

Wisconsin Smallmouth Alliance

Monthly Meeting
Tuesday, Sept 18, 2018

Maple Tree Restaurant,
McFarland. 7:00 p.m. or come
early and join us for dinner

"Lower Wisconsin Riverway"

Presented by
Mark Cupp Executive Director of the Lower Wisconsin State
Riverway Board.



Mark Cupp is a native son of Richland Center who now resides in Muscoda, Wisconsin. Mr. Cupp worked for several years at the State Capitol as an administrative assistant to then-State Representative Dale Schultz and as Chief of Staff for former State Senator Dick Kreul. Mr. Cupp was integrally involved in the legislative negotiations and deliberations ultimately resulting in the creation of the Riverway. He was hired as the first Executive Director of the Lower Wisconsin State Riverway Board in 1989 and continues to serve in that capacity. He also is the Chair of the Land & Water Conservation Board, a statewide board addressing farmland preservation, soil erosion and water quality issues; President of Cultural Landscape Legacies, Inc., a nonprofit organization focused on protection and preservation of effigy mounds and rock art sites in the Upper Midwest; Vice -President of the Three Eagles Foundation, Inc, a nonprofit established to protect the effigy mounds on Frank's Hill in Richland County; Voyageurs; and, has been involved in leadership positions in many other local organizations.

During his twenty-eight year tenure at the Riverway Board, Mr. Cupp has produced several innovations beginning with construction of a new state agency from pencils and desks to computers and permit processes. In addition, a Standardized Color Chart was developed to assist landowners in complying with the Riverway's colorization performance standard. Procedures for reviewing permit applications were created with field inspections of all proposed activities and techniques for assisting a landowner achieved the desired objective while assuring the aesthetic protection goals for the Riverway are met. He led efforts to develop protocols for maintenance of Indian mound sites, which have been widely embraced by federal, tribal, state and local agencies. He provided the leadership to establish a 100-mile stretch of STH 60 as a Wisconsin Scenic Byway to further enhance the Riverway project. Mr. Cupp has paddled thousands of miles on the lower Wisconsin River and has hiked to the tops of most of the bluffs along the final 92 miles of the Wisconsin River. He has become a scholar of Riverway history, from the times of the effigy mounds builders to statehood and continues independent research into local history.

Mr. Cupp has been recipient of numerous awards including the River Alliance of Wisconsin River Champion Award, FLOW Riverway Champion Award, Department of Natural Resources Friends of Forestry Award, DNR Partnership Award, Melvin Jones Award for humanitarian service from Lions Clubs International, and, Muscoda Citizen of the Year.

For additional information contact Mike Simon 608-334-4448 or
Jerry Pasdo 608-345-2198 or visit our website at www.wisconsin-smallmouth.com