

# North American Lake Management Society

## *Multimedia Toolkit*



# What is the North American Lake Management Society?

**Mission: to forge partnerships among citizens, scientists, and professionals to foster the management and protection of lakes and reservoirs for today and tomorrow.**

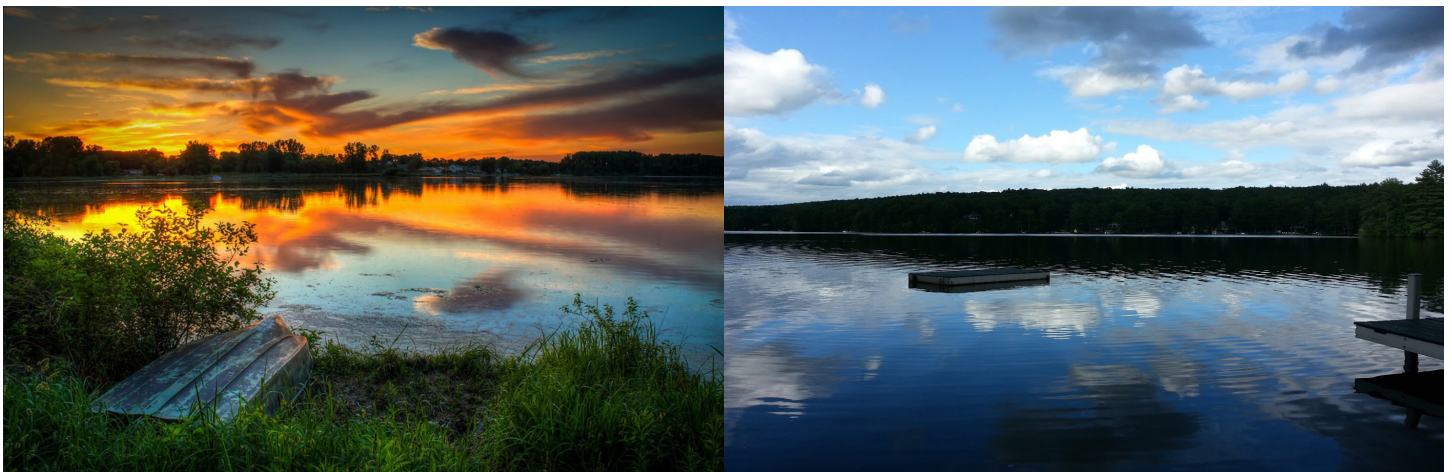
NALMS is not focused on professionals, academic researchers, or any smaller interest group along; rather, NALMS is a melting pot, welcoming anyone interested in lakes.

NALMS goals are:

- ◆ To promote the exchange of information on aspects of managing lakes and their watersheds.
- ◆ To promote public awareness of lake ecosystems.
- ◆ To encourage public support for promoting management of lakes and their watersheds.
- ◆ To provide guidance to agencies involved in management activities for lakes and their watersheds.
- ◆ To boost the professional status of those engaged in managing lakes and their watersheds.
- ◆ To identify needs and encourage research on lake ecology and watershed management.

## When was NALMS formed?

The North American Lake Management Society (NALMS) was founded in Portland, Maine in 1980 as an organization with membership open to both professionals and citizens interested in applied lake management, while other organizations focused on either one or the other. This unique niche is reflected in our mission statement.



## Background

### Lakes Appreciation Month

In July 1998, NALMS launched Lake Awareness Week to focus attention on lakes and reservoirs and their unique value, as well as the management issues they face. In 2003, Lake Awareness Week became Lakes Appreciation Month, held annually in July. Lakes Appreciation Month has helped raise awareness on lake issues and helped local groups share their success stories with a broader audience.

### Robert Carlson Secchi Dip-In

The Dip-In was founded in 1994 by Dr. Robert Carlson and demonstrates the potential of citizen scientists working together to gather important information on our lakes and reservoirs. Individuals in volunteer monitoring programs across North America take a transparency measurement of their lake or reservoir in July to produce a continent-wide snapshot of water clarity. To date, over 50,000 Secchi readings have been collected as a part of the program, engaging hundreds of citizen scientists. The Dip-In is a leader in connecting lake lovers to water quality monitoring data.



## Logos:

- 🔹 [Lakes Appreciation Month Logo \[PNG\]](#)
- 🔹 [Lakes Appreciation Month Logo - image only \[PNG\]](#)
- 🔹 [Secchi Dip-In Logo \[PNG\]](#)

## Flyers:

- 🔹 [Lakes Appreciation Month Flyer \[PDF\]](#)
- 🔹 [Secchi Dip-In Flyer \[PDF\]](#)

## Secchi Dip-In Resources:

- 🔹 [How to Take a Secchi Disk Measurement \[YouTube Video\]](#)
- 🔹 [The Secchi Disk Basics \[Website\]](#)
- 🔹 [The Secchi Simulator \[Maine Volunteer Lake Monitoring Program Website\]](#)

## Lakes Appreciation Month Resources:

- 🔹 [Lake Facts BINGO sheet \[PDF\]](#)
- 🔹 [How to Get a Lakes Appreciation Month Proclamation \[Website\]](#)
- 🔹 [How to Get Media Coverage for Your Lake Event \[Website\]](#)
- 🔹 [How to Sponsor Lakes Appreciation Month \[PDF\]](#)

