

# Conservationists

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# Sponsors

## Vilas County Lakes & Rivers Association

vclra.org

## Oneida County Lakes & Rivers Association.

oclra.org

Northwoods Businesses for Clean Waters (NBCW) is an initiative led by Vilas County Lakes and Rivers Association (VCLRA), <http://vclra.org>. For more information, contact Tom Ewing, [president@vclra.org](mailto:president@vclra.org).



[HTTP://VCLRA.ORG/NBCW/](http://vclra.org/nbcw/)



# Contact us

For more information, visit us online at [vclra.org/nbcw/](http://vclra.org/nbcw/), or email Tom Ewing at [president@vclra.org](mailto:president@vclra.org)

## Northwoods Businesses for Clean Waters

CLEAN WATERS – GOOD FOR BUSINESS



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It's better when  
we work together.

The natural beauty and recreational value of our lakes and rivers are the foundation of our Northwoods economy.

We are a partnership of conservationists and Northwoods businesses whose livelihood depends on the vitality of our natural waters. Our common vision of the Northwoods as a place where both people and nature thrive can only be realized by working together to protect our beautiful lakes and rivers.



[vclra.org/nbcw/](http://vclra.org/nbcw/)

## Our story

The Wisconsin Northwoods is a special place — nature has blessed it with one of the highest concentrations of fresh inland waters on the planet. Our beautiful lakes and rivers inspire and connect us. However, the health of our environment and economy is closely linked to the vitality of our natural waters. That's why we created Northwoods Businesses for Clean Waters. Achieving a sustainable, vibrant Northwoods community requires working together to preserve our precious lake and river heritage.

Our focus is on marinas, campgrounds, watercraft dealers & rentals, fishing guides and other businesses that rely on

Northwoods' water resources and have a vital role to play. Clean lakes and rivers are not only essential to the Northwoods' rich quality of life, but to the future of your business as well! Each business is unique, so every partnership will look different; however, your business will team with a conservation expert to create a tailored approach that reflects shared goals and values, and provides your business with useful tools and practices to protect our waters.



**Northwoods Businesses for Clean Waters**  
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## Our approach

### Partner

Partnerships are at the heart of what we do. Only by working together to protect our lakes and rivers can we find a sustainable path for nature and our communities to thrive.

### Protect

Our efforts focus on: aquatic invasive species prevention, shoreline restoration & protection and water quality. Business partners gain access to experts and potential grant funding opportunities.

### Promote

We promote our efforts to raise awareness and build support with stakeholders essential to our success. Business partners benefit from building reputation and public recognition.