



On the Rise

NEWSLETTER OF TROUT UNLIMITED'S WOMEN'S INITIATIVE

June 2016



In our April Issue of On the Rise, we dove into the updated descriptions of the four essential leadership roles of the TU Women's Initiative — Chapter and Council Coordinator, Regional Ambassador, and NLC WI Workgroup Chair. To improve consistency in our guidance to leadership and understanding of the work for all, in this issue we present our Best Practices ...

Best Practices On The Rise!

About a year ago, we sat down and took inventory of what made the WI a success and where it needed some strength. Producing an at-a-glance document to help clarify the various roles within the WI from National, State and Chapter level would assist current and new leaders in their recruitment and leadership skills. [See [“Women's Initiative Leadership Best Practices – Position Task List & Responsibilities”](#) in the Tacklebox]

Looking back, we have discussed the roles of WI leadership and feel that many states have made great progress. Within TU, there are only seven states that are without a WI State Coordinator. Our goal to see increased women in leadership roles has gained consistent momentum over the past few years. Communication has been key in this effort. Social media outlets such as the Women in TU Facebook group along with the usage of hashtags #womenoftroutunlimited, #troutunlimitedwomen, #womenflyfish have increased our web presence and encourage other women to share their adventures and conservation efforts. The Tacklebox on www.tu.org continues

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WI RESOURCES

VISIT WWW.TU.ORG/WOMEN

Interested in starting or growing a Women's Initiative in your state or chapter? The 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
- 2) Search for “Women of Trout Unlimited” or use direct link [facebook.com/groups/48497943543](https://www.facebook.com/groups/48497943543)
- 3) Click “Join” and start talking!

CONTACT US

The Women's Initiative of TU is made up of women 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!

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Find a Women's Initiative member in your state by contacting one of us, or visiting our resource page online at 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 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!

From the Co-CHAIR

Casting, Connecting, Community

The regional meetings are almost over and I would like to thank the TU Volunteer Operations Staff for another job well done! I find that these meetings are a wonderful way to connect with other chapters and councils. The Women's Initiative Workgroup had someone at most of these meetings to provide a forum that allowed attendees to discuss how to increase membership of women, engage women at the chapter level, and promote women as leaders. All of the presentations were well attended.



We are relaunching our Diversity Survey in hope of increasing the number of responses. This survey is open to ALL TU members. Look in Lines To Leaders and on the front page of the TU website for new information on how to open the survey. Please advertise this survey through your chapters and councils. We are very excited about this survey and plan to use the results to develop a new strategic plan for the workgroup.

Our WI Conference Calls are held every 3rd Thursday of each month at 8 pm EST. All are invited to listen in. Call in information is 866-740-1260, access code 2829092. We look forward from hearing from you!

Happy Spring and Tight Lines!

Kerri Russell, NLC WI Workgroup Co-Chair

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Best Practices On The Rise!

to be an important resource for planning diverse events such as women's outings and family days.

Our hope is for women to continue to branch out beyond fishing. We have seen chapters and councils have success with educational programs such as Trout In The Classroom, conservation advocacy, and community partnerships. We see that the excitement of being a part of it, making a difference and leaving a legacy sustains the efforts of every WI leader in the organization. Our enthusiasm is contagious and we feel confident that those women leaders will, in turn, help others become an integral part of TU.

Kelly Buchta and Jackie Jordan

RETENTION begins with ENGAGEMENT. ENGAGEMENT begins with WELCOME.
WELCOME begins with GREETING ...

Strategic Alliance

STRATEGIC ALLIANCE is a powerful form of ENGAGEMENT. It fosters RETENTION. It works all the WELCOME and GREETING muscles. Beyond simple partnership, STRATEGIC ALLIANCE, often with additional partnership bridges, can have two organizations working/engaged separately with a focal population to each party's re-

spective benefit. Consider what kinds of diversity—different thinking, experience, knowledge, skills — would provide your Chapter or Council with the kinds of different solutions problems, be more adaptive or resilient when faced with forces of change. How can your organization add diversity rapidly, change its pool of knowledge, talent, different thinking in an instant? STRATEGIC ALLIANCE is a good place to look.

A rural Chapter wants to provide more opportunities to youth to be involved in its Embrace-a-Stream projects. While there should be strategic planning designed and implemented to address this challenge in the long term, many Boys and Girls Clubs, are



Fishing solo works. Effective, efficient cleanup and restoration projects need knowledgeable partners capable of using all available tools and sometimes bringing the heavy machinery ... (Continued on page 4)

Upcoming Women Initiative Events

SWOTF/TU Summer Suds and Cast Off Picnic

Saturday, June 4th
Spokane, Washington
Contact: Heather Hodson /
northwestflygirl@gmail.com

2016 Northeast Regional Meeting

Friday-Saturday, June 10-12th
Newbury, New Hampshire
Contact: WI leaders or Stefan Jackson /
sjackson@tu.org

Wisconsin Women's Intermediate On The Water Skills Clinic

Wednesday-Friday, June 15 -17th
Avalanche, Wisconsin
Contact: Tina Murray /
T.Murray.T@gmail.com

Annual NJ/NY Women's Brunch/ Open House

Friday, June 17th
Private Water in New York
Contact: Kelly Buchta /
buchtak@gmail.com

Wisconsin Women's Flyfishing Clinic for Beginners 2016

Friday-Sunday, June 17-19th
Avalanche, Wisconsin
Contact: Tina Murray /
T.Murray.T@gmail.com

Utah Cutslam Women's Outing

July (Date & Location TBA)
Contact: Heidi Lewis /
heidiaqua@yahoo.com

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... Upcoming Women Initiative Events

TU Washington Women's Fly Fishing 101

Saturday, July 16 | Bainbridge Island, WA
Saturday, August 13 | Edmonds, WA
Saturday, October 22 | Spokane, WA
Contact: Heather Hodson /
northwestflygirl@gmail.com

Tiger Muskie on the Fly Women's Weekend

Friday, July 22nd
Curlew Lake, Washington
Contact: Heather Hodson /
northwestflygirl@gmail.com

Utah Single Fly Women Team Event

Friday, August 26th
Green River, Utah
Contact: Heidi Lewis /
heidiaqua@yahoo.com

3rd Annual Women on the Water

Saturday, September 24th
Cinch River, Tennessee
Contact: Melissa Harrell /
tleo2008@live.net

mandated to address issues of nutrition, personal health, and mental well-being. TU knows the tangible outcomes of connecting youth with nature, with conservation, with angling. Wouldn't TU's outcomes meet the needs of a Boys & Girls Club? Make the connection to the population first, deliver on the Strategic Alliance, and membership and mutually beneficial partnership will flow. Your Chapter or Council doesn't have to acquire all the expertise and service supports that working with youth might require. Strategic Alliance with an organization whose mission or day-to-day operation deploys a team of trained and certified counselors, or alliance with a funder who works with both organizations, is typically much faster than trying to develop all the expertise required to know everything. Strategic Alliances allow folks needing complementary pieces to make those connections, it can nearly instantly thrust you into a very diverse place, with lots of mutual learning.

What are the niche of need for other organizations in your the community? Can TU fill or help bridge a gap? Is there a Garden Club, Community Garden, Historic Preservation Society, Yo-

ga group—anywhere other women gather, and provide your organization the opportunity to work with, to be introduced by doing something with such a strategic ally?

TU mission is critical to protecting resources necessary for life on our Planet – water, earth, air, and energy. TU can advance its Women's Initiative by working with groups outside our own ;



TU does not have to understand all languages spoken or have all the answers in-house so long as we ally ours with partners that know how.

Fishing Buddies

Do you have difficulty engaging new women members in your chapter?

A Denver TU chapter has developed a new program through their WI chair, Geri Reffell. It is a Fishing Buddy Program. She has developed a list of

members who are willing to take new members fishing. Whenever a woman joins their chapter and is interested in learning how to fish, they are matched with a chapter member as their "fishing buddy". This puts a new

member in contact with another member of the chapter to help engage this woman at the local level while at the same time, teaching her how to fish!

Kerri Russell

Rendezvous in Colorado

Colorado TU celebrated their annual Rendezvous at the Hotel Colorado in Glenwood Springs, CO during the weekend of April 22-24, 2016. The weekend included numerous presentations by CO TU staff and volunteers on statewide projects, membership engagement, and the state of CO TU. Over 100 people attended the weekend events including over 25 women. This year, the weekend also included Women Weekend Events. The events started with a Painting For a Cause which was a fund raiser for CO Casting For Recovery. Other events included a Cajun Cooking class at a local Cajun Restaurant, a Tenkara Rod Casting Class, and an afternoon fishing outing. The weekend ended with a woman's brunch. All of the events



were well attended and provided great avenues for women to meet, fish, and have fun! Great job Becky Pendergrass and Stephanie Scott in organizing this great weekend!

**Join the Movement! Become a Women's Initiative Coordinator for Your Chapter or Council!
(Yes—see above—men are welcome to serve as Initiative Coordinators and Officers, too!)**

www.tu.org/women

ALL MEMBER SURVEY FOCUSED ON *WOMEN AT TU* REMAINS OPEN!

TU is now offering all survey-takers an opportunity to be entered into a drawing for a fly fishing package including a 9ft 5 wt Sage TCX rod, Vedavoo sling pak, LifeStraw water bottle, TU hat, and TU license plate holder. All previously taken surveys are eligible and will be included in the drawing. For complete rules: <http://www.tu.org/2016-survey-contest-official-rules>

Please help us ensure a robust and diverse response to our survey focused on women at TU – yes, **all members, any gender**, are being asked to take it – by [clicking here to take this women's diversity survey](#), and by [sharing this survey link](#) with your member network.

A little more than five years ago, Trout Unlimited conducted a similar survey of female members seeking guidance on how we were serving them as members, engaging them as leaders and providing them opportunities to be active participants in our community – at all levels of the organization.



Since that time, and with significant effort from hundreds of volunteers across the country, TU's Women's Initiative has grown – and so have the number of female members and female leaders.

We re-launched this **survey for ALL MEMBERS** with three distinct goals:

- Highlight the history and success of the Women's Initiative, determine how broadly it is known and gauge if members feel that attitudes have changed for the better since it first started.

- Compare and analyze responses from the original survey to determine perceived and real changes in TU over the past five years.

- Discover what drives female members to join TU, why they stay, how well they are received locally and if they would consider serving as a local level leader.

Thank you for all you do to make TU a more open and inclusive community. Visit www.tu.org/women for more resources and ideas.

Family Membership Upgrade Extended Through October!

TU's current Free Family Membership Upgrade has been extended through October at www.tu.org/familymembership, a single, regular membership can be upgraded for free, allowing each family member to be listed on the local chapter roster and each to create a unique profile to engage in TU's online community, join discussion groups, access mem-



Our girls look forward to connecting with nature through fly fishing via TU's "Summer on the Fly" program at Wyonegonic Camp for Girls in Denmark, ME. Learn more: SummerontheFly.org or call 828.398.0178

ber-only content such as the digital version of Trout Magazine, and more.

This is TU's opportunity to welcome everyone in your family! Join me, and hundreds of other families who have now made TU part of their family as well.

Stefan J. Jackson—sjackson@tu.org
TU Diversity Consultant