



The Balance Wheel

Fall 2003

full text version

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Little Solutions to Big Problems

Arkansas' Successful 1/8 Conservation Sales Tax Offers Template for Other States

By: Steve Wilson

Quite honestly when I agreed to give a presentation on Arkansas's 1/8 cent conservation sales tax initiative at the 2003 ACI conference this summer, I didn't expect there to be much interest from many other states. But, after arriving at the conference and hearing all the horror stories of employee layoffs, budget cuts, and entire programs being eliminated, it was no shock to find my room full of folks desperate to find some solutions.

State wildlife and conservation agencies across the country are suffering budget problems because they always seem to be at the end of the line when legislatures hand out tax dollars for what are perceived to be greater societal needs such as education, prisons, medical care, infrastructure, and just about anything else on the list. Arkansas was a little different due to an amendment in the state's constitution passed by the public in 1944. While this amendment gave the Arkansas Game and Fish Commission the independence it wanted, it limited its funding to only those revenues derived through the sale of hunting and fishing licenses, permits, and other fees related to hunting and fishing. In other words, the Arkansas Game and Fish Commission couldn't receive any general tax money even if the legislature wanted to give it to us. With hunting and fishing licenses sales leveling off and the cost of doing business on the increase, it didn't take us very long to start looking for some type of long-term solution to our problem and we didn't have to look very far to find it. We looked north of our border to the "Show Me" state, Missouri.

In 1976, Missouri voters adopted a state constitutional amendment which raised the general sales tax by 1/8th-cent and dedicated that revenue to their politically independent Department of Conservation. After many considerations to solve our budget problems with band-aid solutions such as licenses increases, voluntary donations, check-off programs, excise taxes on sporting goods, etc. a 1/8 –cent conservation sales tax seemed to be the only real solution for the Arkansas Game and Fish Commission to survive in the future.

This endeavor really involves two separate campaigns. One is getting an initiative on the ballot for public vote and the other is getting a majority of the public to vote for a tax increase. In Arkansas there are a couple of ways to get an initiative on the ballot. You can gather signatures on a petition requiring signatures of at least 10% of the registered voters in the state OR the legislature can appoint up to three initiatives for the ballot during their legislative session.

Arkansas succeeded in obtaining enough petition signatures to put an initiated constitutional amendment on the 1984 general election ballot. But, the public would not approve a 1/8-cent sales tax designated for the Arkansas Game and Fish Commission. The vote failed by a margin of 55 to 45.

After an attempt in 1986 to gather enough petition signatures was aborted due to a technical interpretation of a new federal law threatening the state's food stamp program, the agency decided to re-evaluate their approach and develop a new strategy for another run at it in 1994. The Commission worked closely with members of the General Assembly with hopes of convincing them to select it as one of their three amendments for the November 1994 general election ballot. Since the first attempt to acquire the tax, the Commission agreed to diversify and offer to share the 1/8-cent tax money with three other state agencies in dire need of funding. The Game and Fish Commission and the state Parks and Tourism Department agreed to share the proceeds of a 1/8-cent tax increase and even broadened their reach by including two other constituencies---the Department of Arkansas Heritage and the Keep Arkansas Beautiful program. It worked. Getting it on the 1994 general election ballot, that is. While the General Assembly did agree to include it on the ballot and the drive appeared headed for success, the measure was knocked off the ballot by court order because the Secretary of State failed to legally advertise the amendments.

The 1995 legislature put the amendment back on the ballot for the 1996 election. We repeated our 1994 campaign efforts with a few subtle strategy shifts and a new governor came forward late in the campaign with an extraordinary show of support for the amendment. Election night was excruciating, and the campaign did not learn until 2:00 p.m. the following day that the amendment had passed with a 50.6 percent of the vote. We did it.

Arkansas now receives 45% of a 1/8-cent sales tax amounting to about \$30 million a year. This is in addition to the revenues derived from the sales of hunting and fishing licenses, permits, timber sales, and other traditional sources of revenue.

How did we do it? It wasn't easy, but it was worth it! Following is a random list of "must do's" if you are considering a similar challenge in your state:

Conduct A Benchmark Poll To Identify Public Perceptions.

You need to know how the public feels about designated taxes, how they would vote, what messages receive the most favorable responses, and so forth. You need to know what they would like for you to spend the money on if additional revenues were raised. What the general public thinks of your agency will greatly determine the approach and strategy you take. You must know these things in order to know what type message to send to whom at what time.

Develop And Cultivate Relationship With Legislature.

Like it or not, you HAVE to have the support of your elected officials. Keep in mind that the very folks who will be voting on your initiative are the very ones voting on them to represent them. So, you must make each representative feel comfortable and confident that if they support your efforts, they will not risk losing the next election.

Share Your Wealth.

Sharing our wealth with our Department of State Parks, Department of Arkansas Heritage and the Keep Arkansas Beautiful program also diversified our supporters. This was a way for all of us to reach our non-traditional audiences. We didn't care which one of the agencies the voters were supporting when they came to the polls, a yes vote for one was a yes vote for all.

Legal Guidance.

Legal assistance is necessary to draft the language of the amendment, to comply with the minute legal details of what must be done to assure its placement on the ballot, applicable federal and state fund-raising laws and reporting requirements, and to even defend the amendment in court if necessary.

Plan For Conservation.

Most tax payers don't mind paying a tax as long as they know they are getting something in return. And, since all politics are local, you will need to prepare a county by county extensive spending plan of the new revenue. This "Plan for Conservation" should include justification for spending new money on a prioritized lists of repairs, improvement, acquisition, new programs, and other needs. These lists should be a reflection of the publics comments gathered in the poll and at the public meetings. Give them what they want.

Get Employees On Board.

While there are limitations on what state employees can and can not do related to politics and campaigns, it is a MUST to have all your employees at least pulling in the same direction. Each employee needs to clearly understand what part they play in the campaign. Our employees were instructed to go and tell the public what a "yes" vote would mean and what a "no" vote would mean. We could not ask for a yes vote, merely tell them what would happen if it passed or failed. Your employees should be your most effective group of volunteers to carry the message for you.

Show And Tell Video/Publications.

Obviously we don't sell very many licenses and state parks don't rent very many cabins by showing our worst facilities on the covers of our visitor's guides and other publications. Thus, a majority of the public had never seen the buildings about to fall or the levies about to break. So, the development of a short "crisis" video/publication helped tell the story of real needs, proposed spending, and consequences if there is no new funding.

Organize A Speakers Bureau

A successful tax campaign requires a grassroots effort: it cannot be achieved solely through media advertising. Along with training employees, it is imperative you offer your statewide volunteers the training and support they need. Every employee and volunteer were encouraged to schedule appearances and give presentations at every available civic club, church group, festival, banquet, wildlife meeting, garden club meeting, etc. An information packet (including the crisis video/publication) was vital to getting the message out.

Fund-Raising.

Everything takes money. Two of the four agencies benefiting from the tax money had in place nonprofit Foundations that helped with fund-raising and volunteer efforts. Devise a realistic campaign budget with a timeline for target amounts. Reserve about 60 percent of the funds for advertising. If very many candidates will be running and/or there are very many ballot issues, it will be critical to reserve television ad time as early as possible to obtain good time slots.

Education.

All of us working in the Information and Education/Communications field have always preached that education is a long- term investment. Realizing it took three attempts over a number of years for both Missouri and Arkansas to pass the tax, I believe proves that very point. Maybe it just takes that long to get around to educating the majority of the public...a great investment of time and money, but an investment well worth it.

Much of this information was taken from a book called:

ODYSSEY OF SURVIVAL

A History of the Arkansas Conservation Sales Tax

Available for \$10 from:

Arkansas Game and Fish Foundation

Att: Steve Smith

#2 Natural Resources Drive

Little Rock, AR 72205

(501) 223-6396



Firearms Industry Commits \$500,000 To Fund State Agency Hunter Recruitment Programs

By Paul Erhardt, National Shooting Sports Foundation Public Relations Director

The National Shooting Sports Foundation, in partnership with the Congressional Sportsmen's Foundation (CSF), has announced a new fund designed specifically for state wildlife agency efforts to enhance hunter recruitment and retention – the Hunting Heritage Partnership.

The Hunting Heritage Partnership, through a grant program, will provide much needed direct funding to state wildlife agencies to help them with programs that provide opportunities for, and remove barriers to, hunter participation. The fund will award \$500,000 in grants in 2003 to agency-designed programs to increase hunter access, recruit new hunters and keep current hunters active.

"In today's tight budgetary climate state wildlife agencies lack funding to improve hunting opportunities, but they don't lack solutions," said Doug Painter, president of the National Shooting Sports Foundation. "The \$500,000 in grant monies from the Hunting Heritage Partnership will enable agencies to act on new ideas and create hunting opportunities designed to increase participation among the nation's 18 million hunters."

Hunter participation has been inhibited by a number of factors including urban sprawl and development of once-open farmland. While state agencies provide the "gateway" to hunting for the large majority of Americans, reduced funding has threatened current and future programs. The Hunting Heritage Partnership represents a necessary first step in providing opportunities for hunters through the initiation of well-funded creative programs.

"This couldn't occur at a more opportune time for fish and wildlife agencies facing budgetary problems. If we lose sight of the need for recruitment and retention, it will ultimately be counterproductive to our wildlife conservation mission," said John Frampton, director of the South Carolina Department of Natural Resources.

Steve Williams, director, U.S. Fish & Wildlife Service, agrees, "Increasing hunter participation promotes wildlife conservation in our nation, and state and federal wildlife agencies need to work together with industry and conservation groups to the benefit of our vital natural resources."

Grants will be awarded to state agencies following a formal review process conducted by NSSF. The deadline for submissions for this year was July 1, 2003, and grant awardees will be notified starting in late August, 2003. For more information, contact Jodi Valenta, NSSF director for recruitment and retention at (203) 426-1320 or jvalenta@nssf.org. For more information on the hunter's role in wildlife conservation, go to www.nssf.org.

Check the Winter Issue of The Balance Wheel for an update on how many states received the award and how your state can take part next year.



Take Chances, Be Brave

By Joan Guilfoyle

Yesterday, a twenty-something woman accepted a full-time permanent position with the National Park Service, a highly coveted offer for aspiring Park Rangers. She will become our newest "Park Guide" doing interpretive communications and visitor center operations in the Mississippi National River and Recreation Area in St. Paul, Minnesota. Though well aware of the many tasks awaiting her arrival, I found myself suggesting she not push her

start date too soon: "Take a little time before you come onboard. Once you start, you may be in for thirty years. Go do something radical." "Europe for six months?" she asked. "How about two weeks?", I replied, grinning.

This conversation reminded me of when I'd first joined the ranks of civil servants, 22 years ago. I think I'd shocked the family. After all, I was a suburban girl. What did I know from wildlife except squirrels, robins and the pet-able fauna at Chicago's Santa's Village? I was, however, constantly bringing baby rabbits and injured squirrels into the house to save them from the jaws of our German Shepherd and, during the summer of 1962, was fascinated (versus grossed out) by hundreds of empty locust shells clinging to the lilac bushes. But wild plants? I thought rhubarb was an exotic species.

All that changed on Earth Day, 1974. I'd slipped into a darkened room on campus to see a slide show about naturalists (today, we call them interpreters). It was one of those moments in life that shines with "Waterford" clarity. Before the projector bulb had cooled, I'd approached the bearded professor and proclaimed "I want to do *that*." Within weeks, he'd helped me land a summer camp job (through pure enthusiasm, I think) and register for environmental classes that fall. I'd discovered not just a career but a passion, and a way to live it.

As years passed, I've become more aware of how fortunate I was in that moment. At my high school reunion, I handily won the award for "Alumna with the Most Unusual Profession". Who knew what an interpretive park ranger was, anyway? My friends had become commercial real estate developers, bought into McDonalds or become housewives whose days consisted of golf, bridge and going to the "club". I envied none of them. I'd been lucky enough to help save bald eagles, whooping cranes and a tiny butterfly called Karner Blue. I'd worked with wonderful people like biologists who endeavor to keep fish out of dam turbines, wildlife agents who spend long hours in nasty places to catch mussel poachers and endangered turtle importers, outdoor writers who tell the full story hidden behind the five o'clock news and Interior Secretaries passionate about their huge responsibility. Now I work with educators and interpreters dedicated to sharing and spreading love of the Mississippi River, and creating more stewards of the earth. There are other great causes out there, too. If you're a member of ACI, you know that.

That enthusiastic young woman decided to wait a month before starting this new phase of life. While I realize her career path may be very different from mine, I applaud her choice. Thirty years in one career area, even with the "feds", is perhaps less common now. My aunt did 25 and, at 87 this year, likes to say she has now been retired longer than she worked. But whatever path our new Park Guide takes, I'm sure her passion and commitment will carry her. As I move into my last decade of "compensable" work (volunteer world, here I come!), here are some things I wish I had known in the beginning, and offer here as food for thought.

Actively engage in learning your whole life long, whether through formal or informal classes. (It was hard completing a Master's degree while working full-time but it exposed me to lots of new thinking and current research. And I believe it helped me compete for a major career switch.)

Do what feels right at the time and it will lead you to what feels right in the future. (I left government work to enable a move to a new city following divorce, and to learn new skills. When I serendipitously rejoined the government three years later, I discovered that my private sector experience was a valued and unusual credential. I had not known exactly where my career (or life, actually) would go when I'd left, but that was less important than doing what felt right at the time.

It's not all about career. Your personal life needs to be healthy and balanced, too. Keep good boundaries between them. Try not to take too much work home on weekends and use all your vacation hours. Everyone needs time off.

It's not all about money either. Consider how much happiness in a job (read: good boss, good coworkers, good work) and a healthy lifestyle (e.g. walking to work versus a long commute) are worth to you. It may be difficult but do calculations with more than money in mind. In my case, I once moved out of an unhealthy work environment to a lower-graded, but great job. Though that choice lowered my income and had potential negative implications for retirement benefits, it turned out to be the best move I ever made. I did eventually regain my income level, but the process of seriously thinking the question through helped me realize that money is truly not everything.

Any person you meet or work assignment you get can lead to interesting things and make a major difference in your life. Be open to what comes your way and step up to the plate. Synchronicity rules! (Little did I know during early meetings on whooping cranes that they would lead to opportunities to lead a large team of communicators from seven states and a province, work with international media and develop new skills in complicated partnership projects. This project ultimately helped my work stand out and thus increased my ability to compete for future, and equally, cool projects.)

If you have difficult people above, below or around you, see what you can learn from the situation. It might teach you how *not* to behave with others, and there is value in that. If it becomes really unhealthy, put feelers out everywhere you can for your next career move. Don't stay around and get mad or bitter. It is your responsibility to take care of yourself, not anyone else's. For me, I think I am a better supervisor today because of the few I had who were not great role models and those who really inspired me. I learned from both kinds.

Thoroughly check out prospective employers. The history, mission and "culture" of the agency and management style of your boss can be critical to your ability to succeed. Make job interviews cut both ways and ask good questions before you accept an offer. Your potential boss will respect that. Both of you want a good match.

Finally, trust yourself. You are the best judge of where your life should go.

Joan's Bio:

Guilfoyle transferred to the National Park Service in February 2002 as Division Chief for Educational Partnerships, Visitor Services and Public Affairs, Mississippi National River and Recreation Area, a partnership park in the Twin Cities of Minneapolis and St. Paul. Her federal career includes work with the U.S. Fish and Wildlife Service, U.S. Army Corps of Engineers and U.S. Forest Service. She traveled last fall on the longest human-led migration in history, which used ultralight aircraft to reintroduce whooping cranes to eastern North America (see WINR, Volume 22, Number 4, 2001) and plans to write a book to raise funds for the project. Contact her at joan_guilfoyle@nps.gov



Upcoming Events & Deadlines

North American Nature Photography Association (NANPA)

Tenth Anniversary Nature Photography Summit

January 21-25, 2004 - Portland, Oregon

Doubletree Hotels, Jantzen Beach-Columbia River

It's hard to believe nearly 10 years have passed since the inception of NANPA. From a few visionaries gathered at the Roger Tory Peterson Institute, NANPA has become more than 2,000 strong, a voice for nature photography, and a fellowship of kindred spirits. Nowhere is that spirit more evident than at the annual gathering we call the Summit. The NANPA Summit is indeed the pinnacle of the year for nature photographers, photo editors, agents, vendors and others who attend from all over North America. And to make the Tenth Anniversary Summit even more meaningful, it will be held in Portland, Oregon, completing the continent-wide journey begun in New York and Florida a decade ago.

For more information on this Summit, go to the NANPA Web site:

<http://www.nanpa.org/>

Conference schedules: <http://www.nanpa.org/conferences.html>

North American Association for Environmental Education (NAAEE)

Thinking Globally While Acting Culturally

NAAEE 32nd Annual Conference

Anchorage, Alaska

October 7-11, 2003

Anchorage, Alaska, the site of the 2003 NAAEE conference, with the majestic Chugach Mountains as its backdrop, is a city full of northern charm and natural beauty. With its location near the top of the world and a population of about 250,000, Anchorage is unique in that it can combine the modern amenities and accommodations of a large city with the ambiance of the last frontier. Anchorage is located in one of the most breathtaking and spectacular regions of North America. The NAAEE conference will not only offer opportunities to experience the incredible outdoors in and about Anchorage, but it will also offer opportunities to experience and learn about the cultural diversity of the area and the state. For more information visit Anchorage's website at <http://www.anchorage.net>.

For more information on the NAAEE Conference, go to the Web site:
<http://naaee.org/>
 Conference details: <http://naaee.org/conferences/index.php>

National Park Service (NPS) Training
2003 NATIONAL INTERPRETERS WORKSHOP

November 11-15, 2003
 Sparks, Nevada
 Stephen T. Mather Training Center

The 2003 National Interpreters Workshop will be held in Sparks, Nevada. The theme of the workshop is "Sparks Your Imagination!" This annual workshop offers a myriad of training opportunities which interpreters may use to personalize their professional development and meet the needs of NPS interpretation. This year the workshop will feature more than 100 specialized concurrent sessions in a variety of interpretive topics relevant to field interpreters, supervisors, managers, administrators, students, and researchers. NPS interpreters are encouraged to use the Interpretive Development Program curriculum to help identify workshop sessions that will help them pursue their professional development and individual needs.

For more information and to register online please go to:
<http://www.interpnet.com/niw2003/index.htm> or you can also get there from <http://www.interpnet.com>

INTERPRETIVE MANAGEMENT INSTITUTE

November 10-11, 2003
 Sparks, Nevada
 Stephen T. Mather Training Center

The National Association for Interpretation will also offer an intensive, two-day Interpretive Management Institute, prior to the workshop, featuring a range of management and administrative topics. Additionally, NAI Sections will sponsor separate, one or two day Pre-Workshops, November 10 & 11, on topics and issues directly concerning interpreting their sectional stories. NOTE: Supervisors must pre-approve an employee's attendance at a specific Pre-Workshop based on job-relevance for that Pre-workshop to be sanctioned through this announcement.

The WASO Employee Training and Development Division and Mather Training Center recognize the 2003 NAI Workshop, the IMI, and the pre-workshop training seminars as bona-fide training for NPS interpreters in gaining skills for professional growth and development, and endorse participation of employees as a training opportunity.

For more information and to register online please go to:
<http://www.interpnet.com/niw2003/index.htm> or you can also get there from <http://www.interpnet.com>



SPECIAL SECTION
Annual Updates from Related and Partnering Organizations

OUTDOOR WRITERS ASSOCIATION OF AMERICA (OWAA)

By Kay Morton Ellerhoff, chair and liaison for ACI

OWAA News

- **New Online Directory!** - OWAA's new online directory was launched in April of this year. So far, 45% of the members are registered and e-mail addresses are listed for 85% of the members. It's a searchable database and represents a huge step forward in membership service.

- **New OWAA Logo** - After a successful contest that attracted many entries, OWAA has a new logo. A committee pared the number to six, members voted for their favorite, and the board made the final choice with that input. The new logo was highlighted at this year's conference in Columbia, Missouri.
- **New Tech-E-Letter** - A bimonthly electronic Tech-E-Letter now goes to members. Highlights appear in Outdoors Unlimited quarterly. Past articles are also archived. Basically, it's a compilation of technology-related information that should help OWAA members with all aspects of their businesses. Lots of folks believe this is the best new member service in years. Some recent articles have included the differences between TIFFs, JPEGs, GIFs, and EPS files, electronic tear sheets, and lots more.
- **OWAA Membership Slightly Down** - OWAA has 1,726 individual members and 400 supporting members, for a total of 2,126 (down a bit from last year's total of 2,134). Conference attendance was also down—from 831 in Charleston, West Virginia, to 791 in Columbia, Missouri.
- **2004 OWAA Conference** - Next year's conference is in Spokane. They went after it at least twice, so it's bound to be excellent. Dates: June 19-23, 2004.

International Association of Fish & Wildlife Agencies (IAFWA) and North American Conferences Annual Update

By Chris Chaffin

The Outreach Working Group of the Education, Outreach and Diversity Committee (EO&D Committee)

The Outreach Working Group of the EO&D Committee has the following charge: To identify our shared outreach issues and what we can do to address them. We seek to find what we can do to improve the delivery of, content of, strategic nature of, and funding for communication/outreach in the IAFWA and our agencies/organizations. **Please click on the links below to go to the report of interest to you.**

Reports were given by:

Recreational Boating and Fishing Foundation (RBFF)

National Wild Turkey Federation (NWTF)

National Shooting Sports Foundation (NSSF)

Nuisance Species Task Force, USFWS

IAFWA Furbearer Outreach

Texas Master Naturalist Volunteer Program

WOW Magazine Update

Multi-State Grants Rating Criteria

Becoming an Outdoors-Woman Program.

New Initiatives For This Working Group To Develop Or Promote

Mark Duda's Presentation on Responsive Management's Research for RBFF

Other EO&D Business

Recreational Boating and Fishing Foundation (RBFF) Update—Stephanie Hussey, phone (703) 519-0013; email shussey@rbff.org. Stephanie reported on the following. Handouts are available from her on most topics.

The positive results of the Water Works Wonders campaign with a summary of its impacts, a poster, the Ohio DOW's success story, upcoming marketing workshops in conjunction with MAT, and the addition of Texas as a new pilot state w/ two new ads targeting Hispanics.

RBFF's minority group research—A summary of what RBFF learned includes: minority groups enjoy being with others while they fish, aren't familiar with where to fish and boat, will likely fish throughout their lives if they fish as teenagers, want to fish as young adults but don't know where or how to fish and may not be able to afford it, appear to have a gender gap in fishing and boating participation, may increase participation if offered some incentives, and if they are active participants, they are also concerned about environmental issues.

Educational efforts—Stephanie indicated that the RBFF Board has recently increased its interest in education. Along with this, RBFF is sponsoring a National Aquatic Education Leadership Summit in Texas in May to identify fishing, boating and related stewardship educational needs and to develop a national plan to meet these needs. More information about this effort is available on their web site (www.rbff.org).

National Boating and Fishing Week & Wal-Mart—Wal-Mart is sponsoring “Take a Kid Fishing Day” on June 1 & 8 at many of their stores across the nation. A particularly nice booklet for kids about fishing has been developed for this effort. Contact Stephanie for more information *about these Wal-Mart events and associated materials*.

National Wild Turkey Federation - Partner for Positive PR: How Wildlife Agencies and Conservation Groups Can Work Together—Tammy Bristow, , (803) 637-3106; email tbristow@nwtf.org

Tammy encouraged agencies and others to partner with NWTF, citing that NWTF has a healthy membership of about 390,000, has a network of active chapters across the country, and has several high profile corporate partners (Cabella’s, Bass Pro, Mossy Oak, etc.), as well as, several successful publications, a website and two TV programs. Additionally, NWTF’s media relations team is very willing to help others tell their stories. She distributed a handout re: 16 Tips for Successful PR, and encouraged agencies to get involved with NWTF to plan media events together, suggesting as an example the possibility of doing wild turkey transplant releases at Thanksgiving. Contact Tammy if you’d like more information on how to link up with NMTF on some of these efforts.

National Shooting Sports Foundation - Step Outside Update—Jodi DiCamillo, , (203) 426-1320; email jdicamillo@nssf.org.

Jodi reported on the latest research efforts via Responsive Management on “Hunters, Shooters, and Anglers—Encouraging them to Recruit Others into Their Sport.” The Working Group attended Mark Duda’s presentation on the research results (see below). Additionally, Jodi reviewed the Step Outside workshop schedule planned so far for this year, explained the implementation of a new “Start At Home Program” for agency employees, and discussed a new video aimed at recruiting clubs to join the effort and host/hold Step Outside events. She also discussed a new PR/WB federal aid grant under which they will be conducting six to ten “model” Step Outside events around the country. RFPs for these grant dollars will be going out soon. They’ll be looking for the state agencies best able to partner with Step Outside to develop “recipes for success.” Contact Jodi if you’d like to follow-up on any of the Step Outside initiatives.

Aquatic Nuisance Species Task Force, USFWS - Stop Aquatic Hitchhikers!—Joe Starinchak, (703) 358-2018; email joe_starinchak@fws.gov.

Joe passed out promotional information on the ANS campaign, including a brand logo and theme. These generic materials, and the overall effort, are directed at two audiences—the general public and state policy makers. In preparation for the re-authorization of legislation in Congress this year, the ANS Task Force had Responsive Management do a survey to determine the status of ANS programs at the state level. Contact Joe if you need more information about this effort.

IAFWA Furbearer Outreach—A Plan to Assist State Agencies with Information Dissemination—Samara (Sam) Trusso, (202) 624-7890; email strusso@sso.org.

Sam described progress made contacting states to distribute educational materials and to conduct trapper education workshops. After visiting with the executive board of the North American Wildlife Enforcement Officers Association (NAWEOA), Sam will be sending her education kit to all state agency law enforcement chiefs to inform them of the program, and she will be getting a statement of support from NAWEOA, as well. Quantities of an updated version on “Trapping and Furbearer Management in North American Wildlife Conservation” were sent to all state, and more are available for cost by contacting her. Also, several case studies are being prepared on furbearer issues, including one on Oregon’s successful effort to defeat a ballot initiative against trapping. Sam will also be working on development of a standardized trapper education module that will eventually be made available nationwide. Contact Sam if you have trapper education materials to share in the development of these standardized materials.

Texas Master Naturalist Volunteer Program—John Herron, Chief Wildlife Diversity, Texas Parks & Wildlife Department, (512) 389-4300.

John explained the successful birth and development of this program in Texas that grew out of their urban biologists program. They now have 18 chapters with approximately 1200 volunteers providing about 48,000 hours of volunteer service annually. He has one statewide coordinator running this program and she stays very busy. It is a partnership with the Texas Agricultural Extension Service. They are very clear about the message these volunteers initially receive—this program is about naturalists who promote conservation, not advocates who stump for particular positions on conservation issues. Volunteers receive initial training to become Certified Master Naturalist, must contribute service annually, and must obtain re-training periodically. For the last two years, proposals to expand this program to other states in the Southeast have been submitted to the IAFWA for Multi-State Grants, but have been unsuccessful in being selected for funding. With a better understanding of this program's design and success, the Outreach Issues Working Group encouraged John to have Texas re-submit this grant proposal this year, and agreed to help sell it via the Education, Outreach and Diversity (EO&D) Committee Report and other avenues.

WOW Magazine Update—Kay Ellerhoff

Kay let us know that WOW Magazine is alive and well in Missoula with a new owner. A Chicago businessman is purchasing the magazine from RMEF and Kay and her staff of 5.7 FTEs will be putting out a March/April issue soon.

Multi-State Grants Rating Criteria—Sharon Rushton and Joanna Prukop Lackey

Important information re: the grant process - Sharon and Joanna presented the group with suggested changes to the Multi-State Grant Proposal Rating Criteria (adopted recommendation below). These were discussed and modified and presented to the full EO&D Committee. Other suggestions were incorporated as a result, and Joanna worked through Bob Miles and Corky Pugh to get these presented to the National Grants Committee, on which her director, Larry Bell, also sits. The suggested changes were successfully adopted by that committee and are attached below. Joanna and Sharon attended the National Grants Committee Meeting and also participated in the discussion about NCNs for this year. Of 12 NCNs proposed, several were dropped and others combined to yield 6 NCNs for 2003 grant proposals to address. This list is also attached. The EO&D Committee's suggested NCN was combined into #1.

Criteria for Review of 2003 Multistate Conservation Grant Proposals - - The following criteria are to be used by Nongovernment Organizations(NGO's) and IAFWA Committee/Task Force members when evaluating grant proposals under the Multistate Conservation Grant Program. Proposals recommended for funding should satisfy all eight criteria. After all the criteria are addressed during the review, the individual then completes an NGO or IAFWA Committee/Task Force Member Grant Proposal Review Form for each grant proposal.

The proposed project will produce results that will satisfy a significant or important portion of the National Conservation Need(s) under which the project falls, in a manner that fits with state agency programs.

- The proposed project will benefit at least 26 states; or a majority of the States in a region of the United States Fish and Wildlife Service; or a regional association of State fish and wildlife departments.
- The proposed project will produce results that provide significant benefits to state fish and wildlife agencies and/or the wildlife resources for which they are responsible.
- The proposed project is understandable and follows sound principles (scientific, educational, marketing, management, etc.) and procedures.
- As proposed, the project would be expected to produce the stated results and in a timely manner.
- The objectives of the proposed project can be attained with the personnel, fiscal, and time resources proposed.
- The output and expected outcome relative to the projected total cost of the project is clearly favorable and has a high/good cost benefit ratio.
- The project coordinates appropriately with other programs of the intended state agency users.

The work group also wanted this question added to the proposal form: *How is the development of this project going to be coordinated with state agencies and other users?*

Becoming an Outdoors-Woman Program - Diane Lueck, University of Wisconsin-Stevens Point, phone/fax 715.228.2070; email dlueck@uniontel.net

The Becoming an Outdoors-Woman program will hold a Diversity conference April 12-13, 2002, in Chaska, MN. The conference is titled Breaking Down Barriers III – No Limits: Reaching Out to Women with Physical Limitations

Through the Becoming an Outdoors-Woman program. “No Limits” will examine barriers and strategies to participation for outdoor recreation as experienced by women with physical disabilities.. During “Breaking Down Barriers III: No Limits”, participants will have an opportunity to share the barriers faced by themselves or those they work with in outdoor recreation. The conference includes a mini-BOW of three outdoor activities, featured speakers, and discussion/brainstorming session.

Because of budget and travel restrictions throughout the states, registration has been very low. As of April 1, there were only about 20 participants. However, about one third of the participants are from the desired target audience, so good input and valuable outcomes that will increase inclusive programming by the Becoming an Outdoors-Woman program and other agency efforts are expected.

Proceedings will be printed after the conference. They will be distributed to BOW coordinators and Agency Directors and will be available from Diane Lueck (dlueck@uniontel.net).

New Initiatives for This Working Group to Develop or Promote

Model State I&E Program--Joanna will work with Judy Stokes to see what might be done with this effort and regarding communications efforts within the IAFWA.

Other Items:

Mark Duda's Presentation on Responsive Management's Research for RBFF - "Hunters, Shooters, and Anglers—Encouraging Them to Recruit Others into Their Sport." Very briefly, this research had two objectives—to identify motivations and constraints regarding what people who ask others to participate in these sports think, and to test marketing messages. Sample sizes for the four groups surveyed (hunters, anglers, gun sport shooters, and bow sport shooters) were not particularly large, but results indicated things like: For those asked if they would go fishing, the #1 reason they said they would go is if they were asked by a child, #2 was if invited by a friend. Conversely, the #8 and #9 reasons were: participating in a fishing clinic or fishing lecture, respectively. The #1 reason to go hunting was if invited by a friend. There appears to be a 91-100% acceptance rate regarding such invitations, and 5-6 out of 10 people felt the resulting experiences were excellent. Additionally, the “recruited” users seem to continue to go out again sometimes or often. Tradition appears to be more important to hunters than anglers, however, both groups rate being with family and friends as very important and prime motivators for pursuing these sports. A take-home message, for instance, would be to run fishing ads featuring people, not big fish. Likewise, messages that imply a “goal” have less resonance than those that imply fun. One of Mark’s messages was that “Good programs mimic what’s really working out there—How things really happen.” The final report on this new survey is not yet out. Contact Mark for more information, (540) 432-1888; email mdduda@rica.net.

Other EO&D Business:

- The Diversity Issues Working Group discussed the need and potential for another Minority Outreach Conference. Funding was identified as a significant barrier to the idea. The group will seek to identify any formal groups that are primarily minorities in an effort to find funding. For further information contact Sally Guynn (304) 876-7395; email Sally_guynn@fws.gov.
- The Professional Education Issues Working Group is now chaired by Judy Stokes (603) 271-3211; email jstokes@wildlife.state.nh.us. Chris Chaffin is also a member.
- Doug Jeanneret of the newly renamed U.S. Sportsman’s Alliance (formerly the Wildlife Legislative Fund of America) reported on the organizations new “Trailblazer Adventure Program” developed and now being tested with IAFWA, IHEA, state wildlife agencies and the Boy Scouts of America. The program is designed to teach a youngster to shoot, hunt and fish—but will do so with a strong family involvement, generating support at home for the youth’s current and future participation. A second element of the program is called the Trail Master Program and it matches interested Scouts and their parents with “Trail Guides” for an entire year following their initial attendance at the Trailblazer Adventure Day. Contact Doug for more information.

-END OF TBW FALL 2003 ISSUE CONTENT-