



On the Rise

NEWSLETTER OF TROUT UNLIMITED'S DIVERSITY INITIATIVE

Winter 2018



2018: Year On the Rise

Since the inception of our workgroup, one of our fundamental goals is to increase the roles of diverse leadership within TU. We began with women leaders in chapters and councils and our numbers have held steady with new growth of leaders each month. We've supported our friends in the Youth Initiative and Veteran's Service Program as they have seen an increase of leadership in their programs. Our DI leaders continue to work with chapters and affinity groups and combine efforts to build support for chapter events and promote new membership through a variety of avenues such as film tours, social gatherings, river clean ups, fishing outings and more. As the faces of those interested in outdoor sports, particularly angling and conservation reflect our modern culture, it continues to be our mission to promote cold, clean fishable water for all people. Our mission is simple and forward: it does not discriminate. Our demographics show us that faces, ages, and shapes of people are changing and that more people look to the outdoors for wellness and rejuvenation. It is time to tell our stories, tell others about our work in TU, and continue to educate people on how they can do their part in giving back and protecting our resources.

On The Rise is a publication built on the stories and people involved in the Diversity Initiative. Whether you are starting up a new program or have been involved for some time, stand up and tell your story and share your

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DI RESOURCES

VISIT WWW.TU.ORG/DIVERSITY

Interested in starting or growing a Diversity Initiative in your state or chapter? The DI resources online can help get you started!

From example invitations, to event planning documents with step-by-step guides—you'll find a host of support and tools.

JOIN US ONLINE

"JOIN" OUR FACEBOOK GROUP

Nearly 900 TU members and leaders, anglers and more have joined our Facebook group for lively discussions and to share information, ideas and support.

Like us today:

- 1) Go to www.facebook.com
- 2) Search for "Women of Trout Unlimited" or use direct link facebook.com/groups/48497943543
- 3) Click "Join" and start talking!

CONTACT US

The Diversity Initiative of TU is made up of people like you who care about our rivers and streams, are passionate about mentoring the next generation and enjoy getting out to fish as often as they can. Don't hesitate to reach out to us for help, advice or support!

CHAIR & NLC Representative

Kelly Buchta — New Jersey

buchtake@gmail.com

(201) 669-2369

CO-CHAIR

Bill Thorne — Arkansas

thornewillie@yahoo.com

(870) 453-4212

VICE CHAIR

Jackie Kutzer — Vermont

kutzerj@orvis.com

(802) 379-5389

SECRETARY

Linda McAteer — Arizona

lmcateer60@gmail.com

(480) 658-6158

Find a Diversity Initiative member in your state by contacting one of us, or visiting our resource page online at www.tu.org/diversity

RECRUIT MORE

DIVERSITY INTO TU

Did you know that you can help us continue to grow and shape the face of TU by recruiting new folks to join us?

It's easy to do, and even better, the people you recruit can join for HALF-PRICE! (\$17.50)

Simply send your fishing friends and river conservationists to www.tu.org/intro where they can join online today.

Along with helping us grow our presence in TU, your local chapter will also receive a \$15 rebate for every new member you sign up!

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2018: Year On the Rise ...

chapter events and ideas. We know that leadership often has hurdles and we are here to help. If you have questions or need some support, contact the DI team and we will be glad to help you out. Our success lies within the leaders that share our vision and work to see that all members are represented in our conservation and angling culture.

Best,

Kelly Buchta
DI Chair & NLC Representative
New Jersey



Action Plan

We were excited to present our Diversity Initiative Action Plan to the group at the Annual Meeting in Roanoke, VA last fall.

- o **Our Mission:** To create effective strategies and programs to recruit a more diverse membership profile in TU; encourage diversity within leadership at the chapter, state and national levels; and to ensure every chapter creates a welcoming environment for TU members of different genders, ethnicities, ages, and cultures to achieve the TU conservation mission.
- o **Our Vision:** By 2020, TU's membership and leadership profiles reflect that of the conservation and angling public.
- o How are we going to do this?
 - Use our Resources
 - Be Strategic
 - Promote your Chapter/ Council to New Audiences
 - Create Events Catered to Target Demographics:
 - Make Them Members
 - Make Them Leaders
 - Use and Strengthen our Communication Avenues
- o Look for the Action Plan and other DI Presentation materials in the Tackle Box

Changing Image in Southwestern Vermont TU

While predicting the weather in New England can be a tricky affair, counting on the weather to change unpredictably is less risky. Such a predictable change suits the dynamic leadership of Southwestern Vermont TU, and we can actually count on SWVTU's change of image in May, 2018!

For instead of having their Annual Conservation Banquet in the Ballroom at the Equinox Resort, they are taking a new approach to broaden the feeling of inclusion towards individuals and families. They



are hosting a Conservation Picnic, which they hope will include casting demos/lessons, fishing, conservation talks in a casual, outdoor BBQ setting. Their Annual Conservation Banquet has been the major event of the year that contributes to their Chapter's fundraising, and they look forward to planning a picnic that is as successful, but will include a greater scope of their members.

This year, they hope to replace the above stuffy 2016 picture of their TUS-WVT Board members with an action shot! Tight lines!

Upcoming Diversity Initiative Events

TU Women's Leadership Weekend

Friday-Sunday, February 9-11

Hood River, Oregon

Contact: Heather Hodson /
northwestflygirl@gmail.com

Ladies Night with Heather Hodson

Tuesday, February 13

Westslope Missoula, Montana

Contact: Heather Hodson /
northwestflygirl@gmail.com

2018 Western Regional Rendezvous

Friday-Sunday, April 27-29

Keystone, Colorado

Contact: DI leaders or Stefan Jackson /
sjackson@tu.org

2018 Southeast Regional Rendezvous

Friday-Sunday, May 18-20

Davis, West Virginia

Contact: DI leaders or Stefan Jackson /
sjackson@tu.org

2018 Northeast Regional Rendezvous

Friday-Sunday, June 8-10

Lake Placid, New York

Contact: DI leaders or Stefan Jackson /
sjackson@tu.org

2018 TU Annual Meeting

Wednesday-Saturday, September 19-22

Redding, California

Contact: DI leaders or Stefan Jackson /
sjackson@tu.org

2018 Diversity Initiative Brunch

Sunday of Annual Meeting

September 23

Redding, California

Contact: DI leaders or Stefan Jackson /
sjackson@tu.org

Join the Movement!

Become a Diversity Initiative Coordinator

for Your Chapter or Council!

All are welcome to serve as

Diversity Initiative Coordinators and Officers!

www.tu.org/diversity

Upcoming Events Taking Place within the Western US Women's Initiative

From Friday, February 9 through Sunday, February 11, 2018 there will be a TU Women's Leadership Weekend on the Hood River, Oregon. Twenty leading women from Washington, Oregon, Idaho and Montana will come together for a weekend of networking, socializing, brainstorming and educating. They'll discuss the TU website, best way to utilize social media, 2018 event planning, etc.

On Tuesday, February 13, 2018, the Westslope Missoula MT TU Chapter will host Ladies Night and Heather Hodson will present on her Month-Long Western US Roadtrip connecting with anglers from social media.

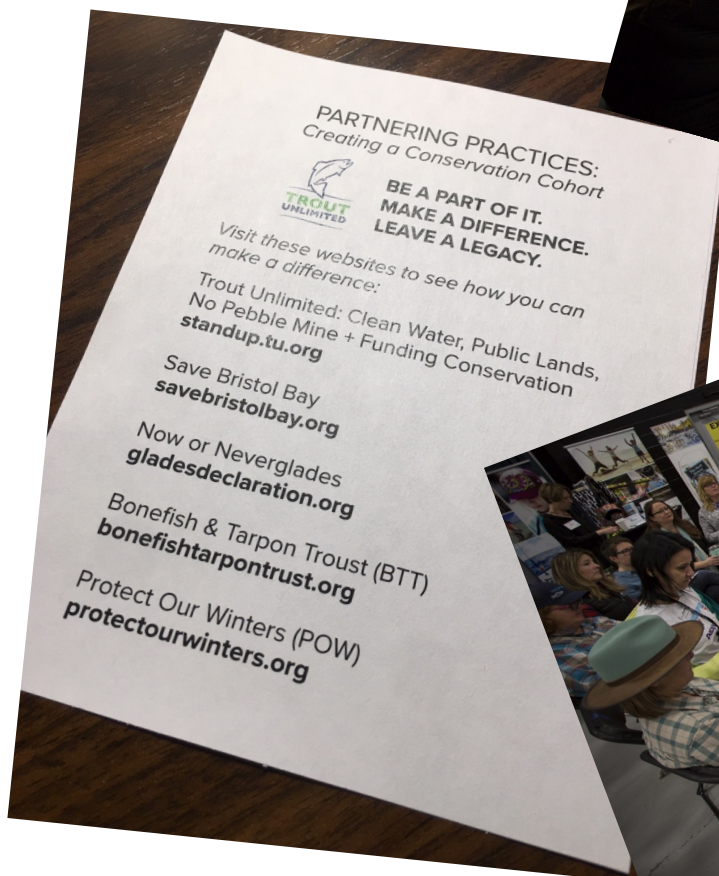
Heather Hodson (northwestflygirl.@gmail.com)

Stand Up

Below are five websites to visit and make a difference. These sites make it easy to become involved in conservation issues that threaten our pristine waters and geographic locations. Be sure to share with friends and spread the word. It's quick and easy to stand up with these digital advocacy links.



Jess McGlothlin Media



Successful roundtable discussion at the Women's Showcase in Edison, NJ



Local Contacts Create Regional Impact

As the work to launch the STREAM Girls program in Arizona gained momentum, my focus turned to finding the funds to get it off the ground. During our annual planning meeting, one of our board

members mentioned he had heard that the Allstate Insurance Company has some sort of grant program. I have Allstate insurance, so I called my agent. The result was more than I expected. Allstate agents have two funding programs to draw from. One is a large grant, but the agent, or one of her employees, must be an active participant in that charity to qualify. The other program is at the agent's discretion and, although it's a smaller grant, it's the agent's prerogative to grant those funds. Luckily, I've been with the Sheri Shull Agency for over 10 years, and my agent is a former Girl Scout leader herself, so when I called her she agreed immediately to cover the printing costs for our Train the Trainer event, and our first Girl Scout Camp event.

With that covered, I was still looking for the funding to cover all the streamside materials needed for the program. That's when I got an email from John Doss, our chapter's communications person and a member of the Arizona Fly Casters. John had arranged a fund raiser for STREAM Girls during the December AFC monthly meeting. Together with Cinda Howard of Fly Fish Arizona guide service, John put together special raffles for guided trips, a gear raffle, and a Christmas gift raffle. That evening the AFC raised \$400 for the STREAM Girls program. We now have enough funding to cover our first two events, and to begin discussions with other Girl Scout and TU chapters to bring STREAM Girls not only to Arizona, but to Colorado and New Mexico, too.

For more information on the STREAM Girl program, visit: tu.org/streamgirls

Linda McAteer
Zane Grey Chapter Diversity Chair, Arizona



Linda McAteer and Sheri Shull

STAY CONNECTED

As we cast into 2018, On the Rise is now a quarterly/seasonal newsletter. The DI will continue to host monthly calls, on the third Thursday of each month, from 8:00-9:00pm EST. Our next three calls are on 2/15/18, 3/15/18 and 4/19/18.

Call 1-866-740-1260, Access Code 2829092#

Join our Facebook group: Women of Trout Unlimited

Look for DI articles in TROUT magazine. In addition to the survey results being reported at the Regional Rendezvous, they also appeared in the Summer 2017 TROUT.



Look for an additional article on those results in the current Winter 2018 issue. Also new articles featuring the Diversity Initiative in the Spring 2018 issue.



US Youth Fishing Team Launches REEL GIRLS Pilot Program in 2018

Each year, the United States Youth Fly Fishing Team (USYFFT) strives to continue critically important programs to young people and to create momentum of significant impact for the youth. Many of the youth anglers do participate in other sports, but fly fishing does not require one to be the tallest, fastest or strongest. What competitive fly fishing does require, and what we strive to teach, is teamwork, patience, determination, mental and physical control, safety awareness, problem solving, goal setting, and good sportsmanship and citizenship.

The mission of the USYFFT is to develop the highest quality competitive fly-fishing team to represent the United States in the FIPS-Mouche worldwide competition each year. The youth team is dedicated to excellence: in education of the sport and its history; in environmental responsibility, stream conservation, the value of the water and riparian areas; and in the encouragement of sportsmanship, respect for competition, and international fellowship. All the work for the USYFFT (The Youth Team) is donated by a large group of dedicated volunteers. That work includes coaching, instructing, running clinics and competitions, developing and maintaining a website and social media, and maintaining communications with all concerned.

The Team's significant growth areas for the organization include education, conservation, increased diversity of the Team composition and providing affordability and access to encourage greater participation from socioeconomically disadvantaged youth.

Our 2018 goals include one to increase the diversity of the Team by engaging more young women to attend the USYFFT clinics throughout the country by:

- actively recruiting and training female instructors to help facilitate the learning process for young girls;
- focusing on young girls through organizations such as Girl Scouts of America, 4-H, and interest groups in public and private schools;
- working closely with the state fish and game commissions and sporting goods organizations leadership to develop a program for girls.

They combine the excitement of angling with the fun of learning by offering conservation educational youth programs built on the significant cumulative work done with major conservation agencies such as the National Trout Unlimited, and particular State Fish, Game and Boat Commissions. The PA Fish and Boat Commission has contacted the Team to work collaboratively on a program to encourage girls in angling.

REEL GIRLS

In 2018, the USYFFT will pilot a program to introduce young girls to fly fishing by providing a June clinic which will include lodging, meals, equipment and stream transportation as necessary. They will work with female adult anglers to provide instruction, practice, and educational materials. They hope that this pilot program will be successful and will build on it to offer girls programs throughout the United States as part of our national Team outreach and education goals. They encourage learning about teamwork, goal-setting, and other achievement-oriented behaviors, which they believe to be as important for girls as well as boys. They hope to create a pipeline for participation in the Team for girls. They also hope to provide greater access to girls by significantly defraying costs for attending especially for those without the financial means. They believe that teaching young girls will bring new enthusiasts to the sport of fishing, increase youth participation in outdoor activities, promote fishing as an important activity, and educate the future leaders in important conservation issues that will ensure an outdoor legacy.

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... US Youth Fly Fishing Launches REEL GIRLS Pilot Program (Continued)

The Reel Girls program will:

- Initially identify girls, ages 11-18
- Work with women instructors to lead a two and a half-day clinic, in Central Pennsylvania
- Provide stream side time to test new skills
- Include education on waterways conservation
- Have Instructors that will work to develop strengths and competencies which will be valuable in building confidence
- Include a short conservation program
- Provide educational materials on conservation efforts, tied to an actual stream-side participatory session (fish census, aquatic plant life, riparian restoration)
- Provide rods, reels, line and flies for use during the event
- Provide food (breakfasts, lunches, dinners, snacks and drinks) and lodging for 15 participants and 5 instructors, transportation costs, insurance, and publicity items

The Team needs your help! They are currently looking for a few female volunteers to help with the June Clinic, as well as gear and any giveaways they can give to the 20 or so participants.

Please watch the Team website and Facebook page for more details and registration information.

About USYFFT:

The United States Youth Fly Fishing Team, Inc., (USYFFT), headquartered in State College, PA, has an approved 501(c)(3) non-profit status, and has been in operation since 2008 with a Board of Directors, published by-laws, and an approved budget. They are dedicated to the development of a distinguished and skilled fly fishing team that proudly represents the United States in FIPS-Mouche sanctioned national and international championships each year, performing with integrity and adhering to the highest ethical standards. Remaining competitive among highly experienced, world class fly fishing anglers means that they must continually provide technical clinics, develop educational fly fishing programs, foster an understanding of stream conservation and the value of our waterways, and demonstrate stream etiquette, sportsmanship and international fellowship. The clinics, competitions and championships are organized and coached only by volunteers. They develop four youth fly fishing clinics each year, hold a National Youth Championships, and participate in the annual World Youth Championships. They require their team members to develop leadership skills, and provide various outreach opportunities during the year which include teaching other youth about the sport, helping with Project Healing Waters, and leading fly casting demonstrations at local events.

From an inexperienced beginning in 2009, where Team USA Youth participated in the World Youth Championship in the Czech Republic, placing 7th, to the current position of reigning world champions, it is evident that the Team is ready for a record year ahead.

- *Gold: Italy, 2011, FIPS-Mouche World Youth Fly Fishing Championships*
- *Silver: France 2012, where the team placed in the top three*
- *2 Gold Medals: Ireland, 2013, for team and individual*
- *Gold: Poland, 2014, for the youth anglers*
- *Gold: Vail, CO, 2015, at the 14th FIPS-Mouche World Youth Championships*
- *Silver: Spain, 2016*
- *Medaled: Slovenia, 2017, at the 16th Cortland World Youth Fly Fishing Championships*

Our next Diversity Initiative call will be on Thursday, February 15, 2018 @8pm EST. All are invited to participate.

Call number is 866-740-1260. Access code: 2829092#.

We look forward to hearing from you on the call.