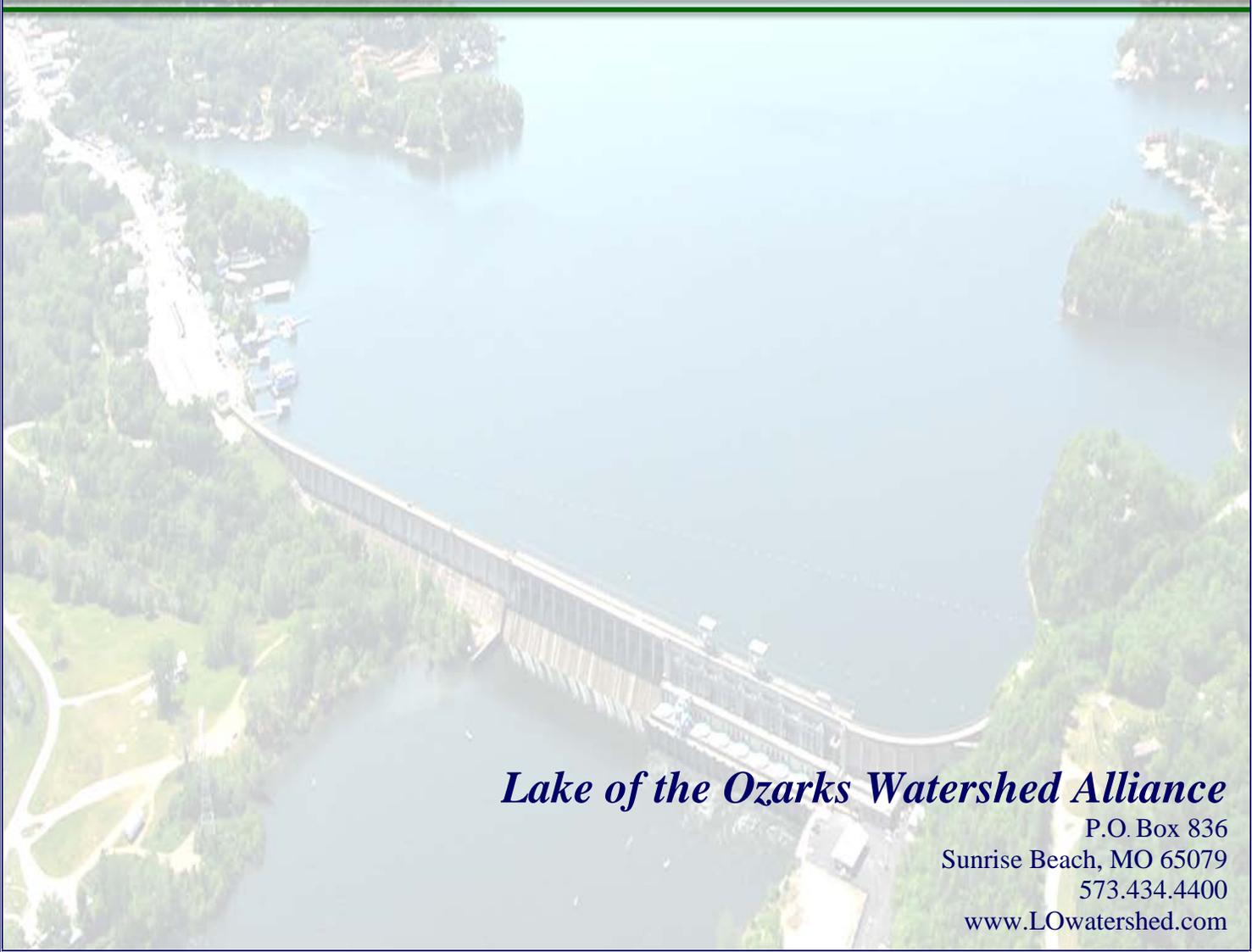




LOWA

OUR LAKE - ONE VOICE

LOWATERSHED.ORG



Lake of the Ozarks Watershed Alliance

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The LOWA Mission

LOWA serves one paramount objective and that is:

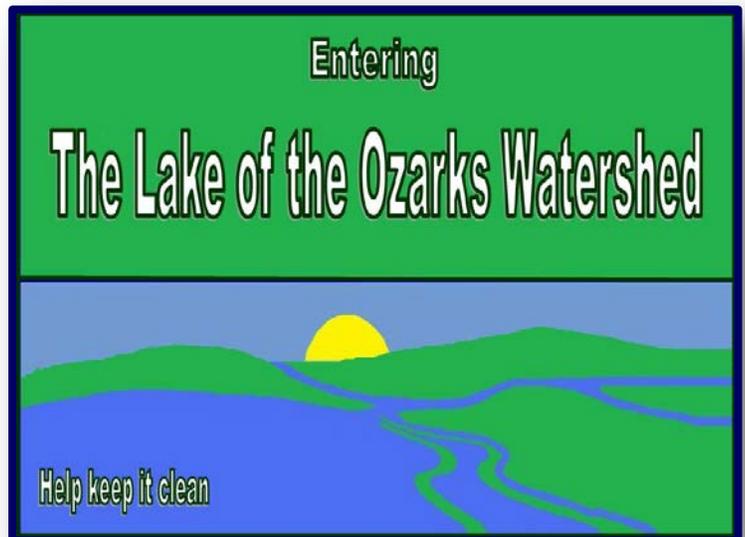
“The Lake of the Ozarks Watershed Alliance will PRESERVE, PROTECT, and IMPROVE the Lake of the Ozarks watershed, its waters and natural resources, while maintaining our economic, social, and environmental health.”

Since its 2006 incorporation LOWA has worked to bring its vision of businesses, science, government, and citizens around the table to protect, preserve, and improve the beautiful asset we call Lake of the Ozarks.

LOWA stands for Lake of the Ozarks Watershed Alliance. LOWA is a grass-root, citizen-based not-for-profit 501.c.3 organization dedicated to keeping the beautiful Lake healthy and vibrant while still growing and developing in a “smart” way.

LOWA has been studying what factors influence the water quality at the Lake and how those factors can be worked with to keep pollution and contaminants out of our Lake water.

When citizens, business and science come together, we can grow and develop while keeping our Lake clean, beautiful, and healthy – That’s called Smart Growth



Balance and Dialogue in the Watershed



In 1999 the James River Arm of Table Rock Lake turned pea soup green, sending tourists home and the economic climate plummeting.

We do not want this to happen to the Lake of the Ozarks Watershed. It's all a matter of balance.

LOWA is proud to be a part of that balance, and we know with your support we can **WORK TOGETHER** to keep the LOWA mission thriving.

By supporting LOWA you are supporting not only the watershed but thousands of citizens, and hundreds of businesses as well as your own business and personal investments.



The impacts of our watershed failing would be devastating to one of the Midwest's highest use recreational areas, a flourishing ecosystem, and a multi-million dollar driving economy for the State of Missouri.

The Supporting Factors

THE ECONOMIC FACTOR

A healthy Lake equals a healthy economy. LOWA supports businesses and economic growth, while balancing the need for smart expansion. LOWA is crucial to



maintaining a strong economy at the Lake by providing an organized and focused effort to sustain, protect and preserve the health of our waters. The Lake of the Ozarks is one of the top vacation destinations in the Midwest and one of the largest income generators for the State of Missouri. As a protector of the Lake, LOWA and you are actually a driving force for the Missouri economy.

THE WILDLIFE FACTOR



We live in an area that is extremely fortunate to have abundant wildlife, many of which depend heavily on the Lake for their habitat and diet. Lake of the Ozarks is a major stop for thousands of migratory waterfowl. High-quality water supports smaller aquatic life, which supports fish and other larger

aquatic life, which supports waterfowl, raptors and other birds. The Lake is a magical place because of the abundance of wildlife. If you lose the health of the Lake, you lose the wildlife, the fishermen, the tourists, the retired and second home buyers, and the economic bounty this area offers.

How LOWA Does It

LOWA has several working committees, or Elements, each with their own Chair. Today, there are six Elements – Water Quality, Wastewater, Education Outreach, Lake Safety, the LOWA LIL’s, and Recycling– all of these elements work together to make the LOWA mission happen.

WATER QUALITY

LOWA’s water quality program is able to demonstrate that with smart growth and great partners like you, simple changes can make a world of difference.



Water Quality involves various testing activities and studies that take place at Lake of the Ozarks. In cooperation with MoDNR; LOWA recently completed (on-time and on-budget) a four-year, million-dollar study of storm water runoff. This study is the most comprehensive study of water quality at Lake of the Ozarks to date, proving maintaining the health of Lake of the Ozarks requires us to recognize and address not only the current, but also the future challenges facing the Lake.

WASTEWATER



When working with waste systems, their designers, and their funding agencies LOWA promotes their partners by showing stakeholders how using their product in an environmentally sound way can not only provide a healthy watershed but bring more business to the LOWA partners.

LOWA’s wastewater projects include the Clean Water Initiative, the “Pump, don’t Dump” Program, and a popular Septic Tank Maintenance Program. The Clean Water Initiative coordinates efforts between local, state and federal governments,

sewer & water districts to bring sewer systems to the Lake area in a watershed-friendly manner. The “Pump, Don’t Dump” program helps boaters and RV users to properly dispose of their waste at 26 approved locations around the Lake. The Septic Tank Maintenance Program partners with local septic tank servicers and homeowners to get their septic tanks properly maintained.

EDUCATION OUTREACH



As an upper tier level supporter of LOWA your business will be advertised at LOWA hosted events as well as printed material and promotional material.

LOWA’s Education Outreach activities include presentations and enlightening field trips to civic groups and students, workshops, and a presence at area events offering stakeholders information about healthy-watershed living at Lake of the Ozarks. LOWA assists in educating the future generations and present stakeholders the benefits of partnering with LOWA and the value of a healthy watershed.

LAKE SAFETY

Keeping the Lake safe means keeping the tourists in Missouri and supporting your business.

LOWA developed the Designate a Captain Program to encourage the boat captains to stay sober while piloting their vessels. Lake area restaurants and bars willingly sign up to offer participating captains a free non-alcoholic beverage. As a partner of LOWA, the Lake’s Water Safety Council, now administers the program. LOWA works with the Coast Guard Auxiliary, and local life support groups to ensure all events like



the Annual 2 Dam Days Paddle are run in the safest way possible and actively seeks to reduce the negative image of the Lake has received as being too dangerous.

LOWA LILs



LOWA will work with you and the LILs to train the public on how they can use your product in a watershed-friendly way, further promoting your business.

The LOWA LILs element, short for Low Impact Landscapes, was developed to help property owners keep storm water contamination out of the Lake by building terraced rain gardens and buffer strips in drainage areas. The LILs also hold routine workshops on the building of rain barrels, tiered landscaping and the use of grow socks.

RECYCLING

LOWA's partners depend on LOWA to provide a way for individuals to properly dispose of items that are necessary for everyday life but not so easy on our watershed.



LOWA is always pursuing avenues to bring opportunities to recycle at the Lake. Four Household Hazardous Waste events have been held resulting in over 10 tons of waste being properly disposed. This gives individuals the opportunity to properly dispose of their household cleaning chemicals, old paint, batteries, appliances, electronics, and even automobiles.

LOWA in Your Community

LOWA prides itself as being an integral part of your community. LOWA not only attends and is often a keynote guest of these events, but also hosts two of the most popular annual events at the Lake of the Ozarks.

LOWA PADDLERS & KAYAK MEET-UPS



LOWA has established demonstration sites around the Lake so recreational users can get the most out of the Lake. One such site is the kayak launch constructed at Ha Ha Tonka State

Park, in the Spring Cove. These Steps are successful in preventing soil erosion and encouraging macro-invertebrate life on the shoreline and include permanent signage listing the essential partners who helped to make the project a huge success.

LOWA LAKE RACES

One of LOWA's goals is to show the world what a clean and healthy Lake we are fortunate to have. A major fundraiser of the year, is the 2 Dam Days paddle.



Canoers and Kayakers paddle 92 miles or choose a shorter route to help raise money and awareness for the Lake of the Ozarks watershed. These racers draw crowds from amateur kayakers all the way to Olympic gold medalists. LOWA has just recently established a relationship with the OPA Lake Race and will be the official 501.3(c) sponsor for the event. This is an international event that attracts racers from around the globe and will provide additional media exposure for Lake of the Ozarks, LOWA, and the LOWA partners.

How You Can do Your Part

LOWA knows that without your generous donations they could not fulfill their mission. We have donation levels to fit every budget and interest, and of course your donation is tax deductible. All donations over \$100 include an annual membership in LOWA that not only helps citizens to preserve, protect, and improve the Lake of the Ozarks watershed, its waters, and natural resources while maintaining its economic, social, and environmental health but, will support your business.

Investing in LOWA is an investment in you.

2015 LOWA DONATION LEVELS		
Donation Level	Amount	Benefits
LOWA Lake Champion	\$25,000	County approved highway signage with your logo, Watershed Champion plaque, Press release with presentation photo, 12 tickets to the Annual LOWA appreciation dinner, PLUS ALL THE BENEFITS LISTED BELOW!
LOWA Lake Guardian	\$10,000	Watershed Guardian plaque, 8 tickets to the Annual LOWA appreciation dinner, PLUS ALL THE BENEFITS LISTED BELOW!
LOWA Lake Benefactor	\$5,000	Your business logo prominently displayed on the front of LOWA t-shirts, a Watershed Benefactor plaque, 4 tickets to the Annual LOWA appreciation dinner, PLUS ALL THE BENEFITS LISTED BELOW!
LOWA Healthy Lake Partner	\$2,500	Your business logo printed on the back of LOWA t-shirts, Press release to local media, a Trained Volunteer Visit (TVE), an all-weather LOWA LILs outdoor thermometer, 2 tickets to the Annual LOWA appreciation dinner, PLUS ALL THE BENEFITS LISTED BELOW!
LOWA Lake Protector	\$1,000	Your business logo advertised at LOWA hosted events, a logo link to your business on the LOWA website, and a LOWA LILs Lake Protector sign. PLUS ALL THE BENEFITS LISTED BELOW!
LOWA Lake Supporter	\$500	A link to your business on the LOWA website, a certificate of appreciation, PLUS ALL THE BENEFITS LISTED BELOW!
Friend of LOWA	\$100	A listing of your business on the LOWA website and a LOWA decal for your home, business, car, or boat.

**CLICK HERE
TO MAKE YOUR
MEMBERSHIP DONATION**

TOGETHER WE CAN MAKE A DIFFERENCE

Contacting LOWA

Thank you for considering LOWA as part of the investment in your business!



To reach LOWA or donate by credit card online please go to:

www.LOWATERSHED.org



To reach LOWA by phone:

(573) 434-4400



To reach LOWA by postal mail:

**P.O. Box 836
Sunrise Beach, MO 65079**

Please remember all your donations are tax deductible and LOWA accepts Visa,
MasterCard, American Express, and Discover

THANK YOU

