



On the Rise

NEWSLETTER OF TROUT UNLIMITED'S WOMEN'S INITIATIVE

April 2016



Will you quintuple attendance from your first gathering as they did at the very successful Mid-South Regional Meeting in March (upper left image)? This year almost 25 percent of the participants at the Mid-South were women! (Dig them using those nametags!) Active faces (lower right image) of volunteers from TU Arkansas' White River Chapter and our partners planting Bonneville Cutthroat eggs! Show you aspire for greater participation—different kinds of thinking, doing, teaching, learning, conserving ... and fishing!

Our Vision of TU Future Is On The Rise!

ASPIRATIONAL COMMUNICATION is part of WELCOME. What messages – in words and pictures – can we send to show that TU is WELCOME to ALL. In promoting any TU activity, consider who you would like have participate. Anyone. Everyone. What is your aspiration for who would show up? What is your aspiration for who would organize and lead an event? What is your aspiration for who will lead your Chapter or Council next year, 5 years from now, 10 years from now? Words and visuals tell folks not only who we are, but who we would like to be, who we would like to serve and/or partner with; well-considered, they can powerfully express our vision of TU future.

If your aspiration is to recruit younger members, develop younger leadership, then consider being open and notorious about that! Put a flyer on your greeting table that expresses your aspiration, lays out a tentative strategy, asks TU youth to contact you with ideas on how to get it done. If you don't have a trove of photos of youth engaged in TU work, youth in TU leadership roles, well, TU certainly does! If your is mostly a small group of silver-haired

(Continued on page 2)

IN THIS ISSUE

- 2 — From the Co-Chair
- 3 — WI Chapter & Council Coordinator roles; Upcoming WI Events;
- 4 — Kandy Weader's Love Affair
- 6 — Regional Ambassador & NLC WI Workgroup Chair
- 7 — Family Membership & Survey reminder

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

Help Us Read The River

The Women's Initiative Workgroup of the National Leadership Council of TU was formed in 2011 following the results of a women's survey that was conducted by the Volunteer Staff. This survey found that 58% of women preferred women only events. We then developed the board position of a WI Chair — now, WI Coordinator — at the state and chapter level to help initiate women events and help more chapters become women friendly.



We are in our fifth year and are looking at developing a new strategic plan for the WI. Our executive team has been working with TU Marketing and Volunteer Staff on developing a new Women in TU Survey which is now live and will be available until April 15. [This survey is for ALL TU members \(ctrl-click here\)](#) or can be accessed on the front page of the TU website. We are very proud of this survey and are excited about seeing the results! Please advertise this survey through your chapters and councils. We hope to have some results to present at the regional meetings.

Our WI Conference Calls are held every third 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

(Continued from page 1)

Our Vision ... On The Rise!

gents, you can show a young woman walking into an event that she is welcome from the start by putting up posters of events featuring TU women in action, TU women in leadership, and TU WOMEN: **WORK THE GREETING TABLE!** Put aside any concern "But that's not who we are" because it is: at just about any given time TU is being guided by some young women somewhere, is connecting a child of color to nature, is being led to the best fishing by a disabled Veteran. We have programs and networks to WELCOME anyone – some are not as robust as others ... yet, but difference abounds at TU. TU's diversity is real: our aspiration needs to be more of it, everywhere ... all the time.

Stefan J. Jackson, TU Diversity Consultant

Over the next two issues On the Rise will dive into the four essential leadership roles and their best practices for TU's Women's Initiative. We have been updating descriptions and improving consistency in TU's guidance to Chapter and Council Coordinators, Region Ambassadors, and NLC WI Workgroup Chairs ...

Women's Initiative Chapter Coordinator

The Women's Initiative (WI) Chapter Coordinator provides opportunities for women to engage with TU locally, demonstrating TU's leadership development. Guided by ["the Women's Initiative Leadership Best Practices – Position Task List & Responsibilities,"](#) the Chapter Coordinator recruits new women members, engages them in TU's mission, facilitates their retention, and promotes them in leadership roles. This individual actively develops or enhances women's events at the chapter level, initiates new programs to provide meaningful engagement opportunities for women, facilitates membership drives to increase women membership, and communicates directly to women in the chapter.

Once appointed or elected by the chapter board, the WI Chapter Coordinator will have access to all educational/event materials available from the National Leadership Council's Women's Initiative Workgroup, sup-

port from the Workgroup including access to experienced women in this role, as well as other operational re-



Women's Intro to Fly Fishing, in State College, PA

sources found in the online Tacklebox and membership rosters and reports in the Leaders Only Tools section of tu.org. The WI Chapter Coordinator is encouraged to develop an annual WI Plan for the chapter, along with an associated budget. In this annual planning effort, the WI Chapter Coordinator, would be supported by the WI State Coordinator and all resources and shared experience available through the NLC's Women's Initiative Workgroup.

Women's Initiative Council Coordinator

Councils should recruit and appoint a Women's Initiative (WI) State Coordinator whose primary focus is state-wide coordination of recruitment and retention of female TU members. Guided by ["the Women's Initiative Leadership Best Practices – Position Task List & Responsibilities,"](#) the State Coordinator serves as mentor for Chapter Coordinators who provide

opportunities for women to engage with TU locally. The State Coordinator helps to identify and develop women members for all TU leadership positions. Duties include the creation of a state-level TU recruitment and retention plan for women members – a plan that would include steps for outreach

(Continued on page 5)

Upcoming Women Initiative Events

Take the TU Women's Initiative Survey!

When: Now to Friday, April 15th

Where: Online at www.tu.org

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

2016 Western Regional Meeting

When: Friday-Saturday, April 1-2nd

Where: Eugene, Oregon

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

3rd Annual Women's Flyfishing Clinic

When: Saturday, May 7th

Where: Fayetteville, Arkansas

Contact: Jill Rohrbach / jill.rohrbach@cox-internet.com

Women In Waders

When: Saturday, May 21st

Where: Saginaw, Michigan

Contact: Laurie Seibert / wblershontu@gmail.com

2016 Southeast Regional Meeting

When: Saturday-Sunday, May 21-22nd

Where: Roanoke, Virginia

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

Wisconsin Women's Intermediate On The Water Skills Clinic

When: Wednesday-Friday, June 15 -17th

Where: Avalanche, Wisconsin

Contact: Tina Murray / T.Murray.T@gmail.com

Wisconsin Women's Flyfishing Clinic for Beginners 2016

When: Friday-Sunday, June 17-19th

Where: Avalanche, Wisconsin

Contact: Tina Murray / T.Murray.T@gmail.com

Kandy Weader, the New PA Women's Initiative Coordinator casts:

My Love Affair with fly fishing ...

I am intrigued to see the expressions of people when I tell them that I fly fish. You know what I mean...that unresponsive stare where one pauses to search for the right words and process the utter disbelief that a petite, girly, successful WOMAN fly fishes?!? Then he/she soon comes to find through further conversation that this is not just simply wetting a line. It's an obsession, a drive, an addiction—no, no it's LOVE! One who doesn't fly fish can't comprehend the deep desire that we experience when we become one with nature through fly fishing.

"Each loop I throw out is a prayer, a forgiveness offered to myself for my own shortcomings, a hope for anger dissolved, gratitude for lessons learned, the stripping away of my fears. The river is the coolest, flowing-est, loveliest, most consistent thing in the valley, and the fish give me something extra to tether my faith to."

Jillian Lukiwski

I grew up a country girl, who enjoyed the outdoors with my family in central Pennsylvania. After the pain of a recent divorce, I found that same happy, country girl again and healing in solo camping trips, hiking, & trail running all over the country. I am always looking for new ways to curb my adventurous spirit, so I was ready to jump in with both feet when a fly rod was given to me. Little did I know the impact that the hand-me-down rod was going to have on my life.



Being in State College, PA, I was blessed with world class, wild trout streams and some of the best anglers in the U.S.A, who patiently taught me the intimidating, male-dominated sport. So began my budding love affair with fly fishing...

What is it that changes us, our heart, mind, & soul, when we fall for fly fishing?

Is it that we are totally immersed in the powerful river holding the big

(Continued on page 5)

**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

(Continued from page 4)

Kandy Weader, PA WI Council Coordinator ...

catch of the day where all our senses are in touch with creation? Is it the blocking out of the rest of the world and finally finding solitude where you can be mindful of the moment? Maybe it's the laughter of your fishing buddies or the excited, "Fish On" that you hear down the stream? It's the beauty of being the last one on the water and watching the sun set. It's the element of surprise not knowing what's on the other end of the tippet when you set the hook. It's the humility you learn from multiple, winter, steelhead trips where you experience hook ups with the acrobatic, chrome beasts, but you still haven't landed one. Possibly, it's the sun on your back, the wind in your hair, the salt on your lips, and the feel of a bone in your hands. I know without a doubt for me, it's all of the above and so much more! It's the adventure I have to live!!

"Life makes more sense standing alone by the lake at high elevation with a fly rod in hand...Life is not a problem to be solved; it is an adventure to be lived." John Eldredge

So I ask you to take a moment to ponder. What adventure do you have to live? What makes you come alive? Where do you need to step out of your comfort zone to risk for more life?

"Don't ask yourself what the world needs. Ask yourself what makes you come alive, and go do that because what the world needs is people who come alive." Howard Thurman

Unfortunately, society makes women afraid to do something different than the norm or even try new things. We are fearful of grasping our hearts desire and what makes us come alive, because of what people might say or that we might fail.

We feel overwhelmed and under appreciated. We live distracted with work, laundry, bills, sick children, and

making sure dinner is on the table. We leave no time for ourselves. We settle in life. Our dreams become a thing of the distant past. We sadly are wilting but longing for more.

So again, I ask you what adventure do you have to live? What makes you come alive? What risk do you need to take? Find your passion...Find your love affair...Just maybe it's fly fishing.

If you, by chance, identify with my love affair for fly fishing and would like to share it with other women as I do, please contact me as I would like to hear your story and plug you into Trout Unlimited's Women's Initiative.

Live to the fullest!

Kandy Weader
#pawomenfishing
#womenoftroutunlimited



(Continued from page 3)

Women's Initiative Council Coordinator ...

and communications to women, and for women's leadership development. The State Coordinator promotes the appointment of WI Chapter Coordinators and provides support and networking among WI Chapter Coordinators in the state. The State Coordinator will also work with chapters to modify current programs/meetings to provide more meaningful engagement opportunities for women members and to assist with creating new programs deemed necessary in fulfilling the Coordinators' roles. Each State Coordinator is en-



Wisconsin Women's Initiative out in full force at Central Wisconsin TU Troutfest!

couraged to work closely with the Women's Initiative Workgroup of the

TU National Leadership Council, which provides a myriad of resources at the national level to support this work. In addition, the State Coordinator should be added to the Leaders Only Tools section of tu.org which will allow this person access to member rosters and reports, as well as other operational resources found in the online Tacklebox. WI State Coordinators should be involved in planning and executing TU regional meetings. Along with the annual WI Plan, the State Coordinator should request an associated budget.

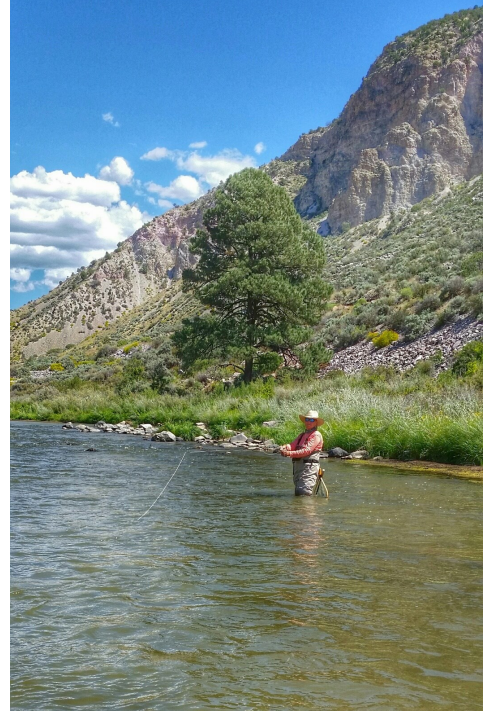
Women's Initiative Regional Ambassador

A Regional WI Ambassador is selected by the WI Executive team to serve state council WI coordinators in their region. These regions are designated as the same states included in the roster of regional TU meetings. This includes regional ambassadors serving the West, Mid-West, Mid-South, Northeast, Mid-Atlantic, and South-east.

Guided by ["the Women's Initiative Leadership Best Practices – Position Task List & Responsibilities,"](#) the main role of the Regional Ambassador is to provide support to State/Chapter WI Coordinators in their region as a link to the NLC Workgroup.

Other roles include recording WI events in the region and reporting them to the WI NLC Workgroup Chair. Communication between the Ambassador and to State Council Coordinators should be consistent and regular in order to provide assistance and support. The Ambassador should also be a part of the monthly WI calls and attempt to attend the Regional TU Meeting in her area as well as the National Annual Meeting.

Sara Thorne on the Rio



Women's Initiative NLC Workgroup Chair



The primary role of the WI NLC Workgroup Chair is to be the liaison between the members of the workgroup and the National Leadership Council. The NLC requires that each NLC workgroup has a Chair that is a member of the NLC. Guided by ["the Women's Initiative Leadership Best Practices – Position Task List & Responsibilities,"](#) the WI NLC Chair organizes and facilitates all monthly workgroup conference calls, facilitates goal development and updates the strategic plan, and promotes increases in women membership in TU as well as women in leadership roles. The WI NLC Chair also works with National TU staff in promoting more women membership and retention in TU.

Schooling at Arkansas' White River Chapter 698 Women's Initiative group ... "The Trout Chicks"

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



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

groups, access member-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 Jackson—sjackson@tu.org
TU Diversity Consultant

ALL MEMBER SURVEY Closes Friday, April 15th!

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

A little more than five years ago, Trout Unlimited conducted a 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 launched this **new 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 deter-

mine 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.