



On the Rise

NEWSLETTER OF TROUT UNLIMITED'S DIVERSITY INITIATIVE

June 2017



The Survey Says: TU Diversity is ... *On the Rise!*

Trout Unlimited's National Leadership Council (NLC) Women Initiative (WI) Workgroup was formed in 2011 at the TU Annual Meeting after a group of women met to discuss ways that TU can be more welcoming to women. Information gleaned from a women-only survey offered to TU members by National TU propelled that first gathering.

That first diversity-focused survey found that a large number of TU women fly fish (86%) and would prefer to fish at women only events (58%). Informed this first survey, the WI Workgroup developed a mission statement, multi-media materials, and event planning guidance to be used at the chapter and state level in offering women only events.

With the development of the WI chair at the chapter and state level, offering these events has been the hallmark of the success of the WI in bringing more women into TU and the development of more women TU leaders. Last year, the executive team of the WI/DI Workgroup decided to revisit the idea of another women's survey to see what the membership thinks about the WI and what attracts more women to TU. We worked with TU Marketing and Volunteer Operations staff and developed another survey. This

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DI/WI RESOURCES

VISIT 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
- 2) Search for "Women of Trout Unlimited" or use direct link 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!

CHAIR & NLC Representative

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CO-CHAIR & NLC Representative

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VICE CHAIR

Jackie Kutzer—Vermont

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SECRETARY

Position Open & To Be Filled

Please contact Kelly, Bill, or Jackie

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

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!

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The Survey Says: TU Diversity is ...

time, the survey would be available to all TU members.

The survey went live in April 2016 and ended at the end of the year. With a large number of survey responses and the expert help of Don Haynes from Maryland, we were able to develop substantive conclusions from the results. We had 4212 people respond to the survey. We had 363 out of 386 chapters represented, which is a good representation from across the states. With this survey open to all genders, 11% self-identified as women and of these, 13% identified themselves as women leaders. Women joined TU to participate in conservation (44%) and improve trout habitat (78%) but they also want to meet other people who fish (38%). Women also would prefer fishing events (82%) and would still prefer women only events (63%). This number is even higher than the previous survey. We were startled to find that both women (27%) and men (32%) had never heard of TU's Women Initiative but as we looked at active status, we found that many of these respondents were not active at their local chapter. Familiarity with the WI increased as the active level of the respondents increased -- up to 79%. Activity status also correlates when respondents are asked if the WI has had a positive impact. Of those who were active in TU, 85% of both men and women agreed that the WI has had a positive impact.

The results of this survey verify to the DI Workgroup that we are on target in making TU more welcoming to women, engaging more women in TU, and developing more women leaders. The new executive team of the DI Workgroup will be using these results to develop a new Strategic Plan to move the Workgroup forward in the next 5 years. You can find the results of the survey in a power point document in the Tackle Box.

Kerri Russell

DI Council Chair - Arkansas

Bits of Difference: Different Folks Are Out There

We are always looking for great partners; relationships that help to further our mission and strengthen our communities—in and outside of TU.

With the strategic alliances TU forges, with the likes of the American Camp Association, the Girl Scouts, TAPS, our myriad business partners and members, and other riverine conservation organizations, our TU community rapidly becomes more diverse; we deepen our adaptability, resiliency, and problem solving capability; and we provide greater benefit to the greater communities and watersheds around us—outside of us.

Please let me help you explore strategic alliances for greater diversity.

For more information on these Bits of Difference, please contact:
Diversity Initiative Leaders or Stefan J. Jackson / sjackson@tu.org

From the CHAIR

Into the Wild: Our Diversity Initiative!



June is a celebratory month for many, including anglers across the Nation. We celebrate our time with family, friends and our connection outside deepens with every adventurous step. We look to explore our wild side outdoors and show appreciation and respect for the native flora and fauna that surround us.

June is also the official call to action for the DI. Throughout our tenure as a workgroup we have never shied away from the hard

work- in fact- we organize and activate our ideas and put things in motion!

With this spirit, I call upon all DI chairs on chapter and council levels to share pictures and images that showcase your diversity. Do you have project images to share? Gatherings, stream clean ups, plantings, classes, outings...share your images with us!

As we begin our call to action in the upcoming months, do not shy away from this project. Be a part of it. Make a difference and help us leave a legacy.

Our next DI call will be on Thursday, June 15, 2017 @8pm EST. All are invited to participate. Call number is 866-740-1260. Access code 2829092#. We look forward to hearing your call.

Best,

Kelly E. Buchta
NLC DI Workgroup Chair
NJ NLC Representative
NJTU DI Chair

Upcoming Diversity Initiative Events

Trout/Salmon in the Classroom

Spring has sprung for many; summer will soon provide more opportunities. Have you participated in a T/SIC Release?

SUMMER ON THE FLY

TU working with summer camps. Help train and support camp counselors who run fly-fishing programs for campers!

STREAM GIRLS

Help Girl Scouts explore Science, Technology, Recreation, Engineering, Arts, Math through partnership with TU!

SLAM

See Page 4 for the possibilities!

RIDEM/ARE Woman's Day

Sunday, July 16, 2017
Carolina Trout Hatchery, RI
Narragansett Chapter TU
Contact: Glenn Place /
tu225president@gmail.com

See Page 5 for more details!

2017 TU Annual Meeting

September 27—October 1, 2017
Roanoke, VA
Contact: DI leaders or Stefan Jackson /
sjackson@tu.org

Diversity Initiative Brunch

Sunday, October 1 at TU Annual Meeting
Roanoke, VA—exact location TBD
Contact: DI leaders or Stefan Jackson /
sjackson@tu.org

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

Grow, Engage and Diversify Your Membership with a Special Film Screening

Some of TU's fastest growing and strongest chapters across the country have learned that to make an impact on conservation and education efforts in their areas, they first need to build a community of dedicated anglers who are willing to roll up their sleeves and help. It's doubly important to engage and attract a diverse range of members who bring new perspectives, experiences and ideas to the table.

One of the best ways to draw a crowd of people who share our passion, to inspire them to join us in our mission and to cultivate future chapter volunteers and leaders is by hosting a fishing film screening event in your area. Costa has long been a strong partner of TU in a variety of ways, and is well-known as the title sponsor of the Fly Fishing Film Tour series. Now a new film event, SLAM, is ready to be launched and all TU chapters are being given the opportunity to be among the first to showcase this great new event. What's even better, it aligns perfectly with our Diversity Initiative and celebrates the rapidly changing demographics of the sport that draws many of us to conservation.

Follow the story of three anglers from different walks of life in pursuit of the same epic challenge with just a few days to accomplish it. Watch the SLAM trailer. This new feature will be paired with two great films from this year's Fly Fishing Film Tour – "Old Friends New Fish," which was sponsored by TU – and "Odd Man Out," which demonstrates that gender has no role out on the water.

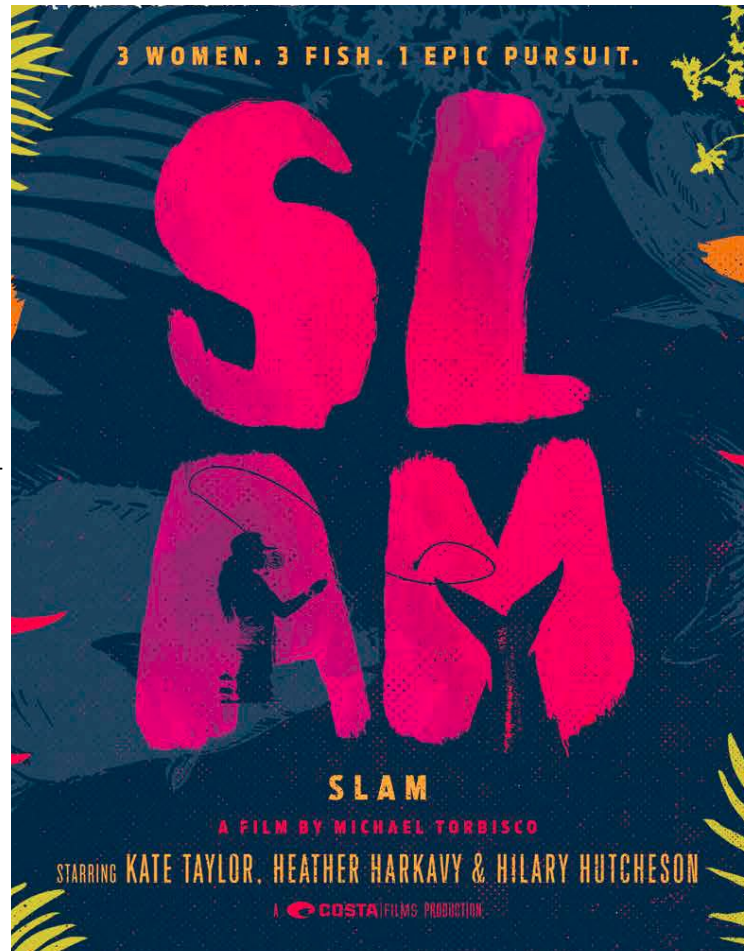
Special COSTA SLAM Screening Offer for TU Chapters

When you sign up to host a SLAM screening locally for the special TU rate of \$200, you'll get all the tools you need to succeed, including:

- A digital link with marketing assets you can print, including 11x16 posters and tickets
- Venue listing on Costa website. You'll also get a Ticket River widget that allows the event to be posted on your own website for information and ticket sales.
- One pair of Costa sunglasses for raffle
- Costa swag, including hats and stickers to stoke your crowd.

Once you have made the purchase and are ready to roll, you get to make the Costa SLAM film event your own. You'll be in charge of your own ticket printing and sales via Ticket River or your own method, staffing, raffles, food and beverage, emcee, advertising, etc. The TU guidebook *Hosting a Film Tour Event* is a great place to start for help on making your screening a success and maximizing its impact on your mission locally. Don't hesitate to contact your Volunteer Operations Staff for support and ideas.

To learn more, or register to host SLAM locally, email Hilary Hutcheson at outsidehilary@gmail.com.



EVENT PLANNING SHOWCASE: Trying Something New To Engage The Next Gen



RIDEM/ARE Woman's Day at the Carolina Trout Hatchery

July 16, 2017

9:00-4:00

35 Attendees

Possible Schedule

8:00-Volunteer arrival for Set Up. Name Tags Issued

9:00- Attendee Arrivals Coffee and Pastries**. Name Tags Issued

9:25- Introduction of Kim Sullivan, Principal Biologist - Freshwater Fisheries
Aquatic Resource Education Coordinator
RI Salmon in the Classroom/Trout in the Classroom Coordinator
Project WILD and Project WET State Coordinator

9:30-Welcome Address by Kim Sullivan/Introduction of volunteers

9:35- Welcome Address by Jackie Kutzer TU Northeast Region Women's Diversity Coordinator. Orvis Certified Casting Instructor

9:45- Casting/Fly Tying/Knots (Leader, Tippet, Fly and Backing instruction by members of TU225, TU737, WWFFC, UFTRI, and female members of Greater Boston TU
(The class will be split in thirds (3 "stations"), with one third tying, one third mastering knots, and the other third casting) We will ask the volunteers which station they would like to assist in.

12:15 Lunch provided by affiliate clubs**/ "Gear Up" What is needed to start enjoying fly fishing presentation.
(Presenter TBD) Door Prize Drawing (Swag Bag provided by TU225)

1:00- fishing/additional instruction in casting or tying. The pond at the Carolina Trout Hatchery will be stocked with trout. Golden Trout will also be stocked with the coveted "Golden Trout Pin" awarded to anyone who catches one

4:00 Closing remarks

**Coffee, Pastry, and Lunch items to be provided by TU225 with costs divided between affiliate clubs. Lunch Menu:
Green Salad, Sliced Grilled Chicken, Hamburgers, Saugys, Potato Salad, Pasta Salad, Chips, Rolls, Condiments, Cheese, and Soda. All disposable supplies provided by RIDEM/ARE



THE NEW DIVERSITY INITIATIVE LEADERSHIP TEAM

Kelly E. Buchta serves as Chair of the Trout Unlimited National Leadership Council Diversity Initiative Workgroup. She is also the New Jersey Trout Unlimited NLC Representative and holds the position of Northeast Regional VP/Diversity Initiative Coordinator for NJ State Council Trout Unlimited. In addition to her advocacy work at TU, she is President of the Catskill Fly Fishing Center and Museum. When not teaching Literature, she is either tying classic wet flies, organizing angling events that promote women and youth participation or smiling in a stream somewhere in the Northeast.



Bill Thorne has been a TU Life Member since the late nineties, served in various leadership roles; including Chapter President for multiple Arkansas' chapters, AR Council Chair and currently serves as Arkansas' NLC Rep, and Co-Chair of the TU NLC Diversity Initiative Workgroup.



Jackie Kutzer, Vice Chair of the TU NLC Diversity Initiative Workgroup, has been a member of TU since she started fly fishing in 2011. Jackie likes to fish in her home waters of the Battenkill as much as she can, and also has a love for steelheading and striper fishing. She has been an avid member of the Women's Initiative Workgroup since she joined TU. She currently serves as the Vermont State Council Secretary and is the Women's Ambassador to the Northeast. Jackie looks forward to developing a strategic plan with our extended DI Team to help propel this important initiative.

