



On the Rise

NEWSLETTER OF TROUT UNLIMITED'S WOMEN'S INITIATIVE

May 2015



The Women's Initiative is a drive to promote diversity within TU membership and leadership and support the growth of active women in our chapters and councils.

Welcome to the Women's Initiative's first newsletter and event calendar!

Welcome to the first edition of the Women's Initiative of TU newsletter! Facilitated by the Women's Initiative Workgroup of the National Leadership Council of TU, it is our vision to use this newsletter as a tool to communicate what the workgroup is doing to all volunteer leaders of TU at the chapter, state, and national level.

We also want to promote TU women events across the country, highlight women who are doing great things for TU, and provide

support for chapters who want to increase women membership.

Included in this issue is a description of the Women's Initiative Workgroup, history, and an introduction of our workgroup leaders. We have also included a calendar of upcoming women events across the nation.

Our hope is to send you updated information on a monthly basis and provide a venue to promote new and existing women events, clinics, and membership drives.

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EVENT CALENDAR

May 30-31 — Northeast Regional Meeting (RI)

June 6-7 — Mid-Atlantic Regional Meeting (MD)

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!

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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!

MEET OUR LEADERS

Kerri, Kelly & Jackie bring a wealth of experience and passion to TU

Kerri Russell—Chair

Kerri has been a TU member for over 14 years and has served as a leader in TU at the chapter, state, and national level. She currently represents Arkansas on the National Leadership Council of TU and is chair of the Women's Initiative and Land Conservancy Workgroups. She also is the Arkansas TU State Council WI Chair as well as the WI Ambassador for the Mid-South region. Kerri is also involved with Casting For Recovery, a fly-fishing wellness retreat for breast cancer survivors, where she has been the coordinator and medical facilitator in Arkansas for over 10 years.



Kelly E. Buchta—Vice-Chair

Kelly is the Northeast Regional VP and Women's Initiative Coordinator for NJ State Council TU. She also serves as the Vice-Chair for the NLC Women's Initiative workgroup and is the WI Ambassador for the Mid-Atlantic. In addition, she is a trustee at the Catskill Fly Fishing Center and Museum. When not teaching literature, she is either tying classic wet flies or smiling in a stream somewhere in the Northeast.



Jackie Jordan—Secretary

Jackie joined TU in 2011 at the same time she started fly fishing. In her first year she joined her Southwestern Vermont Chapter's Board and became involved in the Women's Initiative Workgroup. She then moved onto becoming Chapter Vice President and later Chapter President and Secretary of the WI Workgroup. She is the WI Chair for Vermont and the WI Ambassador for the Northeast.



TU's Women's Initiative: A Brief History & Update

The Women's Initiative Workgroup of the NLC was started in 2011 at the TU Annual Meeting to address the concern that only 6% of all TU members were women, while at the same time women made up 36% of all anglers in the U.S.

A mission statement and objectives were developed by the workgroup:

To create effective strategies and programs to recruit more women in TU, encourage more women to accept leadership roles at the chapter, state, and national levels, and ensure every chapter creates a welcoming environment for women members to achieve the stated TU conservation mission.

In 2013 and 2014, TU created two campaigns to recruit more women through free membership drives and half-price renewal offers.

Workgroup members focused on the grassroots level to engage and recruit women members.

A Women's Initiative chair position was established at the chapter and state level to help promote these drives and drive the initiative forward locally.

The workgroup started with only five initiative chairs, but now there are over 40 across the country and it continues to grow!

A woman's retreat was organized in conjunction with TU's Annual



Women members of TU are strong volunteers, dedicated leaders and active members in their local chapters. The more women we recruit, engage and encourage to step up, the more leaders we will have to share the workload.

Meeting in 2012. As the regional meetings have grown, Women's Initiative trainings were added in 2013 and these meetings continue to provide educational opportunities for chapter leaders who want to increase and retain their women membership.

The workgroup has established a range of resources for TU chapter and council leaders in the online Tacklebox (go to www.tu.org/women to view them).

Included among these resources are: a Women's Initiative Action Plan, a Women Retention Plan, event ideas and planning documents, brochures and flyers, a Women in TU promotional video, PowerPoint presentations, membership rosters, and more.

The workgroup has initiated more

media coverage of Women in TU as evident in quarterly articles in Trout Magazine, Orvis News blog articles, Dun Magazine article, and a recent exposure at the Somerset NJ Flyfishing show with a TU women event.

Over 10,000 more women have joined TU since this initiative has started which is a 25% increase in women membership!

Women TU events are now happening across the country and the movement is gaining strength.

View the event calendar on the next page to find any events that may be occurring in your area!

Visit the Women's Initiative page online at www.tu.org/women to learn more and join the effort.

Local Events From Chapters Across The Country

Join Women Like You At These Great Women's Initiative Events!

Arkansas

Date: June 6

Event Name: Family Fishing Day

Sponsor: Arkansas Chapter 514

Location: Illinois river Watershed Protection Facility

Information: Kerri at kerri.russell@cox.net

Maine

Date: May 16

Event Name: 2nd Annual Beginning Women Fly-fishing Symposium

Sponsor: Georges River TU Chapter

Location: Maine Sport

Information: Connie at CThyng@penbayhealthcare.org

Montana

Date: May 7

Event Name: 7th Annual Chica de Mayo

Celebrating Women Who Love to Fish

Location: The Rivers Edge Fly Shop, Bozeman

Information: Sarah at sarahjshelley@gmail.com

New Jersey

Date: May 9

Event Name: 3rd Annual NJTU WI Open House

Location: Hampton, NJ

Information: Kelly at kebuchta@njtu.org

New York

Date: May 16-17

Event Name: Salmon River TU Women's Fly Fishing Seminar

Location: Salmon River Fish Hatcher, Altmar NY

Information: Lindsey.agness@rochester.rr.com

West Virginia

Date: April 25-26

Event Name: Women's Getaway

Location: Pipestem Resort State Park

Information: Kim Rowley at flairtfts@gmail.com

Wisconsin

Date: June 19-20

Event Name: Stream Girls

Location: Central Wisconsin

Information: Heidi at heidi.oberstadt@gmail.com

Wisconsin

Date: August 22

Event Name: SE WI 2nd annual Family Workday

Location: Eagle, Wisconsin

Information: Henry 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