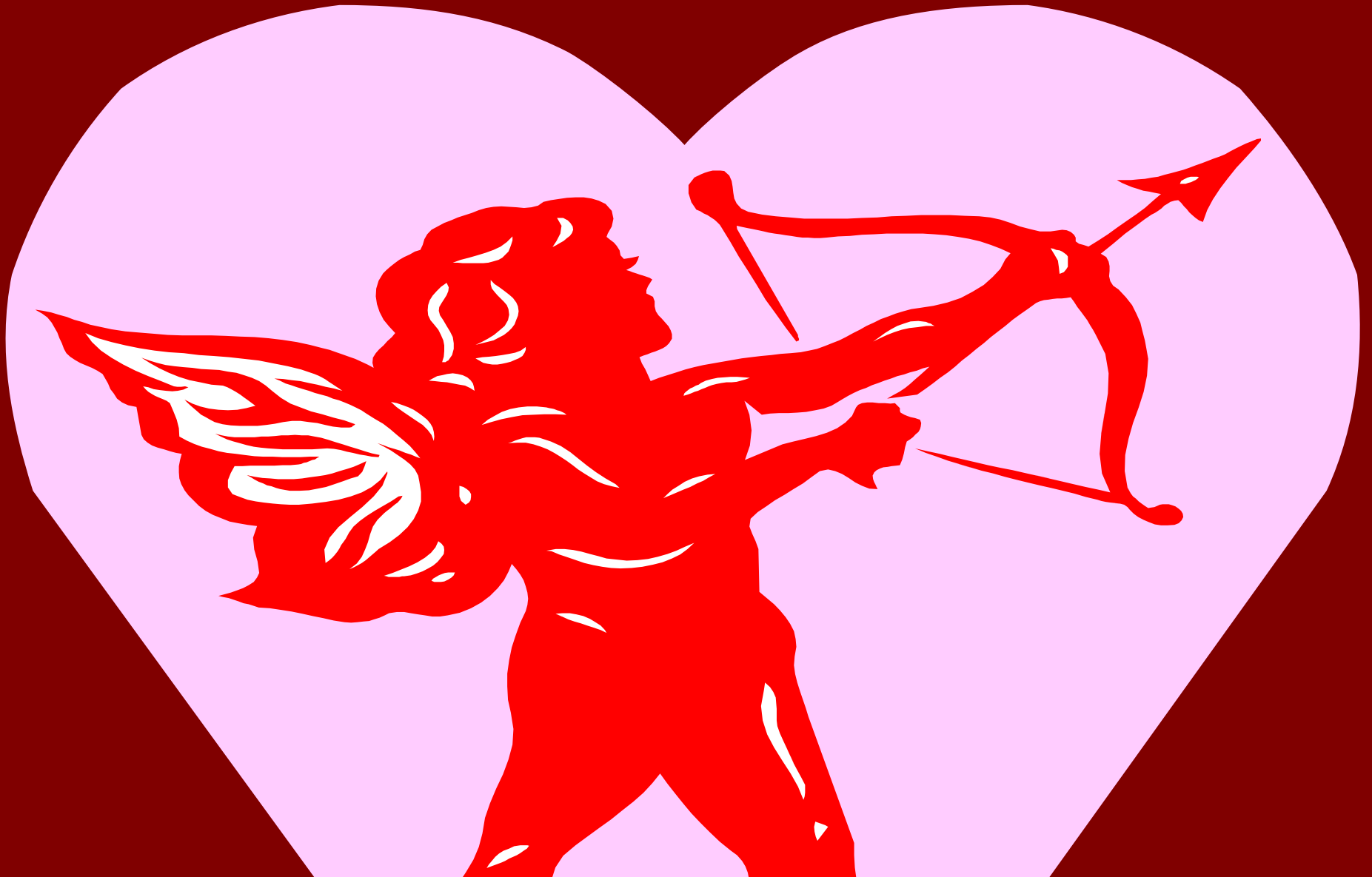
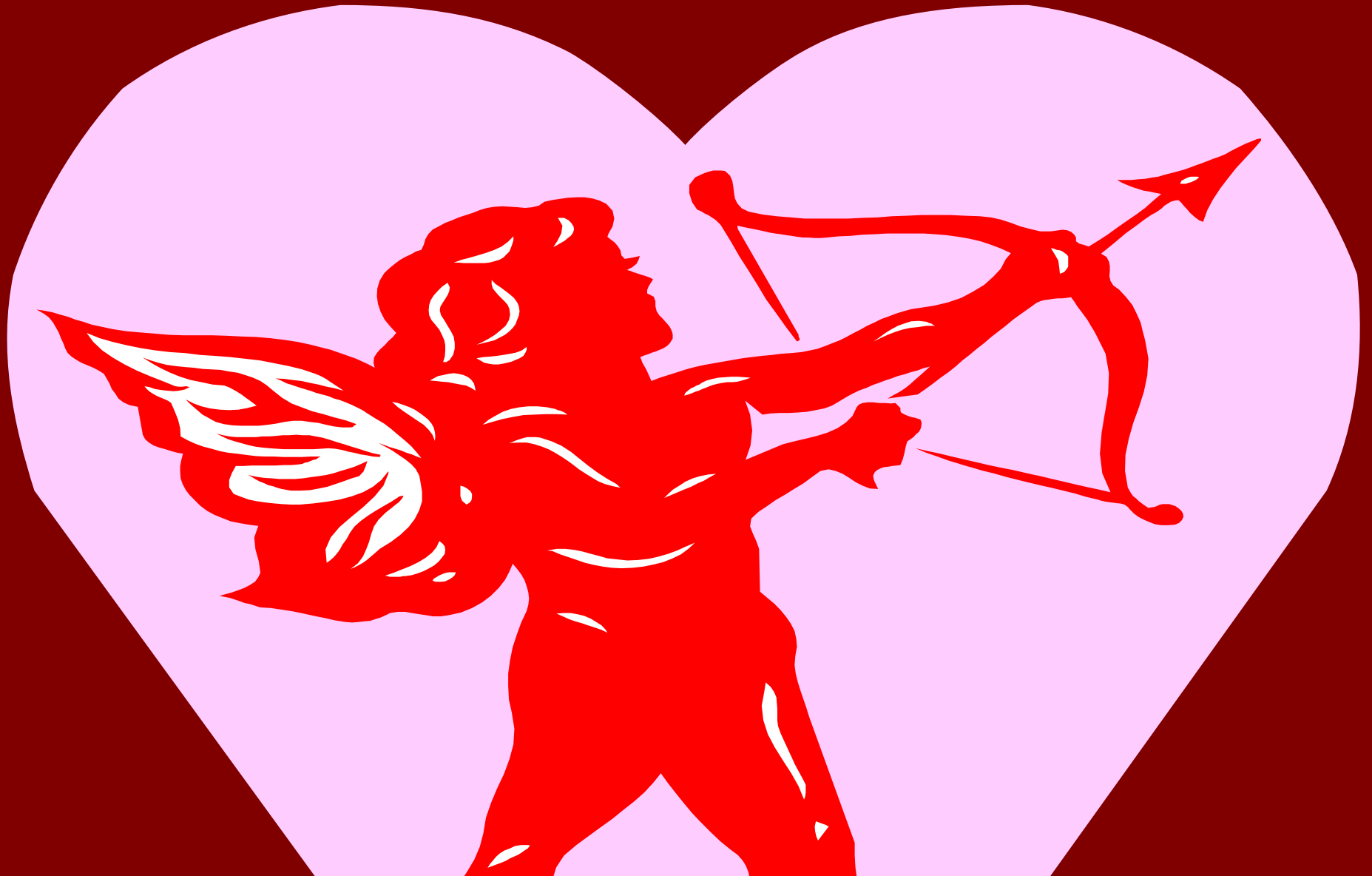


Ripple Effects – The Surprising Ways That Water Quality Impacts People, Families, and Communities

Eric Olson
Extension Lakes



We can be ethical only in relation to something we can see, feel, understand, love, or otherwise have faith in.



Encounters with the lovely...





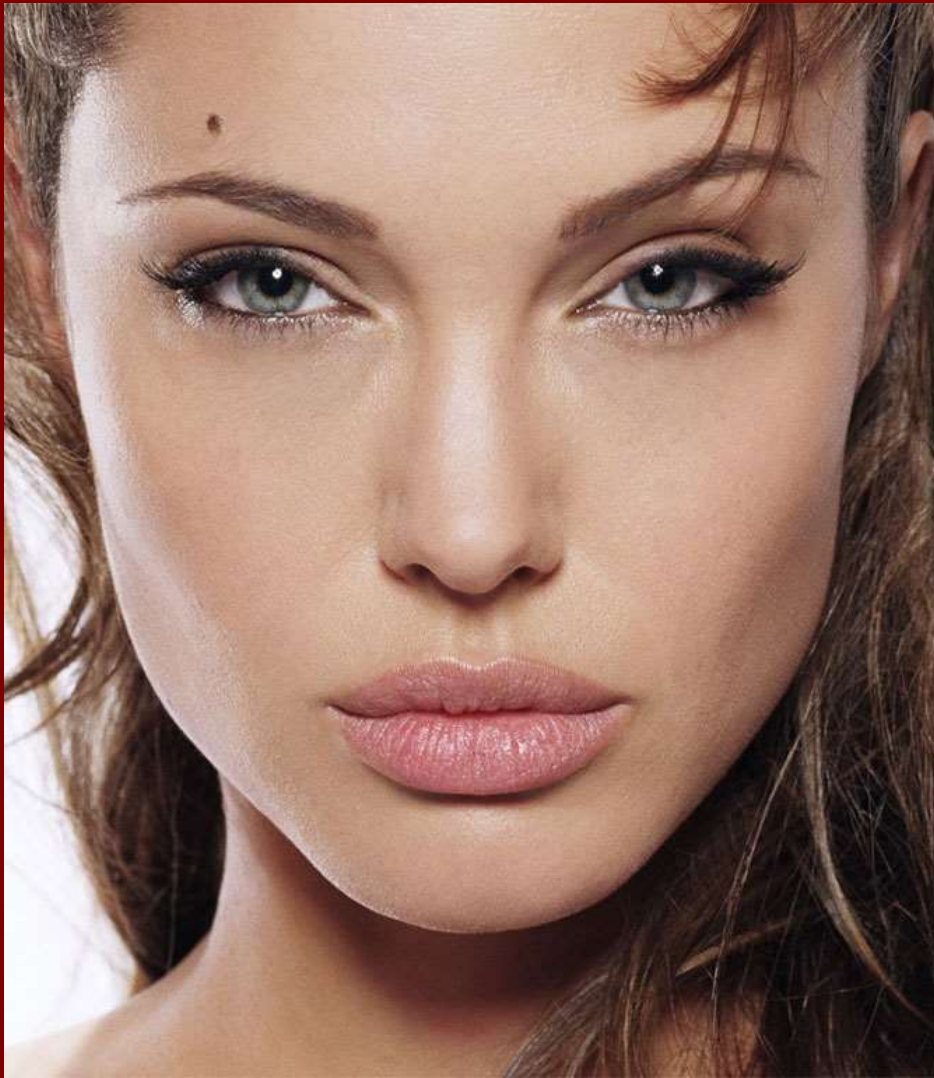


UWEX Lakes

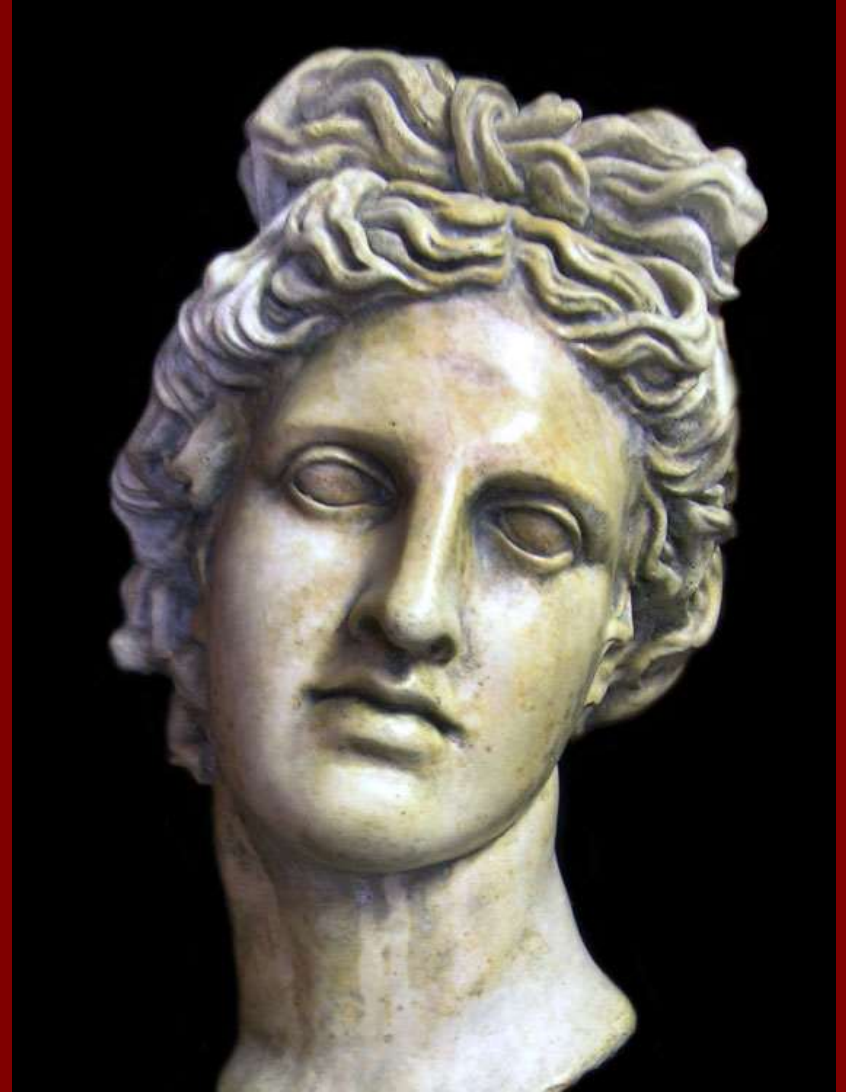
Our ability to perceive quality in nature begins, as in art, with the pretty. It expands through successive stages of the beautiful to values as yet uncaptured by language.

The quality of cranes lies, I think, in this higher gamut, as yet beyond the reach of words.

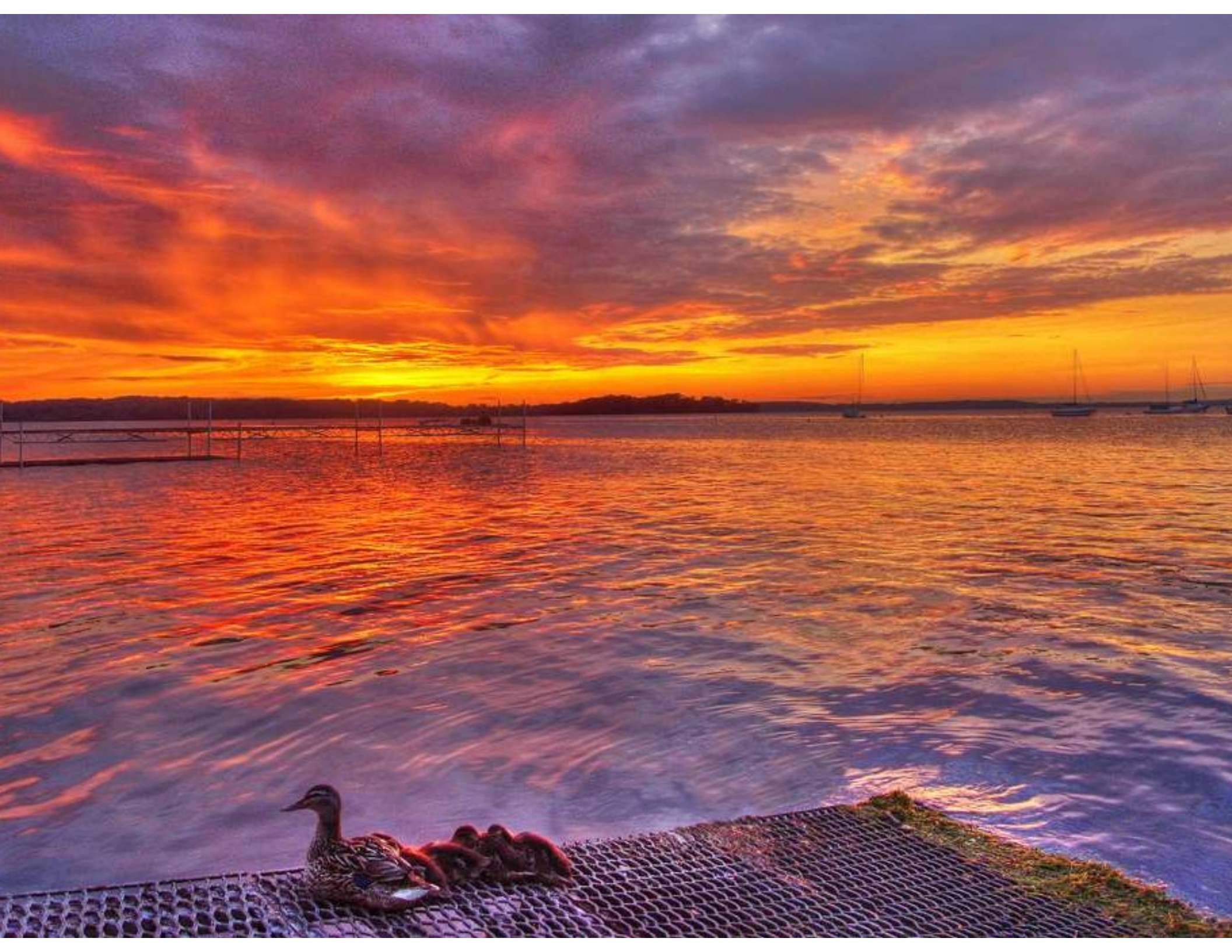


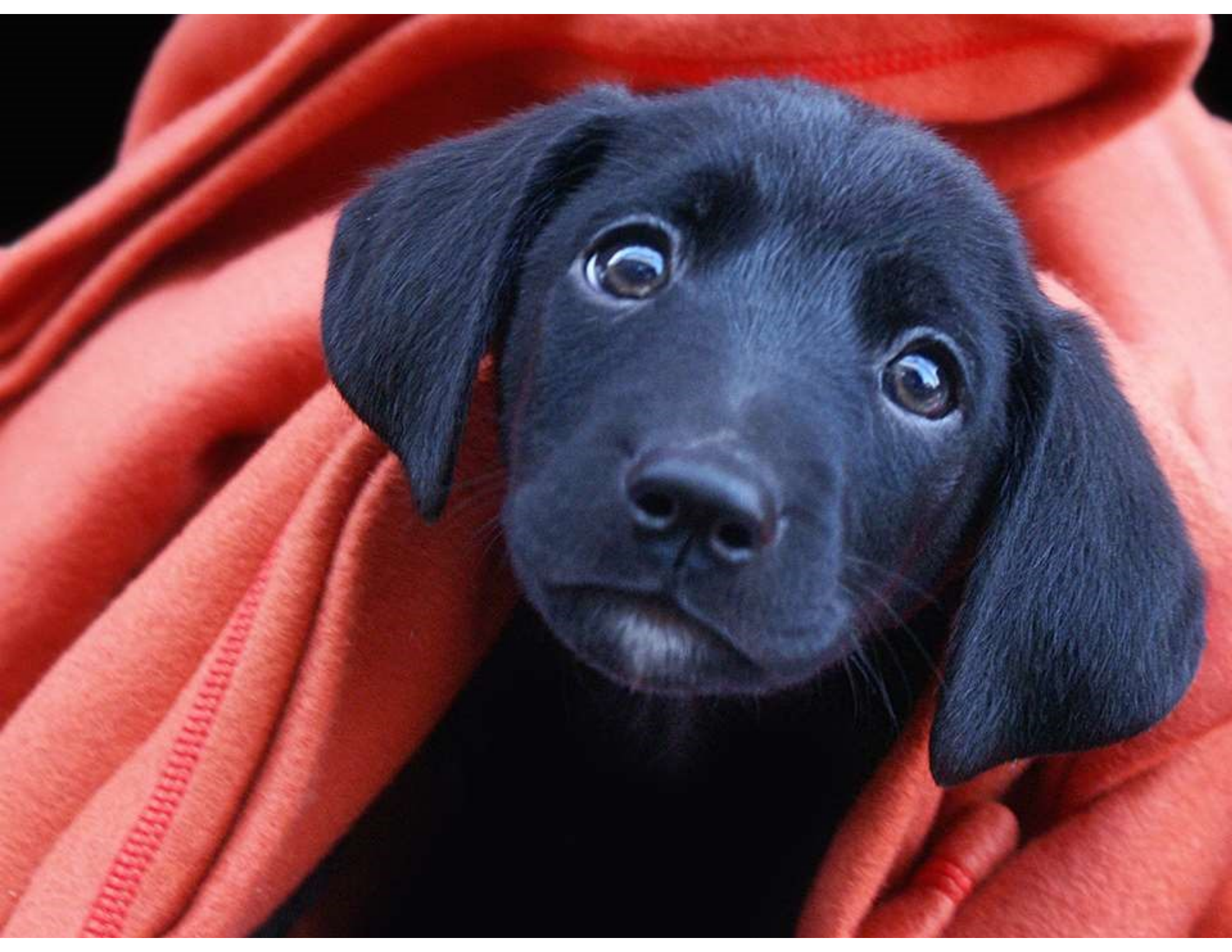


What is “pretty”?



Timeless

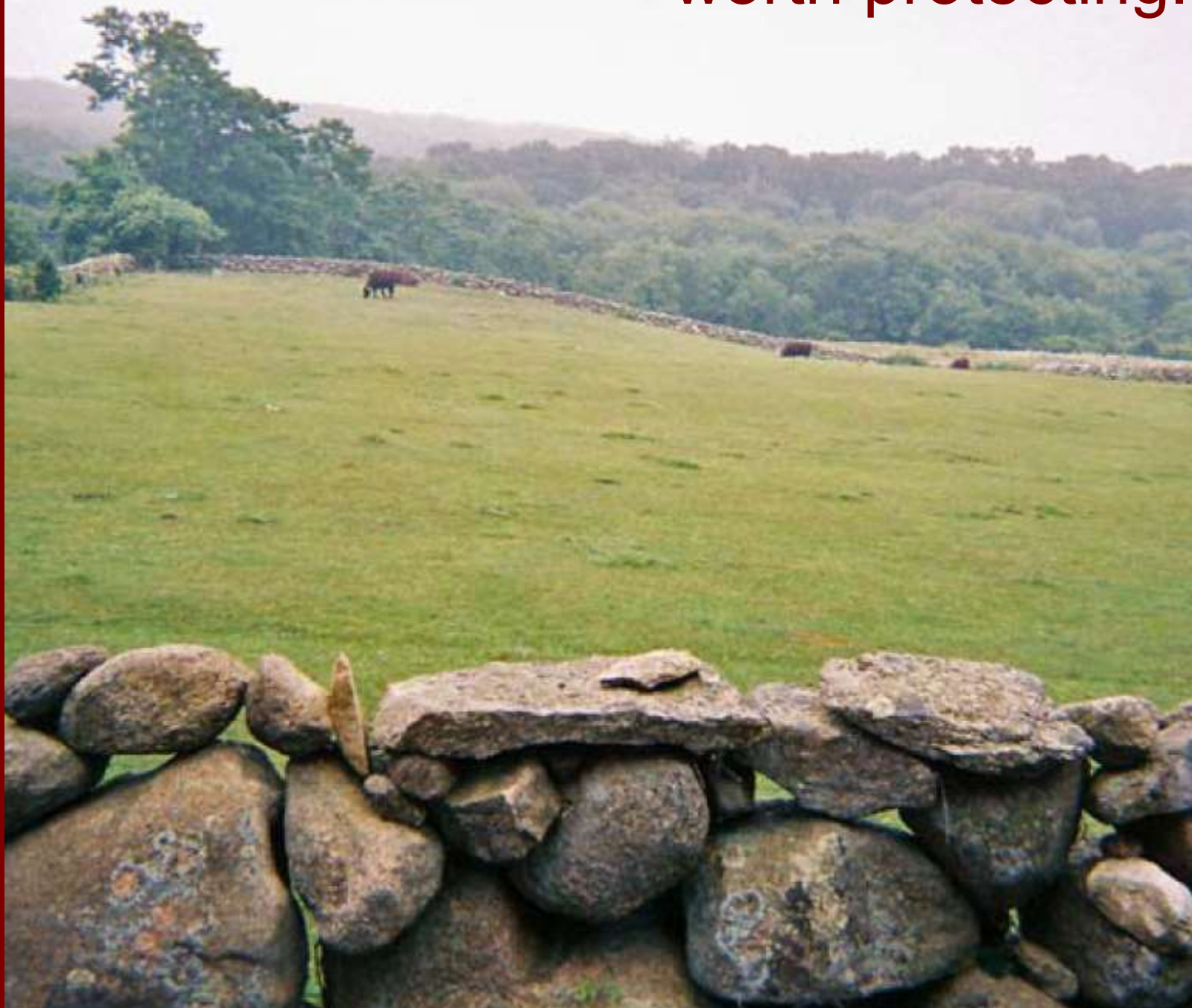






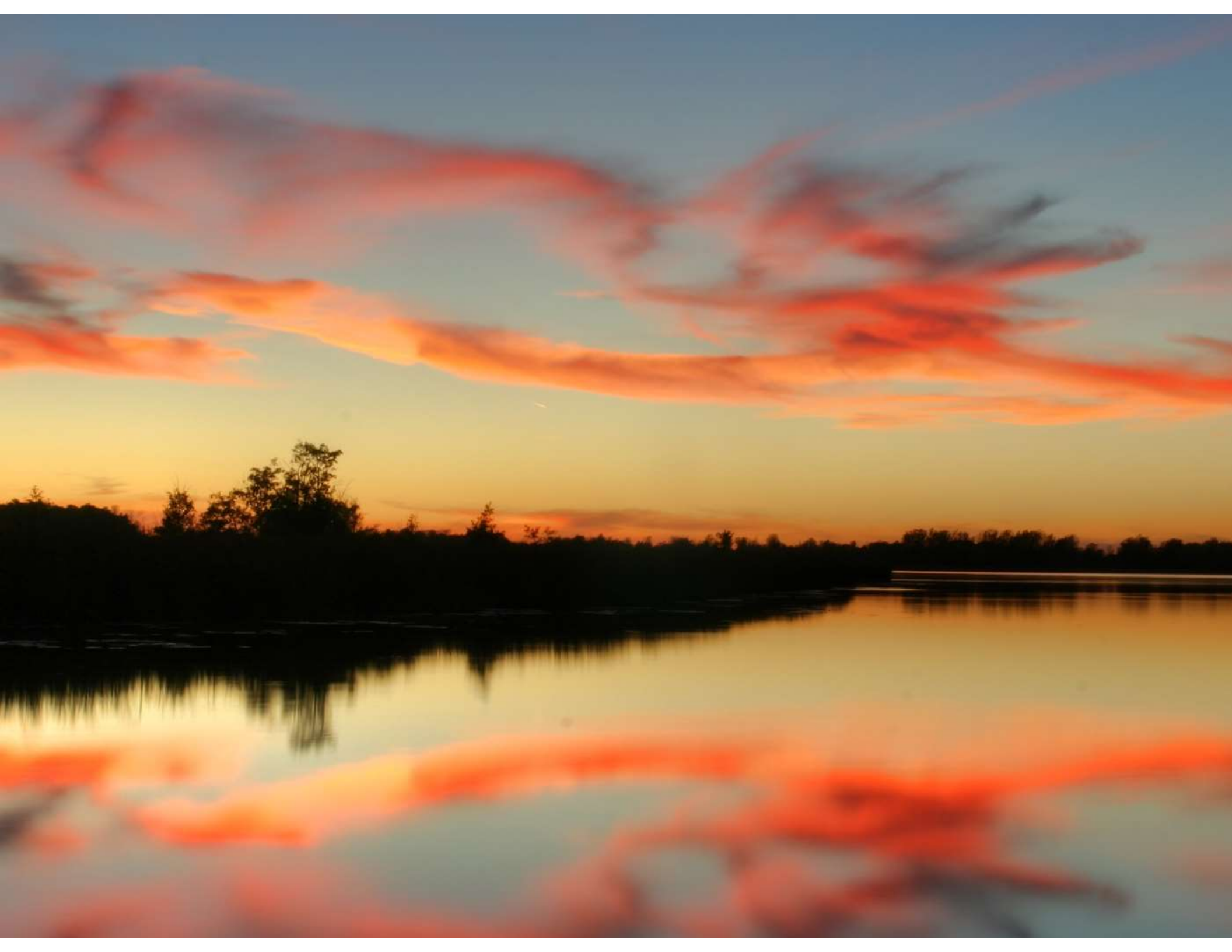
Biophilia

79% of respondents: This is beauty worth protecting.



78% of respondents: This is ugly and requires remediation.





A scenic landscape featuring a calm river in the foreground, reflecting the surrounding trees. The trees on the left have vibrant autumn foliage in shades of yellow and orange, while the trees on the right are lush green. The background shows a dense forest with some bare trees, suggesting a transition between seasons. The overall atmosphere is peaceful and serene.

***Love and
understanding...***

Lake Sagatagan, Collegeville MN









“The central figure is a regal yellow birch, raising its branches almost 100 feet in the air”

This view shows a beautiful hard wood forest near Butternut, Ashland county. The central figure is a regal yellow birch, raising its branches almost 100 feet in the air. So still was the air when the view was taken that the outlines of the maple leaves hanging fifty feet above are plainly revealed.

Log jam of about 150 million feet of logs



Made-To-Order Farms



Wisconsin Colonization Co.

Western Sales Office

201-203 Plymouth Building

Minneapolis - Minnesota

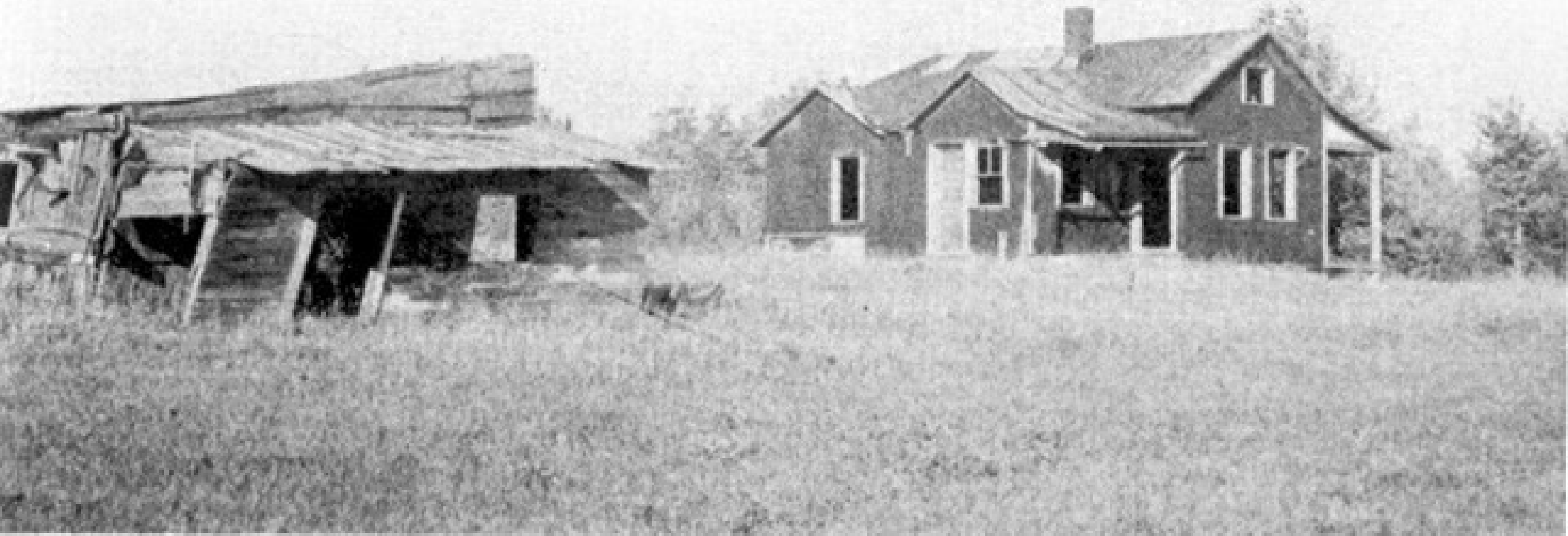
FRANK SPRING, Sales Manager

Brochure for farm communities in eastern Sawyer County.

Credit: Wisconsin Historical Society



A system of conservation based solely on economic self-interest is hopelessly lopsided. It tends to ignore, and thus eventually to eliminate, many elements in the land community that lack commercial value but that are essential to its healthy functioning.



Abandoned.

Courtesy W. A. Rowlands

If the individual has a warm personal understanding of the land, he will perceive of his own accord that it is something more than a breadbasket. He will see land as a community of which he is only a member, albeit now the dominant one. He will see the beauty, as well as the utility, of the whole, and know that the two cannot be separated.

We love (and make intelligent use of) what we have learned to understand.

**We can be ethical only in relation to
something we can see, feel, understand, love,
or otherwise have faith in**

3

Winter Visitants 1903-04

		DEPARTURE
402	Yellow-bellied Sapsucker!	March 15
474	Horned Lark	March 30
474b	Prairie Horned Lark	March 30
517	Purple Finch	May 1
559	Tree Sparrow	April 5
567	Junco	May 1
621	Northern Shrike	February 27
726	Brown Creeper	May 1
748	Golden-crowned Kinglet	April 7

July 15, 1903.

Notes on a Kingfisher's burrow.

Page 15

Nest complete May 5.

Young out of nest July 3.

The burrow was, in a clay bank of a gully, and, contrary to the usual custom, at least 200 yds. from a small creek, containing water-spiders at the most, not even tadpoles. The place was well selected, and the entrance half concealed by a bend in the bank. The home consisted of 3 burrows. 1 One had struck roots and was apparently unused. 2 The ♂'s burrow, opposite the nest entrance, in which the ♂ roosted, during incubation only, there being a nest of the Rough Winged Swallow in it, which contained 4 eggs, at the

Aldo Leopold's Short Guide to Loving The Land...

- Keep all the pieces- don't permit native species to be extirpated or become extinct.
- Understand the "land circuit" and manage the flows of energy and nutrients...use natural areas as a reference.
- Welcome the land into our community- extend to the land and waters the same ethical considerations we give to each other.

There are values in water that don't appear on your current balance sheet...

- Trout fishing in the Driftless area has a \$1.6 billion economic impact.
- Fishing alone in the Winnebago system is over \$200 million/year.
- Nationally, a 10% improvement in lake water quality would yield a \$6 to \$9 BILLION increase in real estate values

There are values in water that don't appear on your current balance sheet...

- People consistently prefer being in visual environments that include water features.
- People who live closer to water have lower rates of illness and better mental health than those who do not.
- More Wisconsin residents report swimming in lakes and rivers than in outdoor pools.

Fall in love with water all over again



Chronic stress and anxiety cause or intensify a range of physical and mental afflictions, including depression, ulcers, colitis, heart disease, and more. Unchecked, this "red mind" mode, leads to burn-out.

Being on, in, and near water can be among the most cost-effective ways of reducing stress and anxiety.

– Wallace J. Nichols, Author of [Blue Mind](#)



Examine each question in terms of what is ethically and esthetically right, as well as what is economically expedient.

A thing is right when it tends to preserve the integrity, stability, and beauty of the biotic community.

It is wrong when it tends otherwise.



WS 1106 UW