COLLABORATION
BETTER TOGETHER

12th AREA Biennial Conference and Training
OCTOBER 23–27
SHEPHERDSTOWN, WEST VIRGINIA
In behalf of the executive board, welcome to the 2016 AREA Conference. This year’s conference provides quality professional development for more than 150 of our members in the field of aquatic resources education.

During the next few days, we hope you are:

■ **Inspired** by Dr. Nichols as he shares how being on, near, in, or around water makes us “happier, healthier, more connected, and better at what we do;”

■ **Humbled** as you learn how partners in industry, government, and volunteer organizations have conserved natural resources and engaged individuals across the country;

■ **Challenged** by research findings on participation rates and changing demographics; and

■ **Motivated** to return to your agency, organization, or business and with new ideas, resources, and networks to support the great work you all do each and every day to engage our publics.

So, join us as for the next few days as we explore opportunities for collaboration within and among organizations and agencies and look for ways to become “better together” at recruiting and retaining anglers and at developing stewards of our aquatic resources.

A special thank you to all those who have devoted time in addition to their “day job” to make this conference outstanding, and also to our presenters and sponsors—we couldn’t do it without you.

Sincerely,

**Barb Gigar,**
President

**Karen Marks,**
President-elect
Registration and Check-In (Commuter and Overnight Guests)

All visitors to NCTC need to present a photo id at the Security Gate.

All visitors must check in at the front desk in the Front Entry Building to pick up either a Visitor or Guest badge. Wear these on campus. Badges for overnight guests serve as your meal ticket in The Commons.

The AREA Conference Registration table is also located in the Front Entry Building. Registration is Saturday, 1 pm-8 pm, Sunday, 9 am-6 pm, and Monday 7 am - 8:30 am. If you arrive outside of these times, please first check in at the front desk, as an overnight guest or commuter, then pick up a registration packet at the AREA Registration Table and check your name off the list.

Check-in begins at 1 pm. Before 1 pm, early arrivals will be registered based on room availability. Luggage storage is available in the Entry/Auditorium Building. Check-out time is 12 noon.

AREA Planning Committee HQ

111-Instructional East (111-E) is home base for the conference planning committee.

Silent Auction

Thank you for donating your silent auction items and for bidding high-your contributions help fund students, the next generation of aquatic education stewards. Doug Darr is your Silent Auction contact. He says you can find him in the Dining Hall at each meal.

Mark your silent auction donations with your name and leave them at the AREA Registration table by Monday noon. Silent Auction items will be displayed in The Commons. The auction begins 5:30 pm Monday and ends Wednesday, promptly, at 1:15 pm.

Hospitality / Open Social

AREA offers evenings for informal social networking Monday and Wednesday evenings in the lounge of the Murie Lodge. Guest hours in the lodges begins at 10 pm. Thank you to our sponsor, DJ Case and Associates.

Camp Fire

NCTC’s camp fire is outside Instructional West (IW). Join the Archery Trade Association Tuesday evening for food, beverages, fire, and a good time! Thank you to our sponsor, the Archery Trade Association.

Important Contacts and Phone Numbers

Some cellular services work better than others at NCTC. We recommend you use the guest NCTC WiFi on campus and text when possible.

- AREA Conference Registration/Flight and Shuttle Information
  Ti Piper, tipiper@tipiper.com
  Carol Paterick, carolpaterick@gmail.com, 301-805-0784

- Exhibitors-Vendors-Sponsor Assistance
  Barb Gigar, barb.gigar@dnr.iowa.gov, 515-250-8848
  Doug Darr, doug.darr@dcnr.alabama.gov, 334-850-6128

- Silent Auction
  Doug Darr, doug.darr@dcnr.alabama.gov, 334-850-6128

- AREA’s NCTC Liaison
  Maria Parisi, maria_parisi@fws.gov, 304-283-6120

Helpful Tips

FISHING TIPS AROUND NCTC

The Potomac River, in addition to being the “Nation’s Waterway,” is also an excellent fishing venue. The National Conservation Training Center has river access along one of the best protected stretches of the river with the National Park Service’s C&O Canal National Park on the opposite bank. Bass, trout, and panfish are abundant in the river with the occasional walleye and even muskie taken out of this stretch. The closest access to the river can be found on a path beneath the wooden bridge at the Commons building while slightly wilder access can be found behind the Lab Building and at the Boat Landing. Either a WV or a MD license work on the Potomac and can be purchased at: https://www.wvhunt.com/ or http://www.wvdnr.gov/fishing/public_access.asp?county=Berkeley&type=Public+Access+Sites&point=P184. The NCTC Front Desk does have some light tackle for loan.

The Angler hotline at NCTC is Mark Madison, mark.madison@fws.gov or 304-876-7276.

There are also excellent fishing streams near NCTC including the Antietam Creek in MD and the Opequon Creek in WV. These offer classic trout streams with great natural beauty all within 10-15 miles of NCTC. For access information check out: http://dnr.maryland.gov/boating/Pages/boatramps.aspx or http://www.wvdr.gov/fishing/public_access.aspx?county=Berkeley&type=Public+Access+Sites&point=P184. The NCTC Front Desk does have some light tackle for loan.

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# AT-A-GLANCE

## AGENDA

### Saturday, October 22

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 pm – 8:00 pm</td>
<td>AREA Conference Registration</td>
<td>Front Entry</td>
</tr>
<tr>
<td>5:30 pm – 7:30 pm</td>
<td>Dinner</td>
<td>The Commons</td>
</tr>
<tr>
<td>6:00 pm</td>
<td>AREA shuttle from IAD to NCTC – arrives at NCTC at 8:00 pm</td>
<td></td>
</tr>
</tbody>
</table>

### Sunday, October 23

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 10:00 am</td>
<td>AREA Board Meeting</td>
<td>IE-205</td>
</tr>
<tr>
<td>9:00 am – 6:00 pm</td>
<td>Registration</td>
<td>Front Entry Building</td>
</tr>
<tr>
<td>10:30 am – 5:30 pm</td>
<td>Pre-Conference Training: Casting Deeper—R3 Model</td>
<td>Auditorium</td>
</tr>
<tr>
<td>12:30 pm – 1:30 pm</td>
<td>Lunch</td>
<td>The Commons</td>
</tr>
<tr>
<td>3:00 pm</td>
<td>AREA shuttle from IAD – arrives at NCTC at 5:00 pm</td>
<td></td>
</tr>
<tr>
<td>6:30 pm – 7:30 pm</td>
<td>Dinner Honoring New Members – All Welcome</td>
<td>The Commons</td>
</tr>
<tr>
<td>6:30 pm</td>
<td>AREA shuttle from IAD – arrives at NCTC at 8:30 pm</td>
<td></td>
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### Monday, October 24

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 am – 8:15 am</td>
<td>Breakfast</td>
<td>The Commons</td>
</tr>
<tr>
<td>7:00 am – 8:30 am</td>
<td>AREA Conference Registration</td>
<td>Front Entry Building</td>
</tr>
<tr>
<td>8:30 am – 9:15 am</td>
<td>Opening and Welcome</td>
<td>Auditorium</td>
</tr>
<tr>
<td>9:15 am – 9:35 am</td>
<td>Keeping Partnerships, Missions and Messages Relevant in a Changing World</td>
<td>Auditorium</td>
</tr>
<tr>
<td>10:20 am – 10:40 am</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>10:40 am – 11:25 am</td>
<td>Boy Scouts of America Certified Angling Instructor Program</td>
<td>Auditorium</td>
</tr>
<tr>
<td>11:25 am – 11:45 am</td>
<td>Guest Speaker, Stephanie Hussey, Recreational Boating and Fishing Foundation</td>
<td>Auditorium</td>
</tr>
<tr>
<td>12:00 pm – 1:00 pm</td>
<td>Lunch</td>
<td>The Commons</td>
</tr>
<tr>
<td>12:00 pm – 1:00 pm</td>
<td>Exhibits Open</td>
<td>The Commons</td>
</tr>
<tr>
<td>1:15 pm – 1:35 pm</td>
<td>USFWS WSFR Federal Aid Update</td>
<td>Auditorium</td>
</tr>
<tr>
<td>1:35 pm – 2:15 pm</td>
<td>AREA Membership Meeting</td>
<td>Auditorium</td>
</tr>
<tr>
<td>2:30 pm – 3:15 pm</td>
<td>Concurrent Session 1</td>
<td>Locations vary, see details</td>
</tr>
<tr>
<td>3:30 pm – 4:15 pm</td>
<td>Concurrent Session 2</td>
<td>Locations vary, see details</td>
</tr>
<tr>
<td>4:30 pm – 5:15 pm</td>
<td>Concurrent Session 3</td>
<td>Locations vary, see details</td>
</tr>
<tr>
<td>5:30 pm</td>
<td>Silent Auction Opens</td>
<td>The Commons</td>
</tr>
<tr>
<td>5:30 pm – 7:00 pm</td>
<td>Exhibits Open</td>
<td>The Commons</td>
</tr>
<tr>
<td>5:30 pm – 7:00 pm</td>
<td>Dinner</td>
<td>The Commons</td>
</tr>
<tr>
<td>6:00 pm</td>
<td>Optional Evening Archery sign-up at Registration</td>
<td>Gymnasium</td>
</tr>
<tr>
<td>8:00 pm – 10:00 pm</td>
<td>Open Social</td>
<td>Murie Lodge</td>
</tr>
</tbody>
</table>

### Tuesday, October 25

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 am – 8:15 am</td>
<td>Breakfast</td>
<td>The Commons</td>
</tr>
<tr>
<td>8:30 am – 8:40 am</td>
<td>Welcome</td>
<td>Auditorium</td>
</tr>
<tr>
<td>8:40 am – 9:40 am</td>
<td>Keynote Panel with Bill Klyn and John Land Le Coq</td>
<td>Auditorium</td>
</tr>
<tr>
<td>9:40 am – 10:00 am</td>
<td>Guest Speaker: Glenn Hughes, American Sportfishing Association</td>
<td>The Auditorium</td>
</tr>
<tr>
<td>10:00 am – 10:20 am</td>
<td>USFWS Education Resources and Updates</td>
<td>Auditorium</td>
</tr>
<tr>
<td>10:20 am – 10:40 am</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>10:40 am – 11:40 am</td>
<td>Panel Discussion: The New Face of America—Impacts and Opportunities</td>
<td>Auditorium</td>
</tr>
<tr>
<td>11:40 am – 12:40 pm</td>
<td>Exhibits Open</td>
<td>The Commons</td>
</tr>
<tr>
<td>12:15 pm – 1:15 pm</td>
<td>Lunch</td>
<td>The Commons</td>
</tr>
<tr>
<td>1:30 pm – 6:30 pm</td>
<td>Action Labs</td>
<td>offsite labs leave Front Entry at 1:30 pm, ending times vary</td>
</tr>
<tr>
<td>5:30 pm – 7:30 pm</td>
<td>Dinner</td>
<td>The Commons</td>
</tr>
<tr>
<td>6:30 pm – 7:00 pm</td>
<td>NCTC Science Lab Tour</td>
<td>Science Laboratory Building</td>
</tr>
<tr>
<td>7:00 – 7:30 pm</td>
<td>NCTC Resources for Outreach, Communications, and Social Media</td>
<td>IE-107</td>
</tr>
<tr>
<td>8:00 pm – 10:00 pm</td>
<td>Campfire</td>
<td>Outside Instructional West</td>
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### Wednesday, October 26

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 am – 7:45 am</td>
<td>Breakfast</td>
<td>The Commons</td>
</tr>
<tr>
<td>8:00 am – 8:10 am</td>
<td>Welcome</td>
<td>Auditorium</td>
</tr>
<tr>
<td>8:10 am – 8:40 am</td>
<td>Aquatic WILD Overview</td>
<td>Auditorium</td>
</tr>
<tr>
<td>8:40 am – 9:00 am</td>
<td>Guest Speaker: Robert Tiller, Flip Reel by Squiddies</td>
<td>Auditorium</td>
</tr>
<tr>
<td>9:15 am – 10:00 am</td>
<td>Regional Meetings</td>
<td>Instructional East and West</td>
</tr>
<tr>
<td>10:15 am – 12:00 pm</td>
<td>Round Table Discussions with Break</td>
<td>Gymnasium</td>
</tr>
<tr>
<td>12:00 pm – 1:15 pm</td>
<td>Lunch</td>
<td>The Commons</td>
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<tr>
<td>12:00 pm – 1:15 pm</td>
<td>Exhibits Open</td>
<td>The Commons</td>
</tr>
<tr>
<td>1:15 pm</td>
<td>Silent Auction Closes</td>
<td></td>
</tr>
<tr>
<td>1:00 pm – 6:00 pm</td>
<td>Action Labs</td>
<td>Start and end times vary, offsite labs leave Front Entry at 1:30 pm</td>
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<tr>
<td>6:30 pm – 8:30 pm</td>
<td>Banquet and Awards Ceremony</td>
<td>The Commons</td>
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<tr>
<td>8:30 pm – 9:30 pm</td>
<td>Pick up silent auction items</td>
<td>The Commons</td>
</tr>
<tr>
<td>8:30 pm – 10:00 pm</td>
<td>Open Social</td>
<td>Murie Lodge</td>
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### Thursday, October 27

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 am – 9:00 am</td>
<td>Breakfast – hot food until 8:30 am</td>
<td>The Commons</td>
</tr>
<tr>
<td>7:00 am</td>
<td>AREA shuttle from NCTC (arrives at IAD at 9 am)</td>
<td>Murie Lodge</td>
</tr>
<tr>
<td>8:30 am – 4:30 pm</td>
<td>Optional Field Trips</td>
<td></td>
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<tr>
<td>11:30 am – 1:30 pm</td>
<td>Lunch – hot food until 1 pm</td>
<td>The Commons</td>
</tr>
<tr>
<td>5:30 pm – 7:30 pm</td>
<td>Dinner</td>
<td>The Commons</td>
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### Friday, October 28

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>6:30 am – 9:00 am</td>
<td>Breakfast – hot food until 8:30 am</td>
<td>The Commons</td>
</tr>
<tr>
<td>7:00 am</td>
<td>AREA shuttle from NCTC (arrives at IAD at 9 am)</td>
<td>Murie Lodge</td>
</tr>
</tbody>
</table>
AGENDA
SATURDAY, OCTOBER 22

1:00 pm – 8:00 pm  AREA conference registration  Front Entry
5:30 pm – 7:30 pm  Dinner  The Commons
6:00 pm  AREA shuttle from IAD to NCTC  arrives at NCTC at 8:00 pm

AGENDA
SUNDAY, OCTOBER 23

8:00 am – 10:00 am  AREA Board Meeting  E-205
9:00 am – 6:00 pm  Registration  Front Entry Building
10:30 am – 5:30 pm  Pre-Conference Training: Casting Deeper—R3 Model  Auditorium
12:30 pm – 1:30 pm  Lunch  The Commons
3:00 pm  AREA shuttle from IAD  arrives at NCTC at 5:00 pm
6:30 pm – 7:30 pm  Dinner Honoring New Members – All Welcome  The Commons
6:30 pm  AREA shuttle from IAD  arrives at NCTC at 8:30 pm

CASTING DEEPER—R3 MODEL
The 2016 AREA Conference will host a one-of-a-kind workshop that will roll-out the latest thinking and recommendations regarding angler recruitment, retention and reactivation (R3). Last year, AREA and the Recreational Boating & Fishing Foundation (RBFF) teamed up to develop and compile a comprehensive body of knowledge that could inform agencies, NGOs, and the fishing industry on the threats facing angler R3 and begin identifying the best ways to address them. This project pulled together a working group of state agency education and marketing staff deeply vested in the future of fishing to develop resources that you, as an angler R3 administrator, can use to become more effective in securing fishing’s role in the American culture. This workshop will walk participants through the discoveries, challenges, opportunities and recommendations that have emerged over the past months, and present ideas that you can take back to your agency or organization to get the most bang for your buck from R3 efforts.

Matt Dunfee has been with the Wildlife Management Institute since 2006. He has worked on numerous projects related to North American wildlife conservation, private lands programs, and hunting heritage. Matt has spear-headed development of the Outdoor Recreation Adoption Model and the Hunting and Shooting Sports Recruitment, Retention and Reactivation Action Plan. Previous to his work with WMI, Matt worked as a program coordinator for the Center for Environmental Management on Military Lands and research associate with the National Park Service’s Bison Management Working Group. He received his B.S. in Fish, Wildlife, and Conservation Biology from Colorado State University. Bob Byrne, Bob Byrne Consulting, will assist Matt.
MONDAY, OCTOBER 24

8:00 am – 10:00 pm
Optional Evening: Archery (sign-up at Registration)
Gymnasium

6:00 pm – 8:00 pm
Featured Speaker: Wallace “J.” Nichols, The Blue Mind
Auditorium

11:25 am – 11:45 am
Guest Speaker, Stephanie Hussey, Recreational Boating and Fishing Foundation

1:35 pm – 2:15 pm
AREA Membership Meeting
Auditorium

2:30 pm – 3:15 pm
USFWS WSFR Federal Aid Update
Auditorium

3:30 pm – 4:15 pm
Concurrent Session 2
Locations vary, see details

4:30 pm – 5:15 pm
Silent Auction Opens
The Commons

5:30 pm – 7:00 pm
Silent Auction Opens
The Commons

5:30 pm – 7:00 pm
Dinner
The Commons

6:00 pm – 8:00 pm
Optional Evening: Archery (sign-up at Registration)
Gymnasium

8:00 pm – 10:00 pm
Open Social
Murie Lodge

10:40 am – 11:25 am
Boy Scouts of America Certified Angling Instructor Program
Auditorium

9:15 am – 9:35 am
Keeping Partnerships, Missions and Messages Relevant in a Changing World
Auditorium

AGENDA

8:00 am – 10:00 pm
Breakfast
The Commons

7:00 am – 8:30 am
AREA Conference Registration
Front Entry Building

8:30 am – 9:15 pm
Opening and Welcome
Auditorium

9:15 am – 9:35 am
Keeping Partnerships, Missions and Messages Relevant in a Changing World
Auditorium

9:35 am – 10:20 am
Featured Speaker: Wallace “J.” Nichols, The Blue Mind
Auditorium

10:20 am – 10:40 am
Break

6:00 pm – 8:00 pm
Exhibits Open
The Commons

5:30 pm – 7:00 pm
Concurrent Session 1
Locations vary, see details

3:30 pm – 4:15 pm
Concurrent Session 2
Locations vary, see details

4:30 pm – 5:15 pm
Concurrent Session 3
Locations vary, see details

5:30 pm – 6:30 pm
Lunch
The Commons

6:30 am – 8:15 am
Breakfast
The Commons

7:00 am – 8:30 am
AREA Conference Registration
Front Entry Building

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Opening and Welcome
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12:00 pm – 1:00 pm
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The Commons

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Exhibits Open
The Commons

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USFWS WSFR Federal Aid Update
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Concurrent Session 3
Locations vary, see details

5:30 pm
Silent Auction Opens
The Commons

5:30 pm – 7:00 pm
Exhibits Open
The Commons

5:30 pm – 7:00 pm
Dinner
The Commons

6:00 pm – 8:00 pm
Optional Evening: Archery (sign-up at Registration)
Gymnasium

8:00 pm – 10:00 pm
Open Social
Murie Lodge

David Hoskins, Assistant Director for the USFWS Fish and Aquatic Conservation Program (FAC) oversees policy direction and management of the National Fish Hatchery System, fish health and fish technology centers, aquatic invasive species, and habitat restoration programs. The FAC encompasses more than 700 employees in 65 Fish and Wildlife Conservation Offices, 70 National Fish Hatcheries, 9 Fish Health Centers, 7 Fish Technology Centers and a Historic National Fish Hatchery.

David has extensive experience in wildlife conservation law, policy, and advocacy acquired through leadership positions in this field over the three decades, most recently as Executive Director of the Izak Walton League of America.

BOY SCOUTS OF AMERICA CERTIFIED ANGLING INSTRUCTOR (CAI) OVERVIEW

Hear an overview and about the impact of the Certified Angling Instructor Program within the BSA. The new Angling Education Program for state, federal, and community angler educators who collaborate with the BSA fishing initiative will be introduced.

Bill Pepito is a member of the BSA National Fishing Task Force, Cub Scout Fishing Emphasis. He is a Certified Angling Educator with BSA, International Game Fish Association, and Project Fish and was the Lead Instructor for the Wisconsin SIRN Angling Education Program. He has presented in the last AREA Conference and Outdoor Conferences and is the National Staff Instructor and Examiner for the Certified Angling Instructor Program. Bill has written numerous fishing modules, and training for BSA. Bill lives in Hernando, FL with his wife Sharon.

Ben Jelsema is the Chairman of the BSA National Fishing Committee and co-author of the Fishing and Fly Fishing Merit Badge Booklet. Ben is one of the key creators of the Certified Angling Instructor’s Program which now has over 500 certified instructors throughout the United States. He has chaired the fishing program at every National Jamboree since 1977 and responsible for staffing all high adventure camps and events for the BSA. Among his many awards, Ben is the recipient of the Gold Hornaday Award for Conservation. Ben lives in Clermont, FL with his wife Faith.

KEEPING PARTNERSHIPS, MISSIONS AND MESSAGES RELEVANT IN A CHANGING WORLD

Paul Rauch, Assistant Director of the Wildlife and Sport Fish Restoration Program, USFWS

Have you ever heard “in order for us to continue having the resources to address our mission, we must recognize and adapt to societal changes in a way that ensures our work is relevant to the public”? Our world, and our workforce, is rapidly changing. We need to do something—we update websites, social media, and start blogs. It makes us feel better, but are we more relevant? Paul will discuss key questions when considering ways of making our organizations or causes more relevant, and how lessons from the business world about the importance of brand identity and relevance can answer these questions.

Christina Milloy, National Lead for Sport Fish Restoration Program and Aquatic Education, WSFR HQ

Christy Vigfusson, Chief, Programs Branch, WSFR HQ

David Hoskins, Assistant Director for the USFWS Fish and Aquatic Conservation Program (FAC) oversees policy direction and management of the National Fish Hatchery System, fish health and fish technology centers, aquatic invasive species, and habitat restoration programs. The FAC encompasses more than 700 employees in 65 Fish and Wildlife Conservation Offices, 70 National Fish Hatcheries, 9 Fish Health Centers, 7 Fish Technology Centers and a Historic National Fish Hatchery.

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####USFWS FEDERAL AID UPDATE

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Christy Vigfusson, Chief, Programs Branch, WSFR HQ

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David has extensive experience in wildlife conservation law, policy, and advocacy acquired through leadership positions in this field over the three decades, most recently as Executive Director of the Izak Walton League of America.

####BOY SCOUTS OF AMERICA CERTIFIED ANGLING INSTRUCTOR (CAI) OVERVIEW

Hear an overview and about the impact of the Certified Angling Instructor Program within the BSA. The new Angling Education Program for state, federal, and community angler educators who collaborate with the BSA fishing initiative will be introduced.

Bill Pepito is a member of the BSA National Fishing Task Force, Cub Scout Fishing Emphasis. He is a Certified Angling Educator with BSA, International Game Fish Association, and Project Fish and was the Lead Instructor for the Wisconsin SIRN Angling Education Program. He has presented in the last AREA Conference and Outdoor Conferences and is the National Staff Instructor and Examiner for the Certified Angling Instructor Program. Bill has written numerous fishing modules, and training for BSA. Bill lives in Hernando, FL with his wife Sharon.

Ben Jelsema is the Chairman of the BSA National Fishing Committee and co-author of the Fishing and Fly Fishing Merit Badge Booklet. Ben is one of the key creators of the Certified Angling Instructor’s Program which now has over 500 certified instructors throughout the United States. He has chaired the fishing program at every National Jamboree since 1977 and responsible for staffing all high adventure camps and events for the BSA. Among his many awards, Ben is the recipient of the Gold Hornaday Award for Conservation. Ben lives in Clermont, FL with his wife Faith.

KEEPING PARTNERSHIPS, MISSIONS AND MESSAGES RELEVANT IN A CHANGING WORLD

Paul Rauch, Assistant Director of the Wildlife and Sport Fish Restoration Program, USFWS

Have you ever heard “in order for us to continue having the resources to address our mission, we must recognize and adapt to societal changes in a way that ensures our work is relevant to the public”? Our world, and our workforce, is rapidly changing. We need to do something—we update websites, social media, and start blogs. It makes us feel better, but are we more relevant? Paul will discuss key questions when considering ways of making our organizations or causes more relevant, and how lessons from the business world about the importance of brand identity and relevance can answer these questions.

Christina Milloy, National Lead for Sport Fish Restoration Program and Aquatic Education, WSFR HQ

Christy Vigfusson, Chief, Programs Branch, WSFR HQ

David Hoskins, Assistant Director for the USFWS Fish and Aquatic Conservation Program (FAC) oversees policy direction and management of the National Fish Hatchery System, fish health and fish technology centers, aquatic invasive species, and habitat restoration programs. The FAC encompasses more than 700 employees in 65 Fish and Wildlife Conservation Offices, 70 National Fish Hatcheries, 9 Fish Health Centers, 7 Fish Technology Centers and a Historic National Fish Hatchery.

David has extensive experience in wildlife conservation law, policy, and advocacy acquired through leadership positions in this field over the three decades, most recently as Executive Director of the Izak Walton League of America.
CONCURRENT SESSIONS  2:30 PM – 5:15 PM
MONDAY, OCTOBER 24

STRAND A.  PARTNERS: BETTER TOGETHER (114-IE)

CREATING NEW ANGLERS THROUGH FUTURE ANGLER FOUNDATION PARTNERSHIPS (114-IE)
Robert “Nick” Schmal, Executive Director – Future Angler Foundation (WI)

Learn how you can partner with National Professional Angler Association (NPAA) members in your community with the help of Future Angler Foundation (FAF), a non-profit membership organization dedicated to growing the sport of recreational fishing through education and outreach. The educational component is critical for the future of the sport because equipment alone will not catch fish or provide the knowledge to sustain aquatic conservation support.

Nick Schmal retired from the USDA Forest Service in 2015 as a regional fishery program leader following a 36-year career. He became Executive Director, Future Angler Foundation. Nick holds a Ph.D. in Rangeland Ecology and Watershed Management, and M.S. and B.S. degrees in fisheries science and water resource management from University of Wisconsin-Stevens Point. He worked on a myriad of fisheries (habitat-related) projects during his tenure with state and federal agencies, including John G. Shedd Aquarium, National Fish and Wildlife Foundation, American Fisheries Society, American Rivers, Mississippi River Basin Aquatic Nuisance Species Regional Panel, Trout Unlimited, Mississippi River National Museum and Aquarium, Discovery World, National Professional Anglers Association and Wildlife Forever.

OUTDOOR ADVENTURES – FISHING AS A PE COURSE (114-IE)
Scot McClure, Education Coordinator – Outdoor Adventures/Dallas Ecological Foundation (TX)

The Outdoor Adventures program is taught in over 275 schools in 14 states reaching over 27,500 students annually. As a P.E. credited course, secondary school youth are introduced to angling. Casting, baits, tackle, aquatic habitats, ethics and regulations are taught to public school students who have never been introduced to angling. Learn how to get Outdoor Adventures started in your area. Outdoor Adventures can be taught in any secondary school across the country.

Scot McClure has been with the Dallas Ecological Foundation since 2007. His primary role is the Outdoor Adventures Education Program. He has 18 years of secondary school teaching experience in Cappell and Argyle, TX. Scot is married to Stephanie McClure, and they have two daughters, Bailey 21 (Texas A&M) and Berkley 17.

ANGLING FOR PARTNERSHIPS, PRO-STAFFERS AND PARTICIPATION (114-IE)
Edward Shaw, Park Interpreter – Carl T. Johnson Hunting and Fishing Center, Michigan DNR

Michigan’s new Outdoor Skills Academy (OSA) rewards qualified volunteer instructors with “pro-staff designation” while taking the load off your staff. In addition, offering clinics to your state with volunteer pro-staffers has increased interest and participation in angling and other outdoor topics. This session will highlight new acquired partners, pro-staff designation, and the successful OSA model.

Edward Shaw is the Park Interpreter at the Carl T. Johnson Hunting and Fishing Center and creator of the Outdoor Skills Academy. He has worked with the DNR Fisheries and Wildlife Divisions on a variety of research projects. He received his B.S. in Fisheries and Wildlife Management from Lake Superior State University, and he has received the Michigan MWFTE Educator of the Year Award and the Michigan Association for Environmental Science and Outdoor Education Appreciation Award.

INVASIVE MONSTERS OF THE DEEP (158-1W, Aquatics Lab, Science Lab Building)
Kevin Frailey, Education Services Manager – Michigan DNR

Long before there was an interest in the Walking Dead, Michigan was fending off an invasion of live, swimming, flesh-eating monsters, and still is. Come see one of the live, captured monsters and learn how it changed the Great Lakes ecosystem forever. Then learn an activity that connects teachers, and their students, to their aquatic resources and the threat of invasive species. There is no better critter to stir interest in invasive species than Michigan’s Monster of the Deep, the sea lamprey.

Kevin Frailey is the Education Services Manager for the Michigan DNR. He has been involved in natural resources education for more than 30 years and has previously directed programs at Idaho Fish and Game and the Michigan United Conservation Clubs. Kevin chaired the 2014 AREA Conference Committee and recently chaired the education workshops and public engagement committee for the 2016 Midwest Fish and Wildlife Conference.

AT THE COUNT OF FOUR, CAST—FOUR STEPS TO CONNECT SCIENCE AND SOCIAL STUDY SUBJECTS WITH PHYSICAL EDUCATION (158-1W)
Vilmarie Román Padró, Biologist – Puerto Rico Department of Natural and Environmental Resources;

Gain an appreciation of how these two multi-cultural programs approach aquatic education. “At the count of four, CAST” promotes fishing as a recreational activity in schools. It connects Aquatic WILD, teacher sport fishing workshops, student fishing clinics, and inter-school fishing tournaments.

Pono Fishing—Creating More Sustainable Fisherman Using Hawaiian Values (158-1W)
Katie Nalesere, Education Specialist – Division of Aquatic Resources, Hawai’i DNR

In Hawaiian culture, ‘pono’ is a powerful word. It means morality, proper, fair, goodness, to no harm. With fishing ingrained in the daily fabric of life, the goal of the Pono Fishing Program is to engage active fishermen in learning about and caring for the resource. The presenters will provide an overview of this unique program and some of the collaborative activities and materials that have been developed.

Katie Nalesere is the Education Specialist for Hawai’i’s Department of Land and Natural Resources, Division of Aquatic Resources. She runs aquatic education programs with schools, youth programs, and community groups across the island of Kauai.
rebelFIN is the new name in fishing, and the only name you need to know for custom labeled bobbers for all of your promotional needs.

**MAKING MEMORIES FOR GENERATIONS**

**BOBBERS**

GOT FLAT FISH? GET YOURS AT MIGRATION STATION/AQUATIC INTERPRETATION THROUGH GEOCACHING (154-IW)

Catherine Gatenby, Ph.D. Biologist/Communications – USFWS (NY); Katrina Mueller, Ph.D. Fisheries Outreach Coordinator – USFWS (AK); Dan Spencer, Outreach Coordinator – USFWS (WA)

Learn about two innovative aquatic education programs. World Fish Migration Day is a global initiative to create awareness and understanding on the importance of open rivers and migratory fish. We created a fun and easy way for kids, teachers, and anyone to learn about migratory fishes by playing “Flat Fish Migration” – modeled after the worldwide “Flat Stanley” literacy project. Our goal is to help educate our kids on cool migratory fishes and to foster a conservation community around restoring rivers.

Aquatic Interpretation through Geocaching is conservation science, public outreach, and The Amazing Race all wrapped up in one. The Western Washington Fish & Wildlife Conservation Office (USFWS) designed and implemented two geocaching challenges which require participants to answer fisheries themed questions (using links and kiosks) in order to obtain the final coordinates to each cache of the challenge (6-9 caches per challenge).

Catherine Gatenby is an expert on freshwater mussels and their habitats. She built an endangered freshwater mussel recovery program for the USFWS, and she developed propagation technology for over 20 species. Her passions have always been inspiring others and raising awareness on the value of healthy aquatic places. Catherine conducts communications and outreach for the Northeast Region Fish and Aquatic Conservation Program, USFWS.

Katrina Liebich (Mueller) is the Alaska Fisheries Outreach Coordinator, USFWS. She also worked with Project SHARE to restore habitat connectivity and fish passage in Maine. For her Ph.D. dissertation, from Michigan State University, she explored the linkages between sense of place and public motivation to act on behalf of native diadromous fish. She is interested in figuring out creative ways to motivate a broader segment of society to care about fish and act on their behalf.

Dan Spencer has been the outreach coordinator for the Western Washington Fish & Wildlife Conservation office, USFWS, since 2010. He has developed a diversity of programming including the Youth Fisheries Academy, Salmon in the Classroom, and the Kokanee Quest Geocaching Challenge. Dan graduated from the University of Montana in 2001 and spent the following nine years in Alaska as a fisheries scientist and educator.

INTEGRATING MAGIC INTO AQUATIC RESOURCE EDUCATION (154-IW)

Jason Goldberg, Fish and Wildlife Biologist – USFWS (WA)

Can magic be used as an effective tool for aquatic resource education? As someone with 16 years of experience as a biologist and 15 years of experience as a magician, I answer with a resounding, “Yes!” While many people think of magic as something only for the glitzy stage of Las Vegas or for the odd uncle at Thanksgiving, magic can serve a broader purpose as a powerful storytelling platform to draw attention to and foster discussion about messages educators and outreach professionals wish to convey about aquatic resources. Using the Smithsonian’s Sant Ocean Hall as a case study and drawing on my experience in museum theater, I will describe—using a combination of discussion and performance—the evolution of my magic act to meet the Smithsonian’s needs.

**CONCURRENT SESSIONS**

**MONDAY, OCTOBER 24**

**2:30 PM – 5:15 PM**

**STRAND C. OUTSIDE THE TACKLE BOX (154-IW)**

**GOT FLAT FISH? GET YOURS AT MIGRATION STATION/AQUATIC INTERPRETATION THROUGH GEOCACHING (154-IW)**

**Catherine Gatenby, Ph.D. Biologist/Communications – USFWS (NY); Katrina Mueller, Ph.D. Fisheries Outreach Coordinator – USFWS (AK); Dan Spencer, Outreach Coordinator – USFWS (WA)**

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**CONNECTING PEOPLE TO RIVERS THROUGH SNORKELING (154-IW)**

**Keith Williams, Executive Director – NorthBay Education Foundation (MD)**

The underwater world of our rivers and streams is unexpected, unnoticed, and amazing! Getting people to experience this incredible world that is hidden from view establishes powerful connections between people and rivers. This presentation will share the underwater world of our rivers and streams with participants. It will also provide an overview of the U.S. Forest Service Snorkeling Toolkit that shows how to establish a river snorkeling program to include gear selection and...
sources, staff training, program logistics including pre-trip preparation, snorkeling-related curriculum that encourages school involvement, and how to run the actual snorkeling event.

Keith Williams is the founding Director of Education, now Executive Director at NorthBay, an outdoor education program based in northeastern Maryland. He has a B.S. in Environmental Biology and an M.S. in Ecological Teaching and Learning from the Lesley University Audubon Expedition Institute. Keith has extensively snorkiled rivers in the eastern US, has developed river snorkeling-based science curriculum, and established river snorkeling programs for non-profits and the U.S. Forest Service. He has led thousands of people on river snorkeling adventures, and his first book on river snorkeling—Snorkelhead: Adventure in Creek Snorkeling—came out in June.

CREATING AND AIRING PUBLIC SERVICE ANNOUNCEMENTS FOR TELEVISION (160-IW)

Randy Honebrink, Education Coordinator Division of Aquatic Resources, Hawai’i DNR

Hawai’i has been producing and airing 30-second television PSAs for over 20 years, reaching vast numbers of people with conservation messages. This presentation covers the process from general concept to production and airing, including how to evaluate proposals from stations. We hope reps from other states will bring in samples of TV and radio PSAs, and this will be a show-and-tell session.

RANDY HONEBRINK

Randy Honebrink has been Hawai’i’s aquatic resources education coordinator for 28 years and has been involved with AREA since its inception. Most of that time, he has served as AREA’s Pacific regional representative. Raised in Minnesota (favorite fish is still walleye), he has an M.S. in marine biology from the University of Hawai’i. He oversees four education specialists statewide.

ACTIVITIES THAT CONNECT STUDENTS TO YOUR AGENCY’S MISSION (160-IW)

Natalie Elkins, Education Specialist – Michigan DNR

Experienced several of the Association of Fish and Wildlife Agencies’ Conservation Tool Kit activities, and chat with peers about how they can be used best to enhance aquatic education programs—while meeting the mission and goals of your agency. They are FREE, and they are engaging, and they reflect the work of real-world biologists and the decisions they make.

Natalie Elkins is the K-12 Education Specialist for the Michigan Department of Natural Resources in Lansing, MI. Prior to this she worked for the DNR’s Michigan State Parks as both the Training Officer and the Marketing and PR Coordinator. She earned her Bachelor of Science degree in Fisheries and her Master of Science degree in Park, Recreation, and Tourism Resources-Environmental Education from Michigan State University.

STRAND D.

HOOKE ON COMMUNICATION (160-IW)

ENTERING AQUATIC EDUCATION PROJECTS INTO TRACS (160-IW)

Fabian Romero, Fish and Wildlife Biologist – WSFR Division, USFWS (MN)

TRACS—Everything you ever wanted to know, but were afraid to ask. TRACS (Tracking and Reporting on Actions for the Conservation of Species) is the USFWS’ system to capture accomplishments resulting from WSFR-funded activities. Discover why we have TRACS, what TRACS is, and how TRACS works. Explore an aquatic education grant, project statement, and performance report, and learn how to write an efficient and effective SFR grant project statement for your program.

Fabian Romero is a Fish and Wildlife Biologist with USFWS. He has been with the service for 36 years; 26 of those with WSFR. He administers Wildlife Restoration, Hunter Education, State Wildlife Grants, and Aquatic Education Grants in Region 3 (Midwest states.) He enjoys hunting, fishing, soccer, volleyball, reading, and playing the guitar. He is married with two boys ages 18 and 24.

MONDAY EVENING

ARCHERY

(6—8 pm, Gymnasium)

Come out and try your hand at Archery. Learn about how USFWS is incorporating Conservation Education into their Archery Programs. Participants will learn about Invasive Species and Wildlife and Sportfish Restoration while having some fun.

MONDAY, OCTOBER 24

CONCURRENT SESSIONS 2:30 PM – 5:15 PM

MONDAY EVENING

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(6—8 pm, Gymnasium)

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- Exceptional Made in USA Fly Rods starting under $200 -
- All Fly Rods carry a Limited Lifetime Warranty -
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www.8riversflyrods.com
International Fishing Business Manager. Bill’s colorful work history began as an adolescent fly fisher in Patagonia, Arizona. Next, he worked at the National Outdoor Leadership School, was part owner of a Jackson Hole fishing and outdoor business, and served as sales manager for Simms Fishing Products. Bill joined Patagonia and served in several capacities for the 26 years, finally, as their Patagonia and served in several capacities for the 26 years, finally, as their USFWS Education Resources and Updates Auditorium. Bill joined Fishpond, a Jackson Hole fishing and outdoor business, and served as sales manager of the most respected brands of fly fishing accessory products. See examples of his commercial photography on 6 continents.

John lives on the western slope of Colorado on a working ranch nestled under the majestic Gore Range, which he shares with his two beautiful daughters.

FISH AND AQUATIC CONSERVATION, WE DO AQUATIC EDUCATION PROGRAMS, TOO! (USFWS)

Denise Wagner, Education Coordinator, Fish and Aquatic Conservation, USFWS

With co-presenters Katrina Liebich (Mueller), Fisheries Outreach Coordinator, Connie Young-Dubovsky, Fish Biologist/Regional Fisheries Outreach Coordinator, Catherine Gatenby, Biologist/Communications Coordinator Northeast Region Fish and Aquatic Conservation, and Maria Painter, Environmental Education/Outreach Specialist

American demographics have changed. Does the face of fishing (and outdoor recreation as a whole) reflect these changes? What do changing demographics mean for the future of fishing as an American pastime? For the conservation of our aquatic resources? This session will provide a brief look at some of the trends, how they impact fishing, and some efforts to address gaps in outreach and education to these expanding audiences to assure the future of fishing and aquatic resource conservation.

John has 30 years of experience shooting commercial photographic on 6 continents. He is a founding partner of Case Logic, Inc. one of the corporate world’s leading brands of music, photo and storage accessory products. See examples of his work at www.lecoqphoto.com. John is founder and CEO of Fishpond, Inc., one of the most respected brands of fly fishing and outdoor gear. John designs each product handles all creative design and development. Fishpond is a certified B Corp that advocates for healthy habitat, clean water, and open lands for species. As CEO of Fishpond, John is using the brand strength to help open doors into the sphere of habitat protection.

Frank Peterson joined the RBFF as President and CEO in 2007. He uses his organizational and marketing skills to increase participation in boating and fishing. In 2006, Frank led the re-branding of RBFF’s Take Me Fishing™ campaign and website, TakeMeFishing.org, transforming it into a popular, interactive, content-rich site. He led the development of RBFF’s highly successful State Marketing Programs, and spearheaded the fishing and boating industry’s first-ever Hispanic campaign and website, Vamos A Pescar™ and VamosAPescar.org. Frank has also been instrumental in expanding RBFF’s digital tools to keep up with consumer technology.

PANEL DISCUSSION: THE NEW FACE OF AMERICA—IMPACTS AND OPPORTUNITIES

Glenn is ASA’s Vice President of Industry Relations. He works closely with the Government Affairs team to ensure the industry remains strong and that we collectively have clean water, abundant fisheries, and access to both. His responsibilities include leading the staff that produces the recreational fishing industry’s trade show as well as membership, communications, and angler advocacy. Previously, Glenn spent more than 20 years as VP/Group Publisher of the Bonnier Marine Group. He graduated from Pennsylvania State University. A lifelong fisherman and boating enthusiast, Glenn grew up fishing and boating in the freshwater lakes of the Poconos of Pennsylvania and the salt waters off South Jersey. Today, Glenn and his wife enjoy coastal living in Annapolis, Md., while his son lives in Florida.

Cynthia Martinez, Chief, National Wildlife Refuge System, USFWS

Cynthia Martinez, Chief, National Wildlife Refuge System (NWRS), joined the Service in the 1990s. She started her USFWS career as a contaminants biologist. She has served in various positions including fisheries biologist, refuge manager, visitor services and communication chief, and NWRS Deputy Chief. In the latter role, she led implementation of the Service’s Conserving the Future vision and one of its major initiatives, the Service’s Urban Wildlife Conservation Program.

Glenn Hughes, American Sportfishing Association (ASA)

Glenn spent more than 20 years as VP/Group Publisher of the Bonnier Marine Group. He graduated from Pennsylvania State University. A lifelong fisherman and boating enthusiast, Glenn grew up fishing and boating in the freshwater lakes of the Poconos of Pennsylvania and the salt waters off South Jersey. Today, Glenn and his wife enjoy coastal living in Annapolis, Md., while his son lives in Florida.

John Le Coq

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American Sportfishing Association

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18 19

ACTION LABS
TUESDAY, OCTOBER 25

Other than fishing licenses as noted, your conference registration covers costs for Tuesday-Wednesday Action Labs. Transportation is provided as needed, and the time slots include transportation time. Travel times are approximate. “Bus monitors” will be checking names as you board according to the selection you made during registration.

Arrive early to the Front Entry Building to board off-site transportation.

BRIDGING THE WATERSHED
Time: 1:30 pm to 6 pm
Location: Harpers Ferry National Historical Park. Board vehicles at Front Entry.
Maximum: 25 participants
Travel Time: 70 minutes round trip
Visit the confluence of the Potomac and Shenandoah rivers as you talk with a National Park Ranger about the Park’s environmental science programs for schools. Next, participate in a hands-on module from the Bridging the Watershed program for high school science teachers—a partnership program with the Alice Ferguson Foundation. Working with the Water Canaries module, capture benthic macroinvertebrates in the Shenandoah River and analyze results to assess water quality. Before you leave, hike to better view the area’s natural resources. For more information, see http://www.nps.gov/hale/index.htm and http://fergusonfoundation.org/bridging-the-watershed/

HOOKED ON SCIENCE—CUTTING EDGE AQUACULTURE RESEARCH AND TECHNOLOGY
Time: 1:30 pm to 5:30 pm
Location: USGS Leetown Science Center and The Freshwater Institute. Board vehicle at Front Entry.
Maximum: 20 participants
Travel Time: 45 minutes altogether
Visit the oldest federal fishery research facility, the Leetown Science Center. The Center applies expertise in a broad diversity of scientific disciplines to conduct research programs addressing high priority needs of natural resource managers and policy makers. Tour the facility, interacting with scientists. See a fish necropsy demonstration used in wild fish health assessments. Scientists will obtain a blood sample, show the various organs, and discuss pieces used for histopathology, gene expression, and other analyses. See the otoliths (ear bones) and how they are used for aging a fish. Before leaving, you’ll learn more about the science that informs wise stewardship of natural resources. More at http://www.fs.usgs.gov.

The second stop is at one of the nation’s premier research and development facilities for sustainable water use and reuse, The Freshwater Institute, an internationally recognized program of The Conservation Fund. From their campus in Shepherdstown, the Institute combines applied research, engineering, and economic development skills to show how freshwater resources achieve economic and environmental goals. Visit with scientists to learn how they integrate engineering, biology, and conservation for such work as aquaculture, endangered species restoration, water conservation, habitat restoration, and water reclamation. Core design work focuses on fish hatcheries and aquaculture, aquatic species mitigation, and restoration. For more, see http://www.conservationfund.org/our-conservation-strategy/major-programs/freshwater-institute/

HEALTHY RIVERS = HEALTHY FISHING, GLADE CREEK TREE PLANTING
Time: 1:30 pm to 6 pm
Location: Walkersville, Maryland. Board vehicle at Front Entry.
Maximum: 12 participants (plus one for Stream-Link)
Travel Time: 2 hours altogether
This action lab takes you on a multi-site tour of riparian areas where you’ll see several land features that impact water quality. Then it’s on to participate in a tree planting along Glade Creek at a farm that removed the cows from the stream area. Stream-Link Education founder and 2013 Forest Champion award winner (Most Effective on the Ground Impact) will lead this trip. During the drive, discuss how local attitudes have impacted the improvement of water quality for Glade Creek, on the 303d list for impaired waterways, and how the this organization has made inroads with school and community-based landowners to plant riparian zones on their property with the help of local volunteers. For more information, see http://www.streamlinkeducation.org/

Continued on page 20
EXPLORE BOWFISHING

Time: 1:30 pm to 5:30 pm
Location: Gymnasium
Maximum: 40 participants

Want to get kids fishing in a brand new way? Tap into their world of instant gratification by hooking them with bowfishing. Experience this innovative tool kit that gets kids outside and excited to spend time on the water. Explore Bowfishing is an interactive shooting program that teaches the basics of bowfishing and introduces participants to a fast-paced, archery-based form of fishing. Explore Bowfishing is for students both new to fishing or archery and for well-seasoned anglers and archers. Join us for some fun and learn the basics of bowfishing.

OPTIONAL:

NCTC SCIENCE LAB TOUR
(6:30 pm – 7 pm, Science Laboratory Building)

The NCTC Science Lab is designed to provide natural resource professionals with hands on training so that biologists can take new skills to their jobs. This tour will show you NCTC’s diverse lab spaces and a behind-the-scenes look at our science training resources available for events and training at NCTC. NCTC’s biological collections of freshwater mussels, fish, and birds will be part of the tour.

OPTIONAL:

NCTC RESOURCES FOR OUTREACH, COMMUNICATIONS, AND SOCIAL MEDIA
(7 – 7:30 pm, IE-107)

Join NCTC’s Brett Billings, Senior Video Producer, to learn about NCTC’s video gallery and the 80 free HD B-rolls for folks to download and use. Hear about recent developments in the National Digital Library (NDL), highlighting the fisheries collection.

RBFF has its Sights Set on Reaching 60 Million Anglers in 60 Months.


Recruit – Retain – Reactivate (R3) anglers and boaters to ensure the future of fishing and conservation.

Get started today at www.RBFF.org/60in60.
6:30 am – 7:45 am  Breakfast  The Commons
8:00 am – 8:10 am  Welcome  Auditorium
8:10 am – 8:40 pm  Aquatic WILD Overview  Auditorium
8:40 am – 9:00 am  Guest Speaker: Robert Tiller, Flip Reel by Squiddies
9:15 am – 10:00 am  Regional Meetings
10:15 am – 12:00 pm  Round Table Discussions with Break  Gymnasium
12:00 pm – 1:15 pm  Lunch  The Commons
12:00 pm – 1:15 pm  Exhibits Staffed  The Commons
1:15 pm  Silent Auction Closes
1:00 pm – 6:00 pm  Action Labs  start and end times vary
1:30 pm – 8:30 pm  Banquet and Awards Ceremony  The Commons
3:30 pm – 9:30 pm  Pick up silent auction items  The Commons
3:30 pm – 10:00 pm  Open Social  Murie Lodge

AQUATIC WILD
Learn about new activities in the recently revised Aquatic WILD K-12 Curriculum and Activity Guide and how these activities can complement your aquatic education efforts.

Natalie Elkins is the K-12 Education Specialist for the Michigan Department of Natural Resources in Lansing, Michigan. Previously, she worked for the DNR’s Michigan State Parks as both the Training Officer and the Marketing and PR Coordinator.

REGIONAL MEETINGS
Representatives from each AREA region will meet in Instructional East and Instructional West as listed.

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<tr>
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<th>Room</th>
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<td>Northeast</td>
<td>Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont</td>
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<td>Mid-Atlantic</td>
<td>Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington DC, West Virginia</td>
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<tr>
<td>North-Central</td>
<td>Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin</td>
<td>IW-160</td>
</tr>
<tr>
<td>Midwest</td>
<td>Colorado, Kansas, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming</td>
<td>IW-158</td>
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<tr>
<td>Southwest</td>
<td>Arizona, New Mexico, Oklahoma, Texas</td>
<td>IE-101</td>
</tr>
<tr>
<td>Far West and Pacific</td>
<td>Alaska, California, Idaho, Nevada, Oregon, Washington With American Samoa, Guam, Hawaii, Northern Mariana Islands</td>
<td>IW-154</td>
</tr>
</tbody>
</table>

ROUND TABLE DISCUSSIONS—BETTER TOGETHER
Join us for an energizing conversation to discuss topics chosen by the group. Connect, listen and share ideas in round-tables—World Café style. We will collect your topics at the registration table.
ACTION LABS
WEDNESDAY, OCTOBER 26

Other than fishing licenses as noted, your conference registration covers costs for Tuesday-Wednesday Action Labs. Transportation is provided as needed, and the time slots include transportation time. Travel times are approximate. “Bus monitors” will be checking names as you board according to the selection you made during registration. Arrive early to the Front Entry Building to board off-site transportation.

TIPS AND TRICKS FOR A SUCCESSFUL FLY FISHING PROGRAM

Time: 1 pm to 5:30 pm
Location: Poor House Farm, Martinsburg, West Virginia. Board vehicle at Front Entry.
Maximum: 24 participants (plus instructors)
Lunch: Pre-ordered bag lunches will be delivered around 12:30 by the curb at Front Entry. (Lunch is part of the meal package for overnight guests using the meal plan. Commutes who pre-ordered a bag lunch will pay on site in The Commons.)
Fishing License: Purchase a West Virginia fishing license Waived
Fishing Gear: Gear will be provided, and you may bring your own.
Travel Time: 70 minutes round trip
Learn how to structure an effective fly fishing program for any age group from some of AREA’s top fly fishing trainers. No fly fishing experience required. Find out the tips and tricks of conducting a fly fishing clinic for a “one-time” 10-minute introduction, the 1-hour, 3-hour or 3-week program. Learn the basics of fly fishing for freshwater and saltwater, small or big water, still or moving water. Topics will include equipment options and pre-registered versus open/walk-in activities, how to use volunteers or hire contractors. Discover how to work with schools, fly fishing shops, scouts, camp programs, life-long learners, college programs, parks and recreation partners, and more. Examine curricula from the National Fishing in Schools Program, the Boy Scouts merit badge, and other state’s fly fishing programs.

USING PUBLIC PARKS FOR WATERSHED EDUCATION

Time: 1:30 pm to 5:30 pm
Location: Flowing Springs Park and Wildwood Middle School, Charles Town and Shenandoah Junction, WV. Board vehicle at Front Entry.
Maximum: 20 participants
Travel Time: 45 minutes altogether
Visit Flowing Springs Park where students learn outdoors about their watershed on-site. See how Patomac Valley Audubon Society engages 4th graders through multiple visits including time for instructors to explore watershed issues with students. Students search for macroinvertebrates, test water quality, and assess stream banks as part of this award-winning program. Then talk with a Presidential Innovation Award for Environmental Education teacher about how she uses the park’s spring-fed stream to support STEM and other project-based curricula. Learn how she deepens the impact of “Trout in the Classroom” as students study the requirements of brook trout and evaluate stream conditions for suitability of brook trout reintroduction. Visit the trout tank in the classroom on the way back to NCTC.

MYSTERIOUS AND PERILOUS JOURNEYS OF THE AMERICAN EEL AND FRESHWATER MUSSEL LARVAE

Time: 1:30 pm to 5:30 pm
Location: Millville, West Virginia. Board vehicle at Front Entry.
Maximum: 19 participants
Travel Time: 75 minutes altogether
Great journeys make great tales of mystery, perils, and triumph. The catadromous American Eel has a complex life history involving larval, glass, elver, yellow, and silver phases. Catadromous fishes spawn in the ocean but live most of their lives in freshwater. During the yellow phase, many migrate long distances upstream toward river headwaters, but dams interfere with upstream migration. Fortunately, fish passage facilities on dams can aid upstream migration. Over 21,000 American Eels have used the Millville eel ladder since it was installed on the lower Shenandoah River in 2003. American Eels are also a good host for native freshwater mussel larvae, which need a host fish to complete their reproductive cycle. Freshwater mussels filter streams and rivers, providing habitat for macroinvertebrates. Visit the eel ladder, learn how freshwater mussels hitch a ride with eels, then back at NCTC, get your feet wet learning about freshwater mussel habitat and life history.

GOGGLES, SCOPES, AND SCALPELS, OH MY!

Time: 1:30 pm to 5:30 pm
Location: NCTC Science Laboratories
Maximum: 36 participants
Grab a lab coat and goggles and join NCTC staff in their modern science lab facilities that literally link lab with field, stream, and river. Step into the flow with three hour-long hands-on rotations where you’ll study macroinvertebrates, dissect fish, and more. The NCTC Science Laboratories are designed to provide natural resource professionals with advanced, hands-on training in fisheries and wildlife resources, as well as water and land management techniques.

SCALPELS, OH MY!

Time: 1:30 pm to 5:30 pm
Location: NCTC Science Laboratories
Maximum: 36 participants
Grab a lab coat and goggles and join NCTC staff in their modern science lab facilities that literally link lab with field, stream, and river. Step into the flow with three hour-long hands-on rotations where you’ll study macroinvertebrates, dissect fish, and more. The NCTC Science Laboratories are designed to provide natural resource professionals with advanced, hands-on training in fisheries and wildlife resources, as well as water and land management techniques.
FISHING THE POTOMAC
BY CANOE

Time: 9 am to 3 pm

Location: Potomac River, launching from NCTC Boat Ramp. Meet by 9 am outside, at the front steps of The Commons.

Maximum: 36 participants

Minimum: 10 participants needed for trip to run

Cost: $72

Lunch: Pick up bag lunch at breakfast in The Commons.

Fishing Gear: Bring your own

Fishing License: Purchase either a WV or MD license (https://www.wvfish.com or https://compass.dnr.maryland.gov/DnrCompassPortal (3-day available)

Travel Time: 30-minute drive back to NCTC

Join River & Trail Outfitters on this fun, relaxing interpretive float and fishing trip which reveals the inter-relationship of human and natural history of the watershed. This segment of the Potomac River meanders through the Blue Ridge Mountains and C&O Canal Historic Park along the Maryland and West Virginia shores. This ambling stretch of river features a few easy to navigate riffs and ledges and delightful scenery, and a diversity of wildlife along the river includes turtles, fish, heron, waterfowl, and resident bald eagles. While fishing for bass, trout, and panfish, learn about the human impacts on this river environment and the protection and restoration of the local watershed.

FISHING THE POTOMAC
ON FOOT

Time: All day

Location: NCTC Campus. On your own, lunch in The Commons.

Maximum: N/A

Cost: Free

Fishing Gear: Bring your own

Fishing License: Purchase either a WV or MD license (https://www.wvfish.com or https://compass.dnr.maryland.gov/DnrCompassPortal (3-day available)

The Potomac River, in addition to being the “Nation’s Waterway,” is an excellent fishing venue. The National Conservation Training Center has river access along one of the best protected stretches of the river with the National Park Service’s C&O Canal National Park on the opposite bank. Bass, trout, and panfish are abundant in the river, with the occasional walleye and even muskie taken out of this stretch. The closest access to the river can be found on the Twin Leaf Trail beneath the wooden bridge at The Commons, while slightly wilder access can be found behind the Lab Building and at the Boat Landing.
Check out what F3 has to offer!

Programs:
- New!
- SuperFish
- Tackle for Educators
- On-line Instructor Training
- Old Favorites
- Hooked on Fishing Not on Drugs

Publications:
- Fishing is Fun booklet
- Nothing But Net children’s books
- Know Thy Fish
- Fishing is Simple
- Sportfish Aquatic Resource Education Handbooks
- HOFNOD curriculum manuals

Futurefisherman.org

AGENDA
FRIDAY, OCTOBER 28

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 am</td>
<td>Breakfast – hot food until 8:30 am</td>
<td>The Commons</td>
</tr>
<tr>
<td>7:00 am</td>
<td>AREA shuttle from NCTC (arrives at IAD at 9:00 am).</td>
<td>Murie Lodge</td>
</tr>
</tbody>
</table>

Have a safe trip home!
The U.S. Fish and Wildlife Service’s Wildlife and Sport Fish Restoration Program (WSFR) is proud to partner with industry trade groups and manufacturers, state fish and wildlife agencies, conservation NGOs, and sportsmen and women!

In 2015, state fish and wildlife agencies had up to $51,977,581 available in funding for Aquatic Education through the Sport Fish Restoration Program! Funds were used for angler education and developing outdoor ethics, stewardship, and conservation to increase understanding of our nation’s water resources and aquatic life. Over 800,000 people participated in classes, and many more attended events! We are proud to support efforts that help train the next generation of anglers, and lovers of the outdoors!

Learn more: http://wsfrprograms.fws.gov/

The reel packs down to half its size
perfect for stowing in your car, boat or backpack.

stainless steel line cutter

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compact “no mess” storage

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Texas Parks & Wildlife Department

George Babey
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Dallas Ecological Foundation

Flip Reel by Squiddies

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OTHER CONTRIBUTORS

Thank you to all those who contributed items for the silent auction to support student scholarships. Please refer to the Silent Auction insert for a complete list.

AREA would also like to thank the following individuals from neighboring states who provided additional assistance: Cindy Etgen (MD), Art Shomo (WV), Chris Dunnivant (VA).

SPONSOR RECOGNITION

AREA would like to thank all of our sponsors and supporters who have helped make this conference possible. Special thanks to the U.S. Fish and Wildlife Service, National Conservation Training Center, and Carol Paterick for all the assistance with conference arrangements, planning, and support.

Please take time to visit with our sponsor representatives and thank them for making this a great conference!

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http://www.asafishing.org/

Recreational Boating and Fishing Foundation:
https://www.takemefishing.org/

Squiddies – Flip Reel:
https://squiddies.tv/

U.S. Fish and Wildlife Service, Wildlife and Sport Fish Restoration Program:
https://wsfprograms.fws.gov/

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Michigan Department of Natural Resources:
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http://www.rebelFIN.com/

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Where MADE IN USA still means something! www.8riversflyrods.com

The Michigan DNR proudly supports AREA and aquatic education across the nation!
www.mi.gov/dnreducation

“Many go fishing all their lives without knowing that it is not the fish they are after.”
Henry David Thoreau