



# On the Rise

NEWSLETTER OF TROUT UNLIMITED'S DIVERSITY INITIATIVE

January 2017



## TU's Tradition of Inclusion: On The Rise!

*To achieve TU's greater future relevance for generations across changing times ahead, the Women's Initiative is rededicated as TU's Diversity Initiative.*

**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.

**Vision:** By 2020, TU's membership and leadership profiles reflect that of the angling public.

**Statement of Intent:** The Diversity Initiative of the NLC will focus on areas where we have the most to gain as our first priority. In 2016, the Recreational Boating and Fishing Foundation cited that 34.4% of fresh water anglers are women, while women make up only 6% of the TU membership. Therefore, the primary focus of the DI will be encouraging local and state-level women's initiatives. The DI will also work to ensure that a broader picture of diversity is a focus of the national organizations, state councils, and local chapters -- recognizing that different chapters due to their location, their culture or history may choose to target different segments of diversity as their primary agenda (people of color, youth, veterans, etc...)

## IN THIS ISSUE

- 1 — TU Tradition of Inclusion: On The Rise! Diversity Initiative Mission, Vision, Statement of Intent
- 2 — NLC Resolution Establishes Diversity Initiative Workgroup
- 3 — From the Co-Chair: 2017 Events—Mark Your Calendars!
- 4 — Hooked on the Holidays

## DI/WI RESOURCES

VISIT [WWW.TU.ORG/WOMEN](http://WWW.TU.ORG/WOMEN)

Interested in starting or growing a Diversity Initiative in your state or chapter? The DI/WI 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](http://www.facebook.com)
- 2) Search for “Women of Trout Unlimited” or use direct link [facebook.com/groups/48497943543](https://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!*

### CO-CHAIR

**Kerri Russell—Arkansas**

kerri.russell@cox.net

(479) 640-8319

### CO-CHAIR & NLC Representative

**Bill Thorne—Arkansas**

thornewillie@yahoo.com

(870) 453-4212

### VICE - CHAIR

**Kelly Buchta—New Jersey**

buchtake@hotmail.com

(201) 669-2369

### Secretary

**Jackie Kutzer—Vermont**

kutzerj@orvis.com

(802) 379-5389

Find a Diversity/Women's Initiative member in your state by contacting one of us, or visiting our resource page online at [www.tu.org/women](http://www.tu.org/women)

## RECRUIT MORE WOMEN INTO TU

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

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

Simply send your fishing friends and gal pals to [www.tu.org/intro](http://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 lady angler you sign up!

## NLC Resolution Establishes Diversity Initiative Workgroup

At the meeting of the National Leadership Council (NLC) of Trout Unlimited on August 22, 2016, the following resolution was proposed and approved by the NLC. Resolved ...

WHEREAS the mission of Trout Unlimited is to conserve, protect and restore North America's coldwater fisheries and their watersheds;

WHEREAS in furtherance of the mission, in the Strategic Plan of 2016, Trout Unlimited asserts that Diversity in all aspects is among its highest values and aspiration, and Diversity and Inclusions are hallmarks of Trout Unlimited's community of members and partners;

WHEREAS the purpose and actions of the Women's Initiative Workgroup have, from the outset been driven by the spirit of inclusion and diversity of all at TU who would focus energy and support to enhance and improve engagement and leadership of Women at TU;

WHEREAS to achieve TU's greater future relevance through increasing diversity of TU's membership, as is evidently possible from recent Survey results by both TU as well as the "2016 Special Report on Fishing" conducted by Recreational Boating & Fishing Foundation;

WHEREAS we recognize that the accomplishments and success of TU's Women's Initiative provides valuable organization and individual lessons learned that would greater serve TU's mission shared and evolved in the broader Diversity Initiative;

WHEREAS for the foreseeable future, TU's Diversity Initiative will continue to emphasize support for women: women's recruitment, engagement, retention, and leadership development at TU and among our conservation partners;

That the Trout Unlimited National Leadership Council is in full support of integrating the purpose and activities of the Women's Initiative within TU's broader Diversity Initiative, and, therefore henceforth the National Leadership Council's Women's Initiative Workgroup would be renamed the "National Leadership Council's Diversity Initiative Workgroup," and the "Chair of the NLC's Women's Initiative Workgroup," would henceforth be known and responsible as the "Chair of the NLC's Diversity Initiative Workgroup"

This Resolution was proposed by Co-Chair of the Women's Initiative and NLC Representative, William Thorne with unanimous agreement and on behalf of the Women's Initiative Workgroup Officers, leadership and support: Co-Chair Kerri Russell, Vice President Kelly Buchta, Secretary Jackie Kutzer, the Women's Initiative Regional Ambassadors: Heather Hodson and Heidi Oberstadt, TU's Diversity Consultant Stefan J. Jackson, and Vice President for Volunteer Operations Beverly, Smith.

From the Co-CHAIR

## Our Tradition: Our Diversity Initiative!



I hope all of you have recovered from the hustle and bustle of the Holiday season and are now welcoming the calm of the winter months. Whether it be warming up to the fire or standing in a stream somewhere, we all start reflecting on the upcoming year and the anticipation of change as well as resuming our normal activities.

Tradition is the winter media theme for TU and it is appropriate as we move into a new year. When I think of tradition, I think of all of the family activities that I experienced as a child and adult and how those traditions continue to be handed down to future generations. We can also look at traditions in TU and how we pass down activities, events, and roles through the leadership and volunteers at the chapter and state level. This process is successful because we stay true to our mission statement in TU. Mission statements are important to organizations because they allow people from different places and backgrounds to unite together and accomplish tasks that would not otherwise be completed. Tradition is strong and well in this organization due to the passion and commitment of all of the volunteers and staff from diverse ages, gender, and backgrounds.

This Workgroup continues to be excited about our name change to the Diversity Initiative Workgroup of the TU National Leadership Council. Our executive team will be working on definitions for the DI Chair at the chapter and local level. We feel that this name better represents the goals of this workgroup by working toward a more inclusive TU. This does NOT change our main mission of engaging more women in TU as well as promoting more women in leadership roles or changing the role of the Women Initiative Chair at the state or local level. The Women's Initiative will continue to be under the umbrella of the DI Workgroup.

Our Diversity/Women Survey is now closed and we hope to spend the next month analyzing the results. We hope to have this analysis with conclusions available at the Regional Meetings and upcoming newsletters. The results of this survey will also be used to develop a new strategic plan for the Diversity NLC Workgroup.

Our next DI/WI Conference Call will be Thursday, January 19, 2017 at 8 pm EST. All are invited to participate. Call in information is 866-740-1260, access code 2829092#. We look forward from hearing from you!

Stay warm and Tightlines!

Kerri Russell  
NLC DI Workgroup Co-Chair  
DI Council Chair - Arkansas

### Upcoming Diversity Initiative Events

#### **Women's Fly Fishing Class**

Saturdays, January 28 and February 11  
Zane Grey Chapter, Phoenix AZ  
Contact: Linda McAteer /  
lmcateer60@gmail.com

#### **2017 Upper Midwest Regional Meeting**

Friday-Sunday, March 31-April 2  
Dubuque, Iowa  
Contact: DI leaders or Stefan Jackson /  
sjackson@tu.org

#### **2017 Southeast Regional Meeting**

Friday-Sunday, April 21-23  
Gatlinburg, Tennessee  
Contact: DI leaders or Stefan Jackson /  
sjackson@tu.org

#### **2017 Western Regional Meeting**

Friday-Saturday, April 28-30  
Scottsdale, Arizona  
Contact: DI leaders or Stefan Jackson /  
sjackson@tu.org

#### **2017 Northeast Regional Meeting**

Friday-Saturday, May 5-7  
New Jersey  
Contact: DI leaders or Stefan Jackson /  
sjackson@tu.org

#### **2017 TU Annual Meeting**

Fall 2017  
Site: TBD  
Contact: DI leaders or Stefan Jackson /  
sjackson@tu.org

#### **2017 Diversity Initiative Brunch**

Sunday of Annual Meeting  
Fall 2017  
Contact: DI leaders or Stefan Jackson /  
sjackson@tu.org



## Hooked On The Holidays

On December 3, the American Museum of Fly Fishing partnered with Southwestern Vermont Trout Unlimited to welcome the community to our annual Hooked on the Holidays event in Manchester, Vermont. Community members and families, museum trus-

tees, TU members and friends of fly fishing joined us for an open house event to create fish ornaments, decorate cookies, craft Christmas cards, tie clown flies, and make practice rods. S'mores and hot cocoa were on hand to keep visitors warm as they took

advantage of free admission into the museum's exhibit. Thank you to all of those who shared this special time of the year with us and to our featured fly tiers- George Butts, Henry Hall, Barry Mayer and Ryan Whitney!



## **Join the Movement!**

**Become a Diversity/Women's Initiative Coordinator  
for Your Chapter or Council!**

**All are welcome — women & men — to serve as  
Diversity Initiative Coordinators and Officers!**

**[www.tu.org/women](http://www.tu.org/women)**