



On the Rise

NEWSLETTER OF TROUT UNLIMITED'S WOMEN'S INITIATIVE

July 2015



Norma Haynes, left, and volunteers from the Mid-Atlantic Council helped 14 women and shared the TU message with them during a recent Casting for Recovery retreat.

Casting For Recovery: Helping women heal and engaging new TU members

Have you heard about Casting For Recovery? This great national program provides weekend wellness/fly fishing retreats for breast cancer survivors. Many TU chapters are involved with CfR and provide volunteers as well as financial support for these retreats. TU offers a free membership to all CfR participants.

Norma Haynes, Mid-Atlantic Council Women's Initiative Chair, was an instructor at the Mid-Atlantic CfR retreat at Graves Mountain Lodge in Syria, Virginia,

in May. Each CfR retreat hosts around 14 breast cancer survivors for a day or more of fishing and conservation education. There are 40 retreats across the country, serving 600 women each year.

Thank you, Norma for speaking to these ladies about TU and the Women's Initiative as well as encouraging all of the participants to join TU!

More information on CfR: www.castingforrecovery.org.

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EVENT CALENDAR

Sept. 16-20 — TU Annual Meeting (PA)

Join Us Online

"JOIN" OUR FACEBOOK GROUP

More than 800 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 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!

CHAIR

Kerri Russell—Arkansas

kerri.russell@cox.net
(479)640-8319

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

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 CHAIR

Regional meetings provided a great opportunity to focus on women

The regional meetings are over and I would like to thank the TU Volunteer Operations Staff for a job well done!! I had the opportunity to attend 4 meetings this year and continue to be in awe with the professionalism and expertise presented by the TU staff and volunteers at these meetings. The Women's Initiative Workgroup had someone at each of the meetings this year to talk about the Women's Initiative, what we have accomplished, and where we are going for the future. Each presentation included 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. Thank you, Jackie Jordan for presenting at the NE Regional Meeting and Kelly Buchta for presenting at the Mid-South meeting!



Sincerely,

Kerri Russell
NLC WI Workgroup Chair

New Family Membership Upgrade Campaign

TU has launched a new drive to engage more families. Any TU member can now upgrade to the benefits of a family membership for free and add a spouse or partner and all of the youth in the household to their membership.

The benefits include:

- All family members will be listed individually on the local chapter membership roster
- Youth family members will

receive a copy of the Stream Explorers magazine

- All members of the household will be able to create a unique member profile on www.tu.org

We encourage all WI Chairs to hold family events this summer to promote this membership drive.

Signing up is easy!! Go to www.tu.org/familymembership and add your family members!

Stefan Jackson hired as new diversity consultant for TU

In March, TU hired Stefan J. Jackson of NATURAL DIFFERENCE, LLC, to serve as our Diversity Consultant. Working part-time out of his office on the shores of Moose Pond in Bridgton, Maine, Stefan's primary focus at TU is to assist with the Women's Initiative, building on the great work done there.

Stefan has a 20-year track-record in natural resource and community-based conservation leadership always integrating if not concentrating work on organizational diversity. Stefan helped guide the National Outdoor Leadership School's successful women's initiative and he also created the position of and served as the Diversity Program Director for the Nature Conservancy in Maine.

At TU, Stefan will also be responsible for driving new initiatives to diversify the membership, helping the broader TU community become more welcoming and inclusive, and playing an advisory role to marketing and communications on representation issues.

"I see my work as helping TU design and implement streams of engagement that are both continuous and mutually reinforcing to both the folks stewarding the streams and those navigating in the currents."

Stefan lives at Winona Camps for Boys, with Laura H. Ordway, co-Director and co-owner of Winona, and Stefanie (13) and Jacqueline (9), their two daughters.

"Everybody in our cabin loves reading streams, and our tempers roll with Moose Pond's currents and hatches."

"In my first couple of months at TU, I have witnessed the incredible dedication and commitment of the volunteer corps and staff. I have heard great stories from TU women – lessons learned and taught. Women leaders who came to the organization as young women or girls: from some whose commitment clearly endured being inequitably tested, from others whose dedication only magnified as they found all opportunities open and resources available to them."

One of the areas where Stefan believes volunteers can make a significant, and lasting impact on the organization, and on the diversity initiative, is through our youth programs.

"TU meets 30-40 thousand kids a year with Trout/Salmon in the Classroom programs, thousands more at other community outreach events. Just imagine how many future coldwater fisheries stewards, how many future women TU mem-



Stefan Jackson and his daughters, Jacqueline and Stefanie, on the banks of Moose Pond in Maine.

bers, how many future women leaders, how many girls would swim downstream to lead TU in the future, if we could expand the streams of engagement started with Trout/Salmon in the Classroom and carried downstream with Trout Camp, Summer on the Fly, Stream Girls, TU Teen Summit, and the 5 Rivers Clubs!"

You can find Stefan on TU's blog, and on Facebook. You can also email him at sjackson@tu.org or call him at (207) 749-1628.

Please don't hesitate to reach out to him with questions or for support with your chapter or council's women's or diversity initiatives.

Local Events From Chapters Across The Country

Send your chapter's women-specific events for listing in the newsletter



New York

Date: August 1

Event Name: Brooks, Browns, Bows and Brews

Location: Catskill Fly Fishing Center & Museum
Livingston Manor, NY

Information: www.catskillflyfishing.org or
Kelly Buchta at buchtake@hotmail.com

Wisconsin

Date: August TBD

Event Name: SE WI 2nd Annual Family Workday

Location: Eagle, Wisconsin

Information: Henry Koltz at hek@sdelaw.com

Join the Movement! Become a Women's Initiative Chair for Your Chapter or Council!

(Yes, men are welcome to serve as initiative chairs, too!)

www.tu.org/women