

Reducing the Impact of Salt on the Landscape – Allison Madison

The buzz for reducing salt pollution from winter maintenance practices is growing. Coupled with increased expectations for reducing damage on landscapes, hardscapes, metal infrastructure, concrete and building entrances, smart salting practices are a win-win. Learn how organizations of all sizes are infusing Salt Wise practices into their trainings, policies, communications, and outreach. Walk away with action steps for implementation and tools to educate your staff and customers.

Presenter Bio –

Allison Madison is the Wisconsin Salt Wise Program Manager. Since assuming her role in June 2020, she has spearheaded collaboration around salt reduction in watersheds across the state. Her work takes her to mall parking lots, urban streams, County Highway shops and the Capital building. She's passionate about protecting Wisconsin's freshwater resources by accelerating the adoption of winter maintenance best practices.