Tim Gruber
May 20, 2025, Reporting from Bloomington, Minn.

The Gazette

Thinking smarter about our drinking water

By Dale Braun and Jodi Labs
Apr. 12, 2025 The Gazette, Cedar Rapids, Iowa

Many Americans take safe tap water for granted. After all, we should be able to trust that our drinking water is free from harmful contaminants. The rules that govern which



Commentary

Ikes offers 'common-sense agenda for conservation' for next Congress

By Jared Mott
Conservation director,
Izaak Walton League of America
With a new Congress and president in
Washington, conservationists are working

value of leaving a better outdoor America for
future generations.
**Transform agriculture
for future generations**

The Washington Post

A salt crisis is looming for U.S. rivers

By Kasha Patel, **June 4, 2025**

The biggest source of salty freshwater in D.C. and other major northern inland cities is an overapplication of road salt to thaw winter ice, which runs off into rivers or the ground.

Saving Outdoor America:

The Izaak Walton League Vision for a Second Century of Conservation

- ▶ Aspirational vision, concrete Action Plan
- ▶ Even more relevant
 - ▶ Defend bedrock public policies
 - ▶ Power of people united by purpose
 - ▶ Community base
 - ▶ Data to Action
- ▶ What we stand for, what we do
- ▶ Use it, share it - START with members
- ▶ Cliff notes version



CONSERVATION AT A CROSSROAD

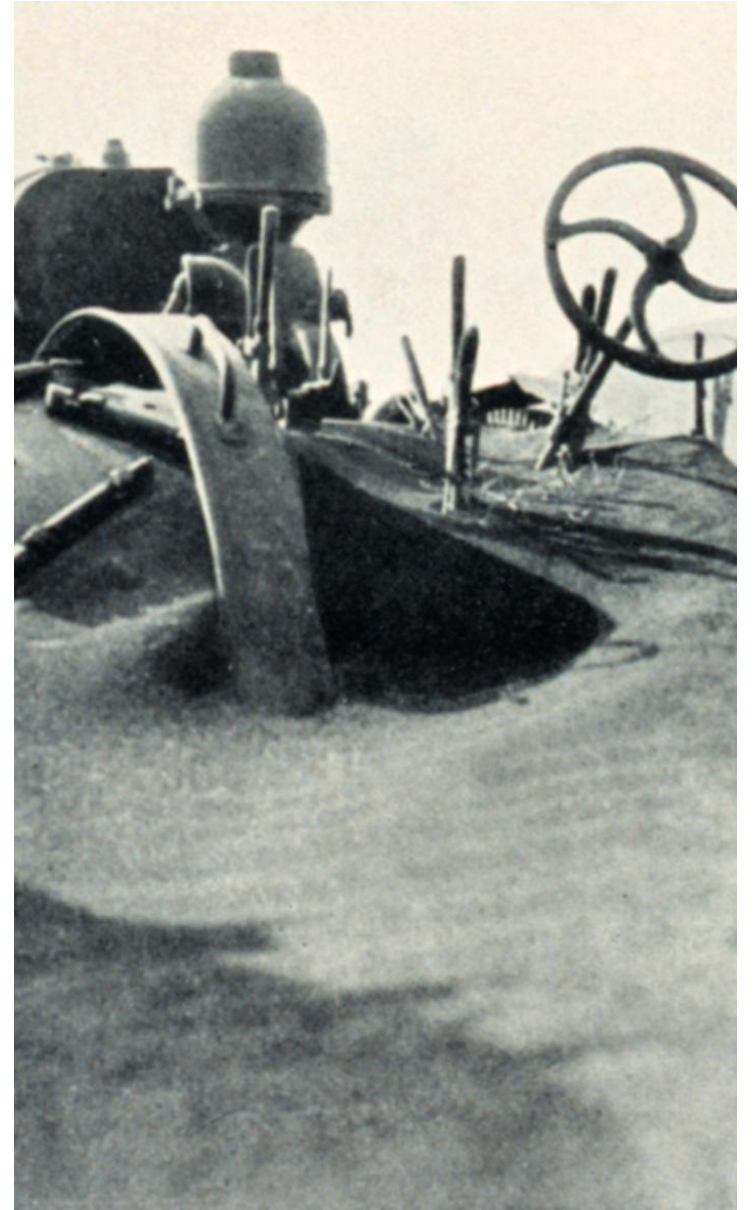
Putting Solutions in to Action

Ag fertilizer runoff likely will force more drinking water restrictions

Iowa lawn, pool bans underscore growing risks of nitrate pollution.

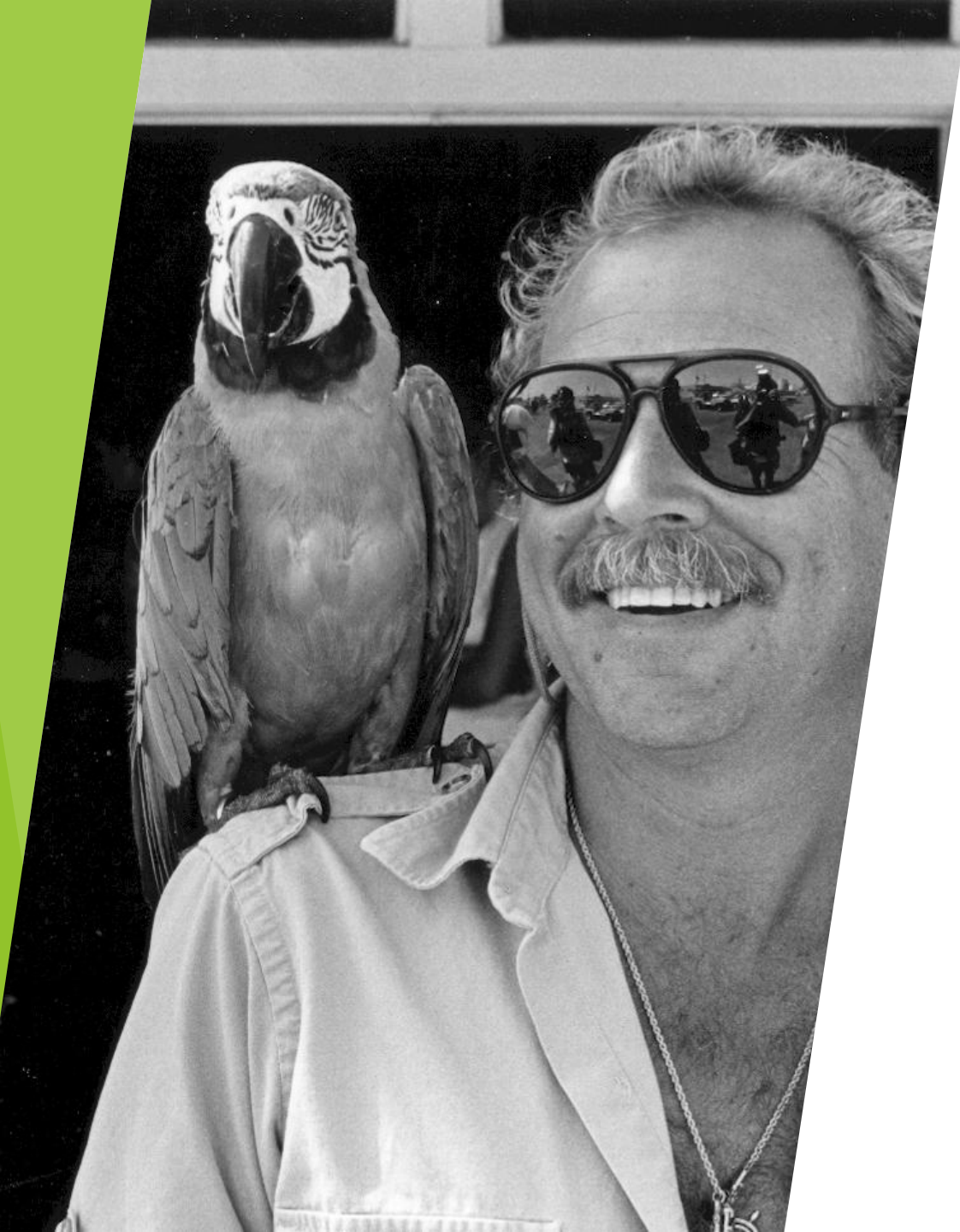












What would
Jimmy
Buffett Do?

What Would Will Dilg Do?

- ▶ Dilg would proclaim “It’s time to call a halt - AGAIN!”
- ▶ This is the time to stand up again
- ▶ Mobilize the grassroots - and **expand the numbers!**
- ▶ Use the evidence we already have - whether or not you ever personally collect it
- ▶ The time to engage with policymakers



Opportunity and Challenge: More People Taking Action

Overarching goal: conserve natural resources on the ground



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graph TD; A[Overarching goal: conserve natural resources on the ground] --> B[League strength grassroots]; B --> C[Impact conservation, connect people to outdoors from bottom up - NOT top down]; C --> D[More members, chapter leaders, National Directors, E-Board members, partners TAKING ACTION]; D --> E[Where do we start?];
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League strength grassroots

Impact conservation, connect people to outdoors from bottom up - NOT top down

More members, chapter leaders, National Directors, E-Board members, partners TAKING ACTION

Where do we start?

Start with League
Strength:

Community-based
Conservation and
Volunteer Science

GOAL: More people using results volunteer science for public education, advocacy AND to reduce pollution at the source

Why?

- Clean water League top priority
- Clean water most important environmental issue to public
- Public cares most about health local environment

Not only priority - strategic place to start

Save Our Streams 2.0

Monitoring water quality using League tools
simple, quick AND accurate

More on the ground information health local
waters

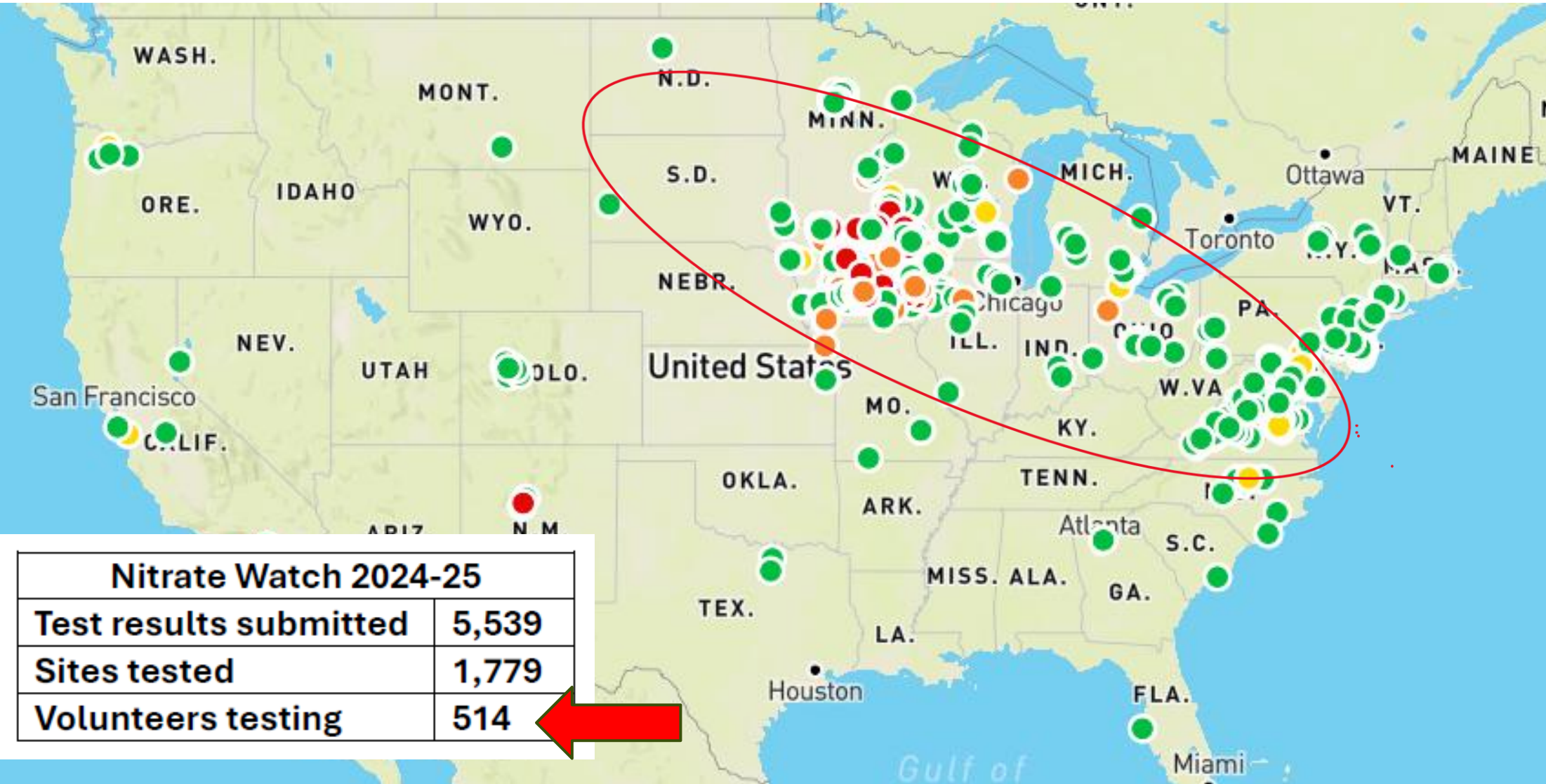
More readily available to public

Easier to visualize and present information

No science degree, no PhD, no computer
programming skills needed

Nitrate Watch Map

Start Date 07/01/2024 End Date 07/01/2025



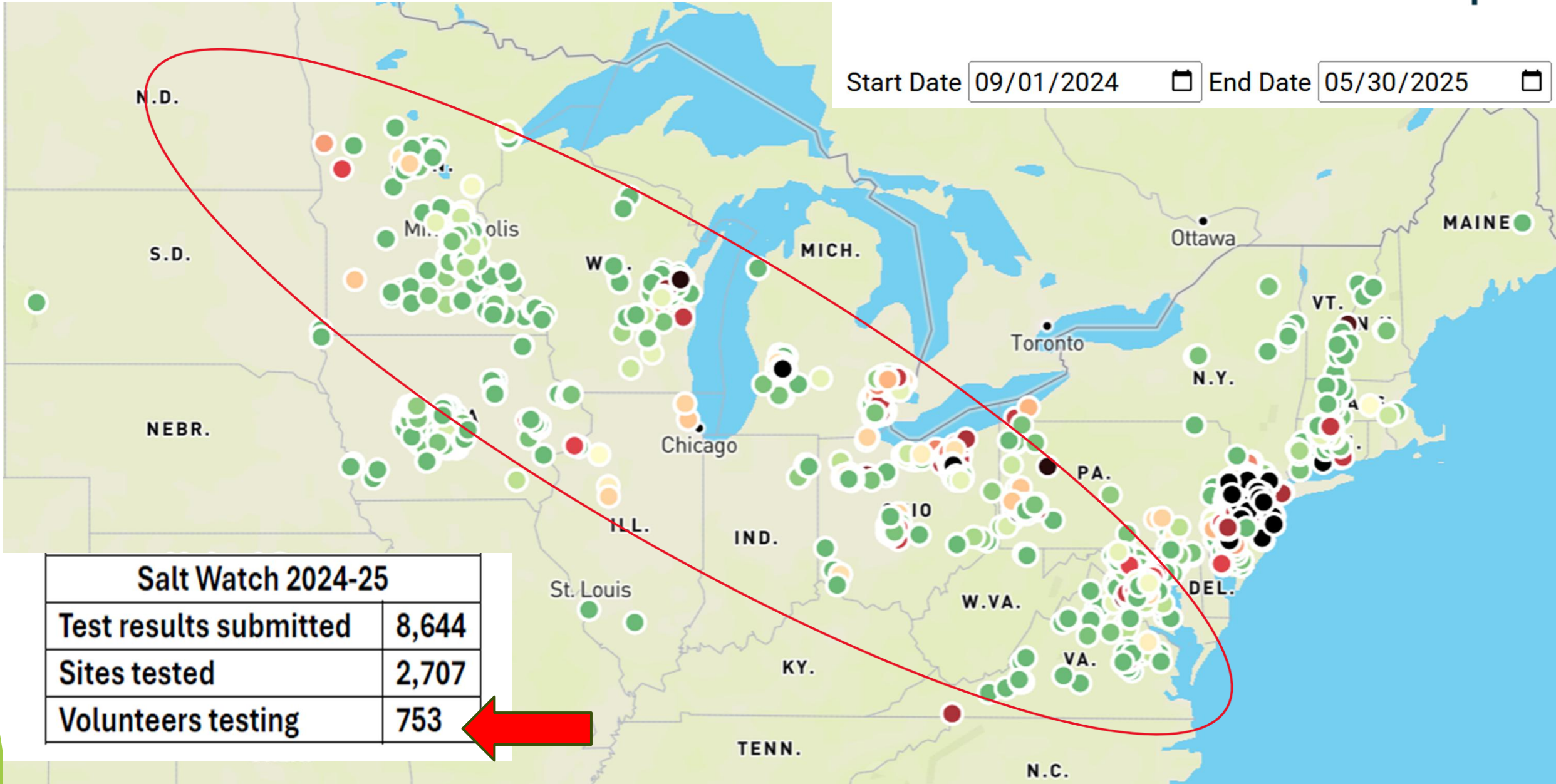
Nitrate Watch 2024-25	
Test results submitted	5,539
Sites tested	1,779
Volunteers testing	514

Salt Watch Map

Start Date 09/01/2024



End Date 05/30/2025



Salt Watch 2024-25

Test results submitted	8,644
Sites tested	2,707
Volunteers testing	753

Data to Action for EVERYONE

- ▶ Data to Action is for everyone - not just volunteers testing local streams
- ▶ **Question for leaders:** are we proactively encouraging more people to advocate with evidence gathered by others?
- ▶ Status quo not enough to achieve our goals, not enough in response to the magnitude of the conservation challenges



Snowball effect . . .



Start small in your chapter, in your community



Individual actions produce greater impact when they become more common across the League



Use the tools available



Foster new leadership opportunities



Lean on staff



Partner locally



[EXPLORE DATA](#) [ABOUT](#) [LOG IN](#) [SIGN UP](#) [HELP](#)

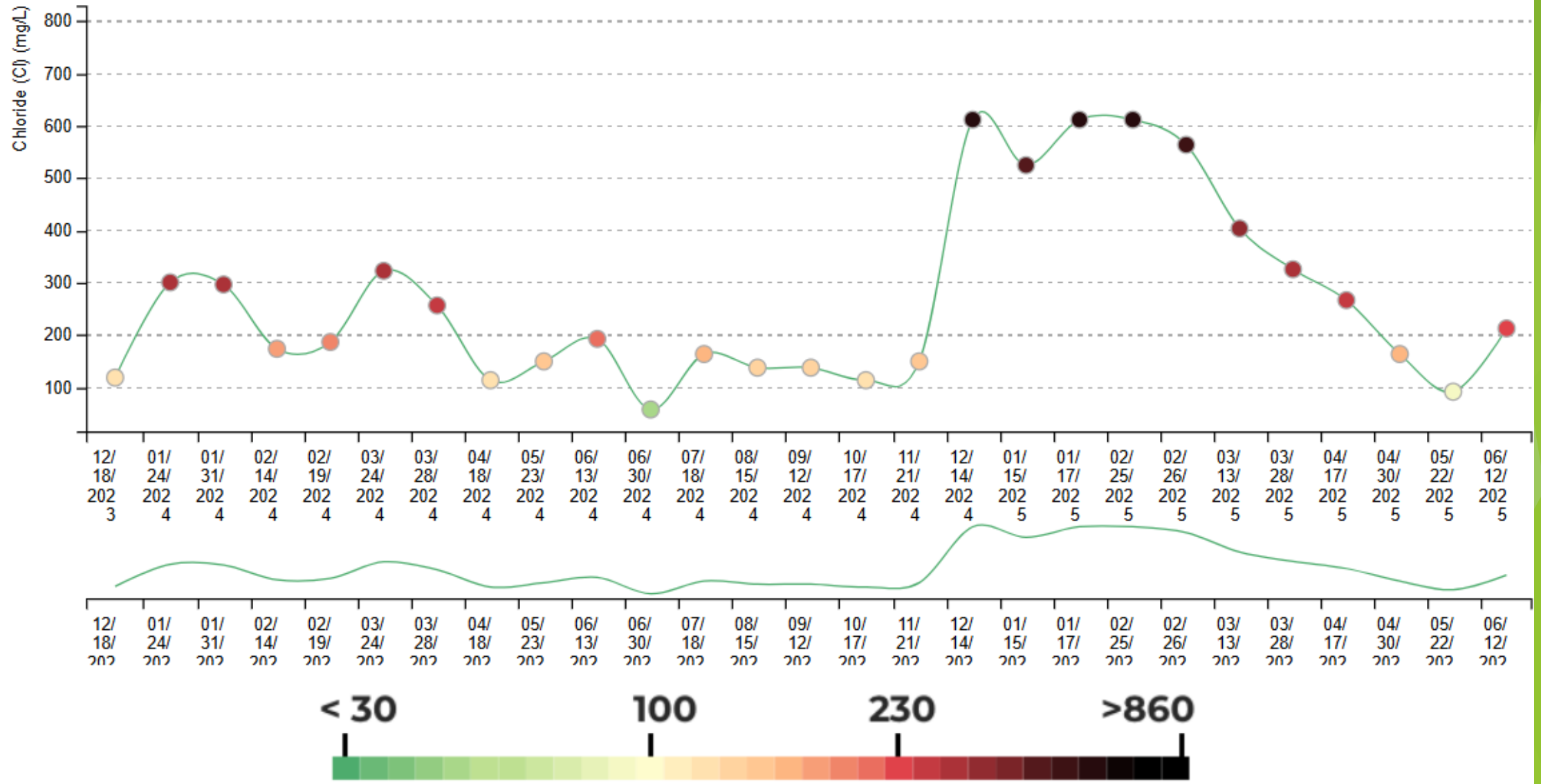


Clean Water Hub™

Share the water quality data from your local streams. Make an impact in communities across the nation.

LATEST READING - SALT WATCH

 Jun 12, 2025  -



Take Action

Strength is grassroots action

Leadership facilitates action by others

Now is time to act

Expanding action produces outcomes

- Conservation on the ground
- Visibility
- Membership growth
- Membership engagement
- Donors



Thank you
for all you
do!