

JANET SILBERNAGEL BALSTER
OWNER & FOUNDER

Black Earth, WI | Driftless Area
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CREDENTIALS

Wisconsin certified Woman-owned Business Enterprise (WBE) | WOSB | SITES® Accredited Professional | Esri Bronze Partner, Release Ready, & Federal Small Business Specialty



Federal Small Business
Specialty

EXPERTISE

Geospatial Technology (GIS) | Green Infrastructure | Landscape Ecology | Landscape Architecture | Regional, Ecological, & SITES® Sustainable Design

NAICS CODES

541320 – Landscape Architecture
541370 – GIS



Providing Cutting-Edge Mapping & Sustainable Landscape Design

CORE COMPETENCIES

Silvernail Geodesign provides a unique integration of robust geospatial services with landscape planning and design. Our deliverables span:

- professional GIS map products
- customized online map applications
- community engagement
- landscape conservation strategies
- sustainable landscape architectural design
- SITES® certification guidance

DIFFERENTIATION

With experience as a landscape architect, landscape ecologist, and GIS scientist with the US Forest Service covering project management and design of outdoor recreation sites, and leading ecological classification and mapping programs, combined with 25 years of higher-education experience in landscape architecture, ecology, and GIS, Silvernail is able tackle large projects holistically by capturing natural-cultural values and challenges with sustainable and resilient strategies.

PAST PERFORMANCE – RECENT PROJECTS

Superior Bio-conservancy Conservation Corridor Roadmap

2022 *in progress*: Conducted analysis to identify and map priority corridors to protect biodiversity in the Lake Superior Basin. Building interactive web maps and tools to engage partners in refining priorities and strategies.

A River that Once was Concrete – Kinnickinnic River Story Map

2021-22 *in progress*: Design and development of cloud-mapping services and mobile field app in support of restoration and monitoring for the Kinnickinnic River, Milwaukee. Resolution Studio.

Green Infrastructure & Flood Resilience Plan for the Black Earth Creek Watershed

2021-22: Subcontract to support green infrastructure prioritization and mapping, and strategies to maximize recreational and environmental benefits of green infrastructure features. Led design and hosting of community engagement Hub.