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BAYFIELD &amp; MADISON

# FUN TIMES

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WISCONSIN'S GREEN TOURISM



## Play, Eat and Sleep Green in Wisconsin

Cable Nature Lodge / Photo courtesy of Chris Frasch

By Pat Dillon

**K**im and Tim Bowler moved from Illinois to Wisconsin 13 years ago to live where the "water is pristine and the lichen grows freely." They opened Alpine Resort on Vliet Lake in Presque Isle and became exemplary stewards of water and land.

Today the Wisconsin Department of Natural Resources brings representatives from surrounding states to tour their successful lakeshore restoration project. The Bowlers' hard work translates to what Bowler describes as "pure fun in pure nature."

"We want guests to relax while watching eagles fly over, hike in the virgin hemlock forest right on our lake, bike on our endless trails through unbelievable scenery, swim in clean water and end the day watching the sun set or the stars appear. Really spend the day with nature," says Bowler.

The Alpine Resort is just one of hundreds of green tourism opportunities throughout Wisconsin. With its 1.5 million acres of National Forests, 2,730 miles of state forest hiking trails, 15,000 lakes and its



Kosirs Whitewater Rafting on the Menominee /  
Photo courtesy of Mackenzie Bryant

long history of environmentalism, it's not surprising that land stewardship drives this thriving industry. Natural recreation options abound – canoeing, kayaking, white water rafting, biking and hiking opportunities are endless. From the bluffs of the Baraboo Hills to the Wild and Scenic shorelines of the Lower St. Croix River,

challenges await every skill level. And while land preservation and clean water practices sustain the state's beauty, the Wisconsin Department of Tourism's Travel Green Certification program keeps business owners on track with their pledge to nurture places people visit, play in, live in and spend their money. Cathie Imes, owner of the award-winning Arbor House Inn in Madison's Dudgeon-Monroe neighborhood, needs few reminders.

"Inn keeping includes the art of helping guests feel rested. It's extremely gratifying to know that in a very immediate and somewhat disconnected world, we provide a different pace to feel nurtured and connected," says Imes.

Imes nurtures Arbor House guests through an "urban ecology" which includes the use of an ecological resource- and energy-efficient design while renovating and adding on to the 1840s historic site. She connects guests to Madison's many natural areas and tourism attractions with free kayaks to paddle nearby Lake Wingra and mountain bikes to pedal Madison's many on- and off-road bike paths. The nearby 1,260-acre UW Arboretum, the birthplace of ecological restoration, offers 20

Braise On the Go chef David Swanson /  
Photo courtesy of Bill Lubing

miles of foot paths through prairie and boreal forests and along wetland, this a wonderful example of why Wisconsin ranks second in birdwatching. The Arboretum celebrates its 80th year this June.

An authentic "prairieland" experience has visitors to the Little Sugar River Farm in Albany coming back for more. Here, agritourism is infused into its outstanding location on the Albany Wildlife Area. "The farm is all about comfort and deeply restorative quiet," says Stoughton resident Lynne Diebel, a recurring customer. "We love wandering through the owner's vast gardens and visiting the henhouse, and warming up by a fire was the perfect ending to snowshoeing in the wildlife area." With the adjacent 1,532 acres of protected river habitat to wander and the nearby 23-mile Sugar River Trail, nature-lovers like Diebel are in their element.

### SUSTAINABLE DINING

Wisconsin is not without its foodies. As a leader in sustainable agriculture,

See Green Tourism, PAGE 3

## BIG FUN. SMALL ENVIRONMENTAL FOOTPRINT.

Visit our website for fun ways to travel green while you travel Wisconsin.

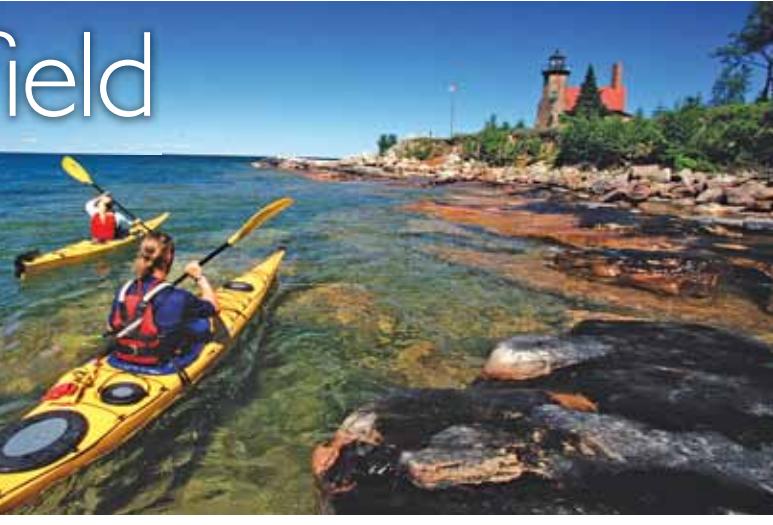


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## OF BAYFIELD AND MADISON

# Bayfield



Kayaking - Apostle Islands / Photo courtesy of RJ & Linda Miller

**B**ayfield is the type of small town travelers dream about – picturesque and charming with modern amenities and accommodations. The city is the gateway to the stunning Apostle Islands National Lakeshore – 22 gem-like coastal islands that are home to lighthouses, sea caves, hiking trails, camping, terrific blue-water sailing, and some of the best kayaking in the world. And for those looking to travel green, Bayfield has the most green-certified businesses in the whole state with 36 certified members.

### MUST SEE ATTRACTIONS:

- Madeline Island – hop on a ferry and cross the bay to check out Big Bay State Park and the Madeline Island Historical Museum.
- Big Top Chautauqua, an intimate tent theater producing a fifty-plus night summer season of concerts, plays, lectures and more.

### GO GREEN...

- Rent kayaks from Living Adventure Inc. to explore the sandstone cliffs, sea caves, historic lighthouses and unspoiled beaches of Lake Superior.
- Pick your own fruit – seasonal apples, pears and strawberries – at James Erickson Orchard.
- Stay at the cozy Pinehurst Inn, one of the first Travel Green certified members in the state.

### TOP PHOTO OPPORTUNITIES...

- The mainland sea caves at Meyers beach, where Lake Superior has sculpted majestic brownstone cave formations.
- The view of Lake Superior and the Apostle Islands National Lakeshore from the ninth hole of the Apostle Highlands Golf Course.

For more information on fun things to do and see in Bayfield, visit  
[www.TravelWisconsin.com/Bayfield](http://www.TravelWisconsin.com/Bayfield)



Biking Along Lake Monona in Madison / Photo courtesy of RJ & Linda Miller

# Madison

**C**apital and captivating, Madison blends big city culture with small town charm. Nestled on a narrow isthmus between two lakes, Madison's city center is bookended by the State Capitol on one end and the University of Wisconsin campus on the other with no shortage of shopping, dining and attractions in between. Madison is also home to 23 Travel Green certified businesses.

### MUST SEE ATTRACTIONS:

- The State Capitol building, which offers free daily tours.
- The UW Memorial Union, a popular gathering spot for the community.
- Henry Vilas Zoo, spanning 28 acres and free of charge.
- State Street, a pedestrian mall that offers a diverse spread of shopping, restaurants and art galleries.

### GO GREEN...

- Take a leisurely stroll through Olbrich Botanical Gardens, featuring 16 acres of outdoor specialty gardens.
- Visit Monona Terrace Community and Convention Center, a popular Frank Lloyd Wright creation that is free and open to the public – and has a strong commitment to green, sustainable practices.
- Play at the Madison Children's Museum where kids and adults alike can learn about sustainability in the Urb Garden and explore the great outdoors on the rooftop exhibit.
- Stay at the Arbor House, Madison's leading environmental inn.

### TOP PHOTO OPPORTUNITY IS...

- The State Capitol dome – modeled after the Capitol building in Washington, D.C.

For more information on fun things to do and see in Madison, visit  
[www.TravelWisconsin.com/Madison](http://www.TravelWisconsin.com/Madison)

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**ReDress: Upcycled Style by Nancy Judd**

**Salvage and Selvage: Artwork by the Fiber Artists Coalition**

**Nature Composed: Insect Artistry of Jennifer Angus**

3 Exhibitions on view through June 15

Nancy Judd, *Tireless Contour*, 2010, recycled bicycle and car tire inner tubes and hotel sheets

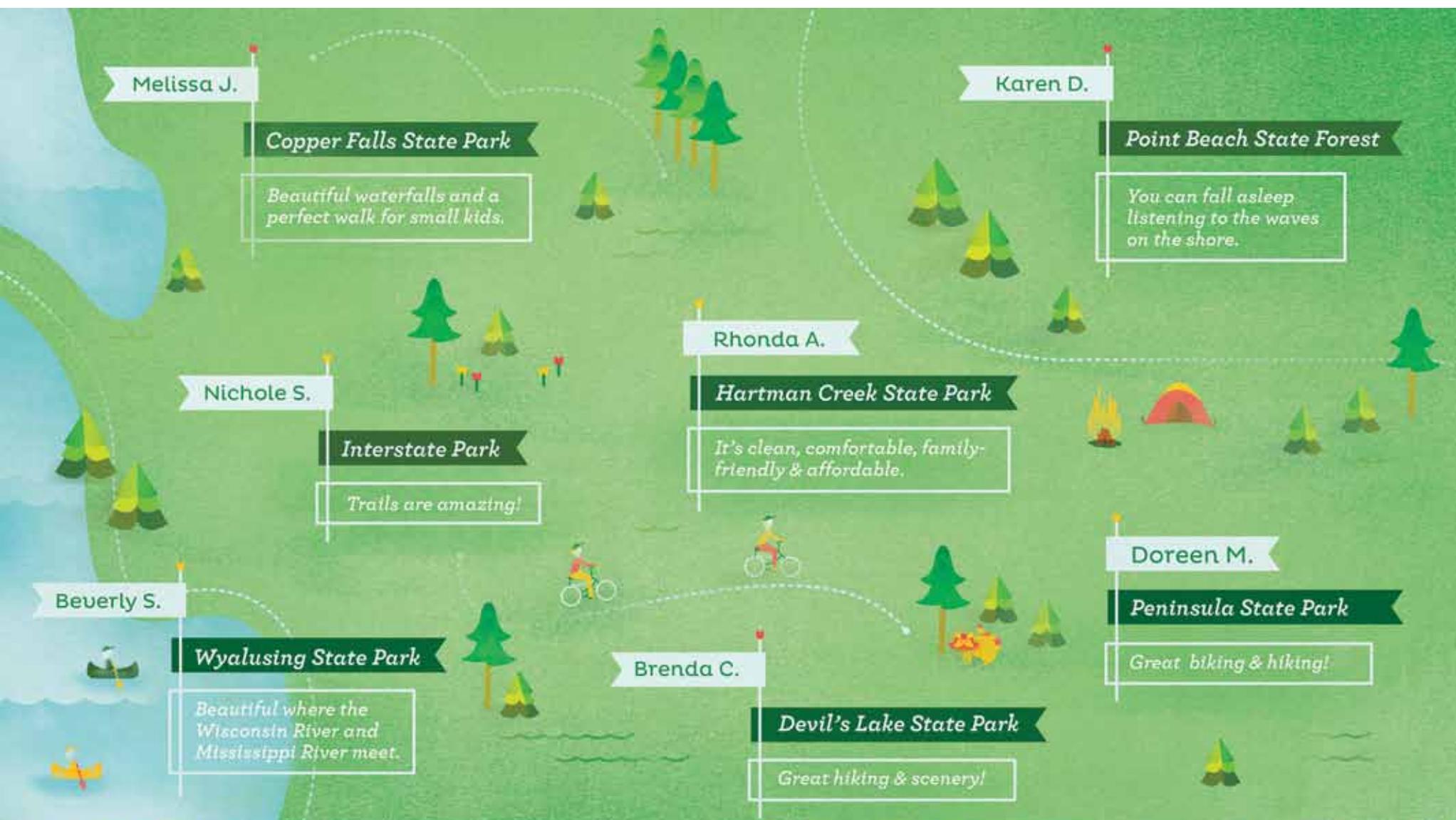
**Leigh Yawkey Woodson Art Museum**

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## FAVORITE WISCONSIN STATE PARKS

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From page 1

## Green Tourism

Wisconsin boasts some of the nation's top chefs who draw from 1,100 organic and sustainable farms for seasonal, local and sensational menus.

Chef David Swanson of Braise in Milwaukee's Third Ward connects customers with area farmers through a number of avenues. Swanson celebrates the "simple wonders of local food" through sourcing locally at his restaurant; by providing locally sourced food to other area restaurants through his Restaurant Supported Agriculture; through education at his culinary school; and by offering events that connect customers to the people who grow and raise their food. Many events take place right on the farm.

The Northwoods is clearly more about forestry than farming, but the field to fork philosophy has also caught on there. The Cable Nature Lodge tucked into the Chequamegon Forest is one example. Owner Bill Brakken says he runs a green resort because it's "part of his core value system." What his chef cooks up in the lodge's restaurant, The Rookery Pub Fine Dining, is part of that value system. Brakken emphasizes fresh seasonal ingredients from local producers which has earned it the distinction as TripAdvisor's #1 Rated Area Restaurant. "Our weekly Fresh Fish UN-Fry, featuring uniquely prepared seafood from sustainable fisheries around the world, is a popular alternative to the ubiquitous Northwoods frozen fish fry," says Brakken.

### SILENT SPORTS

The Wisconsin DNR reports a mind-boggling 12,600 rivers with 503 promising the perfect intensity for whitewater rafting. Experienced paddlers often rely on outfitters like Kosirs in Silver Cliff near the Peshtigo and Menominee Rivers to connect them with the right river location and water action. Newcomers rely on resorts like the Bear Paw Resort in White Lake



Blaser's Acres Berry Farm, Suamico / Photo courtesy of Glenn Sanderson

near the Wild and Scenic Wolf River to learn skills for the adventure.

"Unmotorized sports are healthier, less expensive and provide us with a more rewarding experience," says Sara King of Gurnee, Ill. who bought a cabin on the Wolf River after frequenting the Bear Paw Resort. "Bear Paw adjusted to our different skill levels and group interests," says King. "Friday night paddles end with a meal - a great way to meet people."

Land lovers are not without low impact options. The DNR provides maps of footpaths and bike routes all over the state. Bikers can visit quaint towns like Sheboygan by way of its Urban Rec Trail, a 4.25 mile path stretching from Sheboygan's west end to Lake Michigan. Clearly marked routes traverse parks and green spaces and wind

through historic districts and cultural and recreational sites. Reverse course and bikers can hook up with the Old Plank Road Trail, a seventeen-mile, multi-use trail connecting Sheboygan with communities like Greenbush, Plymouth, Sheboygan Falls and Kohler.

### BUY LOCAL

Traveler Mary Kay McCanna found Kristine Kjos's gallery shop in Alma while traveling up Hwy 35 along the Mississippi River last summer. Kjos sells work exclusively by Wisconsin artists, supporting the buy local concept that a local economy endorses a healthy environment, a theory which McCanna agrees. "It feels good to know my tourist dollars support local working artisans," says McCanna. "I also like frequenting thoughtful business owners like Kristine. The respect she has

for her artists comes through in how beautifully she presents their work."

Finding other artisans around the state is as easy as logging onto PortalWisconsin.org, where artists and galleries are listed by medium and region. Like Kjos, Debra Ketchum Jircik's Circle of Life Studio near Eagle River takes travelers out of a commercialized mindset and into a true natural setting with her Northwoods-inspired art and organic gardens on a peaceful Lake Meta setting.

### GREEN BY NATURE

It's difficult to travel Wisconsin without coming across a celebrated natural area, whether it's a restored wetland, prairie or wildlife refuge, or a notable nature center like Baraboo's Aldo Leopold Legacy Center or the International Crane Foundation.

One hidden gem is The Ridges Sanctuary in Bailey's Harbor. Founded in 1937, its presence spawned conservation efforts throughout the entire Door County peninsula. Home to easy-to-observe nesting cranes, native wildflowers, migrating birds and butterflies, the sanctuary is also habitat for the endangered Hines emerald dragonfly and 25 highly protected native orchid species. Like Susan Carlson of Dallas, visitors come from all over for a naturalist-guided hike or group tour.

"Door County has its obvious beauty - Green Bay, Lake Michigan, Peninsula State Park," says Carlson, a Wisconsin native who vacations here with family. "But walking through Ridges Sanctuary and knowing it has those hidden orchids is like a treasure hunt. I may never see one, but I won't stop looking."

## IF YOU GO:

**Alpine Resort,**  
Egg Harbor – 920-868-3000;  
[www.alpineresort.com](http://www.alpineresort.com)

**Arbor House Inn,**  
Madison – 608-238-2981;  
[www.arbor-house.com](http://www.arbor-house.com)

**Little Sugar River Farm,**  
Albany – 608-852-3648;  
[www.littlesugarriverfarm.com](http://www.littlesugarriverfarm.com)

**Braise,**  
Milwaukee – 414-212-8843;  
[www.braisefood.com](http://www.braisefood.com)

**Cable Nature Lodge,**  
Cable – 715-794-2060;  
[www.cablenaturelodge.com](http://www.cablenaturelodge.com)

**Rookery Pub Fine Dining,**  
Cable – 715-794-2062;  
[www.rookerypub.com](http://www.rookerypub.com)

**Kosirs,**  
Silver Cliff – 715-757-3431;  
[www.kosirs.com](http://www.kosirs.com)

**Bear Paw Resort,**  
White Lake – 715-882-3502;  
[www.bearpawoutdoors.com](http://www.bearpawoutdoors.com)

**Circle of Life Studio,**  
Eagle River – 715-479-9737;  
[www.circleoflifestudio.com](http://www.circleoflifestudio.com)

**Aldo Leopold Legacy Center,**  
Baraboo – 608-355-0279;  
[www.aldoleopold.org](http://www.aldoleopold.org)

**International Crane Foundation,**  
Baraboo – 608-356-9462;  
[www.savingcranes.org](http://www.savingcranes.org)

**The Ridges Sanctuary,**  
Baileys Harbor – 920-839-2802;  
[www.ridgessanctuary.org](http://www.ridgessanctuary.org)

For more information about Travel Green Certified destinations and businesses, visit

[www.TravelWisconsin.com/TravelGreen](http://www.TravelWisconsin.com/TravelGreen)

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# TRAVEL GREEN TIDBITS

**2007**  
the year Wisconsin's Travel Green program started

**519**  
the number of TGW certified entities

**1**  
TGW certified major league baseball field, Miller Park

**4,000 tons**  
solid waste reused or recycled annually by TGW businesses

**\$1.1 million**  
saved annually by TGW businesses by installing light sensors and/or timers

**62 million lbs**  
amount of carbon dioxide emissions TGW businesses reduced by turning off power strips and appliances when not in use

**37 million**  
gallons of water TGW businesses have reduced annually by installing low flow fixtures

**580,000 cubic ft**  
landfill space conserved each year through TGW waste reduction practices

**\$3 million**  
saved by switching to energy-efficient compact fluorescent light bulbs

## Why choose a Travel Green Wisconsin certified business?

If the phrase "travel green" conjures up images of sleeping in a tent and hiking for days, think again. Travel Green is about one thing: preserving the natural and cultural environment of the places you visit. And although camping and hiking are on

one end of the green travel spectrum, traveling green can be practiced wherever you go – and it doesn't mean giving up a comfy bed or a delicious meal. Luckily, Wisconsin makes it easy (and fun) to travel green.

See Travel Green, PAGE 5



## Nature Calling

We are Wisconsin's Cranberry Country! Nestled in Wisconsin's driftless region, our area is home to the Wisconsin Cranberry Discovery Center, the Necedah National Wildlife Refuge, Mill Bluff State Park, its sister-park Wildcat Mountain State Park, thousands of acres of cranberry marshes and a 15 minute drive from the Elroy-Sparta National Bike Trail.

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From page 4

**Travel Green****GREEN MOVEMENT:**

Travel Green Wisconsin has its roots in Wisconsin's heritage of stewardship. Travelers are supporting the principles of Wisconsin's John Muir, Aldo Leopold and Gaylord Nelson when practicing and supporting Travel Green Wisconsin certified businesses.

**PROTECTING THE ENVIRONMENT:**

Travel Green Wisconsin certified businesses are working hard to do their part in protecting our environment for today and for future generations. Investing in them means an investment in a more sustainable future that preserves our natural resources.

**BUY LOCAL:**

Our Travel Green certified businesses support local farmers, businesses and artists. By visiting, you are also doing your part to support the local economy.

**GREEN EDUCATION:**

Travel Green certified businesses offer an opportunity to learn about green practices that you can also apply in your own home. This saves money, energy, water, and other resources.

**PEER APPROVED:**

Know that you are doing good by supporting a Travel Green Wisconsin certified business. These businesses have been vetted and reviewed by a third party vendor whose expertise is deeply rooted in environmental systems.

**BUYING POWER:**

By choosing a Travel Green certified business you are rewarding the business with your dollars, thus providing them with an incentive to strive toward continual improvement of their green practices.



In the spirit of Wisconsin's heritage of environmental stewardship, the Department of Tourism initiated Travel Green Wisconsin in 2007 to promote smart and environmentally friendly business practices. The program was the first of its kind in the nation and has become a model for sustainable travel nationally and internationally. As more and more travelers like yourself look to make life a little greener, we hope you'll appreciate and support the tourism businesses that work hard to reduce their own environmental impact. Check out our directory of Travel Green certified businesses for a complete listing of members at [www.TravelWisconsin.com](http://www.TravelWisconsin.com).

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*Photo: Buffalo Bill's Wild West*

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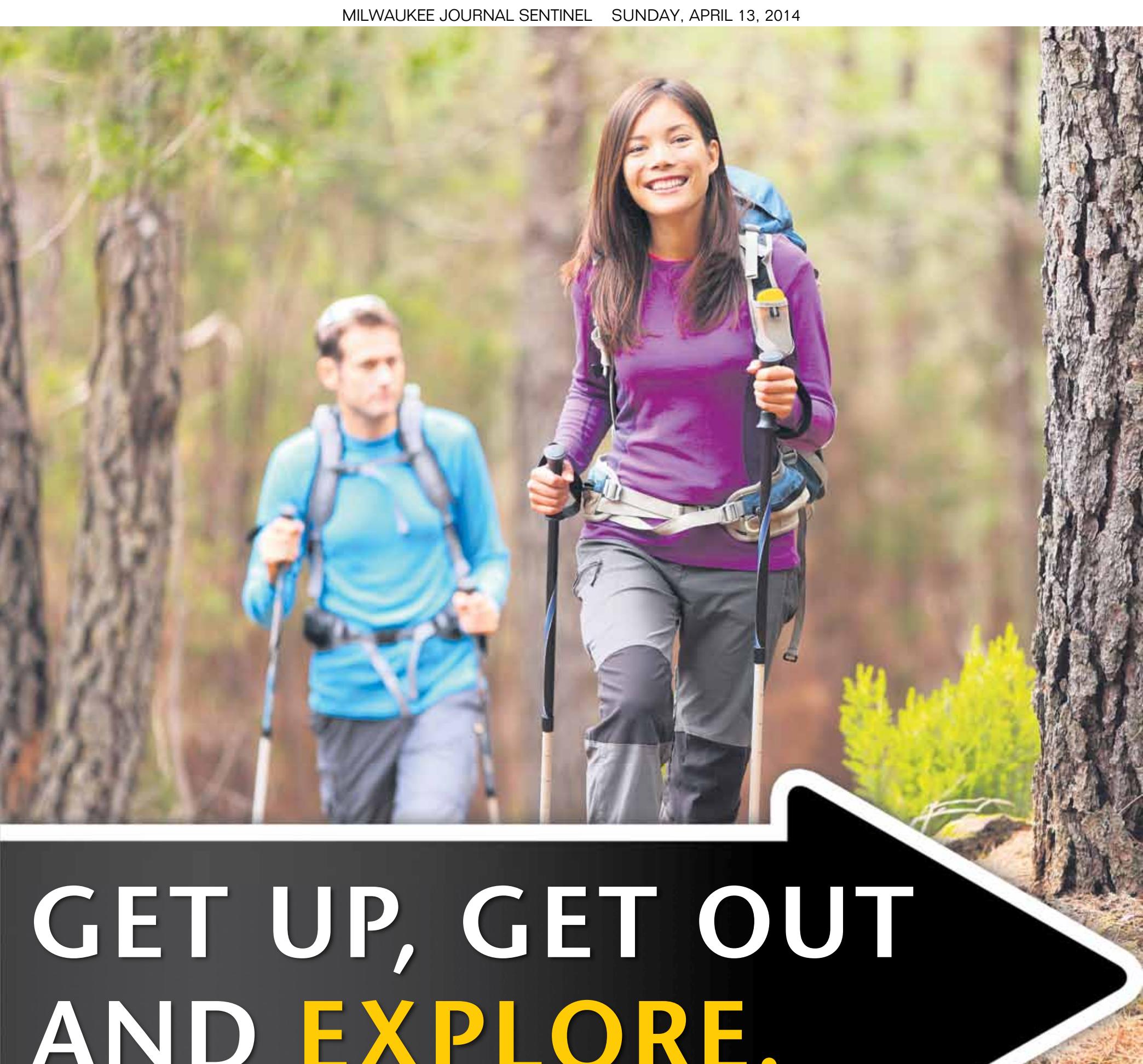
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The screenshots show the homepage with a banner for 'GET OUT PICK: INTERSTATE PARK', travel and outdoors sections, a photo gallery, and a poll asking 'How do you like to travel on vacation?'. Below these are smaller sections for 'Food tourist' and 'Wisconsin Photos'.