



# On the Rise

NEWSLETTER OF TROUT UNLIMITED'S WOMEN'S INITIATIVE

February 2016



On December 6, a total of 45 women from Spokane Women on the Fly gathered to celebrate a fly exchange and a fly fishing gift exchange in celebration of the season. They are affiliated with the Spokane Falls TU Chapter in Washington.

## “WELCOME! What’s On The Rise?”

Look at the photo above — at all the smiles and all those name tags! Greeting—that energized first moment for the first impression — of a new place and new people, of long-time friends returning to favorite places. Greeting begins the TU welcome, the essential introduction to the organizational network that is the TU community. Sure, we support the mission in all kinds of ways; we like to fish; we commit to protecting coldwater fisheries; however, we stick around for our network of people, our communities we create inside the greater TU community. We start to build our community at greeting.

Remember your first TU greeting? Was it an event or activity, a chapter meeting, a single introduction by a friend to a friend. Did it arrive on your turf one fine day, as an email blast or solicitation letter? Did you stick around because you were greeted heartily, pulled right into a network? Did you stay because you were introduced to further opportunities to do more? Who made feel welcome?

*(Continued on page 2)*

## IN THIS ISSUE

2 & 4 — From the Co-Chairs

3 — Family Membership Drive; Upcoming WI Events; On Wisconsin!

5 — F3T Puts Women in Picture

## WI RESOURCES

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

### 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 Jordan—Vermont**

jordanj@orvis.com  
(802) 379-5389

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](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!

From the Co-CHAIR

## Five Years — Growing Stronger

The Women's Workgroup of the National Leadership Council is in our 5th year!! The Women's Initiative executive team is working hard on a women-focused survey that should soon go out to all TU members — at the beginning of the month (February). We hope to have some raw data to share at the TU Regional Meetings this spring. We also hope to use the data in developing a new Five-Year Strategic Plan for this workgroup. When the survey becomes available, please take the time to complete it. Your opinion is very important to us!



Also, as you start your planning events for the new year, don't forget that TU continues to offer half-priced memberships that can be used to promote women memberships. Access this offer at [www.tu.org/intro](http://www.tu.org/intro). Also, consider planning a family event as well. TU is offering a free membership upgrade from a single member to a family membership. Planning a women/family event is a powerful way to promote membership at your local level. In the TU Tackle Box there are many examples of events that can help you in your planning. Please don't hesitate to contact me for answers about TU's Women's Initiative!

Happy New Year and Tight Lines!

Kerri Russell, NLC WI Workgroup Co-Chair

---

(Continued from page 1) ... **Welcome! What's On the Rise?**

If at the get-go, no one made you feel welcome, then why did you stay engaged with TU despite—what did you do to overcome—a less than welcoming greeting?

TU always needs greeters. From that first greeting, the Women's Initiative takes every opportunity to welcome all—especially TU women—and stay engaged; connected with all that is going on at TU.

To learn more about TU's Women's Initiative contact the WI officers listed on the top half of this page's left-hand sidebar or TU Diversity Consultant, Stefan Jackson: [sjackson@tu.org](mailto:sjackson@tu.org) or (207)749-1628.

## Family Membership Drive Adds TU Women!

TU's current Free Family Membership Upgrade has already added upwards of 200 women to our grassroots corps! Available through June of this year at [www.tu.org/familymembership](http://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 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](mailto:sjackson@tu.org)  
TU Diversity Consultant

## Spirited Wisconsin Gatherings!



A group of 23 TU women attended the Wisconsin Women's Social the evening before the 33rd annual SWTU Icebreaker on January 16 in Madison, Wisconsin. Great connections were made and there was lots of fishy talk! Networking continued the next day at the Icebreaker, where women were well represented to empower others to join Southern Wisconsin Trout Unlimited. Among those gathering: Tina Murray and Laura MacFarland representing Wisconsin Women Fly fishing Clinics ([www.swtu.org/wffc\\_womens\\_clinic.html](http://www.swtu.org/wffc_womens_clinic.html)), Nome Buckman of Reel North LLC ([www.reelnorthllc.com](http://www.reelnorthllc.com)), Geri Meyer of Athena & Artemis ([www.womensflyshop.com](http://www.womensflyshop.com)), and Jen Ripple of DUN — an e-magazine for women ([www.dunmagazine.com](http://www.dunmagazine.com)).

### Upcoming Women Initiative Events

#### TU Women's Initiative Survey

When: Early February

Where: Online at [www.tu.org](http://www.tu.org)

Contact: WI leaders or Stefan Jackson / [sjackson@tu.org](mailto:sjackson@tu.org)

#### SWTU Women's Social Gathering

Feat. DUN magazine editor Jen Ripple

When: Friday, February 5th

Where: Oshkosh, WI

Contact: Tina Murray / [T.Murray.T@gmail.com](mailto:T.Murray.T@gmail.com)

#### Free Women's Basic Clinic

When: Saturday, February 6th

Where: Madison, WI

Contact: Heidi Oberstadt / [heidi.oberstadt@gmail.com](mailto:heidi.oberstadt@gmail.com)

#### Trout Chicks Wine and Meet

When: Tuesday, February 9th

Where: Daly's Ozark Fly Fisher  
Cotter, AR

Contact: Sara Thorne / [emptycreel@yahoo.com](mailto:emptycreel@yahoo.com)

#### Spokane Women On The Fly Mentor Dinner

When: Friday, February 19

Where: Spokane, Washington

Contact: Heather Hodson / [spokanewomenonthefly@gmail.com](mailto:spokanewomenonthefly@gmail.com)

#### Fly Casting Family Event

When: Saturday, March 5

Where: Fayetteville, AR

Contact: Jill Rohrbach / [jill.rohrbach@cox-internet.com](mailto:jill.rohrbach@cox-internet.com)

From the New NLC Women's Initiative Workgroup Rep & Co-Chair: Bill Thorne

## Sharing WI Leadership Across TU — Across Gender Lines

*The Women's Initiative Workgroup is part of the National Leadership Council of TU. It was started in 2011 to help promote more women membership in TU. All NLC representatives are term limited. Kerri Russell, NLC WI Chair, was term limited this past fall. Bill Thorne, a new NLC rep from Arkansas agreed to Co-Chair the WI Workgroup with Kerri until a woman NLC representative will come on board. Thank you Bill for stepping up and keeping the NLC WI moving forward!*



Growing up in Evansville, my fly fishing career had humble beginnings, chasing blue gill with poppers in farm ponds. Fresh out of school and armed with an old fiberglass rod with a Martin auto wind reel in the mid 70's, I fished a bunch of no name creeks for trout while riding a Harley through the Colorado Rockies.

Fast forward to the Beaver tail waters of Northwest Arkansas in the early 90's and you would find me with my trusty 3-weight and an inexpensive spring and pawl reel, fishing for rainbows. This all led to my current obsession and early retirement to pursue the lofty title of "Trout bum". As John Gierach once

wrote, you can't be a true "trout bum" until you quit a good job to pursue your passion. Having done that, I now live on the White River and work at Dally's Ozark Fly Fisher. I spend as much time as possible nymphing the White and North Fork rivers while wade fishing or throwing big streamers to trophy browns out of my drift boat.

You may also find me fishing for smallmouth and carp on Crooked Creek or in the fall chasing Redfish down in the Louisiana marsh.

Once you get passionate about fishing it seems you really start paying attention to where the fish

live. Our nation's water; rivers and streams, cold and warm. It is impossible to do this without thinking about how to protect, restore and conserve this valuable resource. This very thing has led me to years of involvement in Trout Unlimited, first as an energetic volunteer and then as an officer. I served two years as president of the Arkansas Chapter in N.W. Arkansas and three years as president of the Arkansas White River Chapter, in Mountain Home, Arkansas. I followed that with two terms as the Arkansas Council Chair and now represent Arkansas on the National Leadership Council.

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



# PUT HER IN THE PICTURE...



## Did you know one in three fly anglers are women?\*

Did you know they are the fastest growing demographic of new fly anglers? Trout Unlimited invites filmmakers to help increase representation of women in fly fishing through our partnership with the Fly Fishing Film Tour. TU, along with partners COSTA and ORVIS, is calling on filmmakers to apply for a grant upwards of \$15,000.00 to make a short original film. The completed film will be considered for inclusion in the 2017 Fly Fishing Film Tour and appear on TU media. To learn more, please visit [www.tu.org/tuwomenf3t](http://www.tu.org/tuwomenf3t)

\*2015 Special Report on Fishing, Recreational Boating and Fishing Foundation, Outdoor Industry Association.