



Bruce Ross Biography

Bruce Ross served his nation around the country, and across the globe, in his nearly three decades as an officer with the US Coast Guard. He served in ships and shore units and deployed to the Persian Gulf; he led strategic reviews and Headquarters planning and budgeting offices; he taught college and post-graduate classes; and he worked in the senior offices of the Department of Homeland Security in the early days after 9/11. Bruce captained ships, including the Coast Guard's icebreaker that is homeported in Sturgeon Bay, and led operations on Lake Michigan as Milwaukee's CG Base commander, directing law enforcement, environmental protection, and life-critical rescue missions.

He retired from the Coast Guard in 2003 as a "full-bird" Captain. He made the conscious decision to settle in Wisconsin, in no small part for its abundant and diverse fishing, hunting and outdoor attractions. In the 15 years since claiming Wisconsin as home, Bruce held private sector executive roles in major avionics projects and ran a mid-sized insurance organization.

Bruce is committed to protecting our Wisconsin waterfowling heritage. He is a recognized leader in non-profit conservation organizations that focus on wetlands and waterfowl. He is an elected county official, serving on the natural resources committee that oversees land and water conservation efforts in Ozaukee County.

He and his wife, Pam, live in Mequon but enjoy grouse hunting and musky fishing at their northwoods lake cabin (his biggest is a 53", hers a 45"). He's been a waterfowler since attending the Coast Guard Academy in New London, CT. He has two somewhat-slow-but-very-sweet Labradors to handle the retrieving duties (when he finally manages to drop a bird) as a member of the historic NePee Nauk duck club in Montello. Bruce and Pam have 5 adult children, and a mostly well-behaved grandson.

Bruce's diverse experience as a Wisconsin sportsman, as a businessman, as an active government official, and as a conservation / non-profit leader is now being applied to building a more impactful Wisconsin Waterfowl Association.

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