

Education & Outreach Monthly Report

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Happy Birthday today to our editor Mark Herwig!

No Child Left Indoors®

Youth Program Management (Rich Wissink)

- In early June I attended the West Region Team meeting and delivered information regarding our No Child Left Indoors initiative. The energy, "team" theme and dedicated conservation professionals in the Western Region was truly inspiring. **Congratulations to the entire team for your accomplishments and commitment to wildlife conservation and our outdoor traditions. I'd also like to congratulate the entire Sage Grouse Initiative Team, Jerry Miller and Bob Hix for your respective awards.** Each was well deserved. To any others who received awards at the West Region meeting after I left, I know you were equally deserving.
- Went straight from the West Region team meeting to our Focus on Forever event in Kansas. We filled every bed at Ringneck Ranch near Tipton, Kansas, with volunteers from around the country. To think that we could convince volunteers to give ANOTHER weekend of their time to come learn best practices on how to host youth/family events is pretty awesome. **John Wallace & Brian Schaffer** deserve a great deal of credit for filling our event to capacity. We are now looking forward to our Idaho FOF scheduled for August 23-25 in Boise. Ryan Storm, Dan Bailey, Bob Hix and Dan Connelly . . . it is your turn to fill it up!
- The 2015 National Focus on Forever & Quail Coalition Conference is scheduled for January 30-February 1 at Camp Weed near Live Oak, Florida. Thanks to **Talbott Parten** and **Tim Caughran** who helped nail down the date and location for our first premier event in the Southeast.

Forever Shooting Sports (John Linquist)

- Attended the Minnesota High School State Shoot this month and was impressed with the amount of teams that are partnering with their local PF chapters. Overall, we had a good presence and of the 3,000 athletes on hand, I would say 80% knew who we were and what we are doing to form partnerships. **Kudos to Eran Sandquist and Chad Bloom** for spreading the word and working with chapters to make this connection and to recruit the next generation of volunteers.
- Also attended the National Shooting Sports Foundation Industry Summit in Massachusetts. I had not attended this in the past so had very little knowledge of the event. I was impressed by the sessions and quality of speakers. Between the marketing sessions and the sessions on demographics, I could see the challenges we face are similar to those of other companies and groups. Although there are many challenges, the message from the industry was the same from coast to coast.....massive shooting sports growth. At no point in our country's history have there been more firearm sales and people participating in recreational shooting sports. As we face hunter retention and recruitment issues, I think a percentage of those participating in recreational shooting will get out in the field and enjoy hunting as well.
- Attended the North Team meeting in Lanesboro this past week and want to **compliment Tom and Ryan for doing a fantastic job.** There is no doubt they are doing great things and have a vision to deliver more in the coming year. I spent most of my time with the Regional Field Staff and appreciated all their thoughts and input not only for shooting sports, but youth programs as a whole. We had several ideas that will be used in the coming banquet season and hopefully yield good results for the organization.
- I know this is the last month of our fiscal year and many are sending in reports and donations before the cutoff date. **Thanks to all for stepping up and spreading the Education and Outreach message and mission. At no time in the history of PF/QF have we worked with more youth than we did in 2014.....Kudos to all of you for making that happen! It's a tremendous achievement for the organization.**

Habitat Education (Drew Larsen)

- Helped plan and present at the Focus on Forever conference in Kansas. This event was very well attended with PF/QF volunteers from across the country. A big thanks to all the Reps who helped promote the conference and to **Brian Schaffer** who worked with facility staff on planning.
- Attended the South Team Regional Rep meeting in Kansas where I provided a presentation outlining all the new E&O programs for FY2015. I would like to **thank the entire South Team** for the invite to attend their meeting.
- Attended ACE camp at Halsey National Forest where I provided pollinator programs to all youth participants. I would like to thank **Heather Francis** for helping run all the activities and for putting me in touch with camp organizers.
- Wrapped up the last pollinator project of the spring this month. The last project was conducted at Rowe Sanctuary in Central Nebraska in conjunction with a popular youth conservation camp (SOAR Camp). Over 140 participants at this camp helped plant a two-acre pollinator project and took part in the many pollinator educational activities that we offered.
- Conducted a training Webinar to all Minnesota PF chapters to promote our new Pollinator Partnership Program. Chapters learned about the new program and how they can apply for grant dollars available to conduct projects. I would like to thank **Eran Sandquist, Chad Bloom, Matt Holland and Sara Holle** for all their help promoting the Webinar and helping create and proof all the application materials.

Magazines

Mark Herwig

- I've been busy organizing and producing our most challenging magazine of the 13 issues I do each year, *Pheasants Forever Fall Hunting Preview*. This issue is so challenging because the entire design changes, the issue focuses mostly on hunting, the pre-printed inserts (Pheasants Forever Store catalog and Goods & Service classified ad section, totaling 30 pages) are completely re-done.....plus we've changed printers. Really folks, it's a ball because I love engaging our members in the cause of conservation and hunting.
- I've been lining up my chapter visits for the fall-winter season. One trip will be a combined visit to Florida and Georgia to check out the progress Quail Forever is making there, including the new Quail Coalition. The trip will also include a stop at our Focus on Forever workshop in Florida Jan. 30-Feb. 1. On the PF side, I'll be covering our lesser prairie chicken efforts in Kansas and mule deer initiative in Wyoming. Hey, why should pheasants and quail be the only species to benefit from our unique and uniquely-effective conservation model!

Regional News

KANSAS (Brian Schaffer)

- The Kansas Focus on Forever Conference at the Ringneck Ranch was a huge success! I wanted to say thank you to **Cheryl Riley, Rich Wissink, Drew Larsen, Royce Walton and Mark & Sally Stevens of the Minnesota Youth Shotgun Association** for working hard to train our volunteers how to get more kids outdoors! **John Linqvist**, you were missed!
- I would also like to say thank you to **Marc Glades, Chris Blackledge, John Wallace and Laura McIver** for rallying the volunteers to attend the Kansas FOF.
- Through the partnership of Kansas Department of Wildlife, Parks and Tourism and the Forever Shooting Sports trailer, three Kansas PF/QF chapters hosted their first ever shooting events! These chapters are already seeing positive responses from their communities and planning future events!



Kansas Focus on Forever

June 13-15

Ringneck Ranch, Tipton, KS

50 participants

22 chapters

10 states

IOWA (Royce Walton)

- The first part of June was busy with Iowa's Youth Hunter Education Challenge and the State Skeet Shoot occurring in the same weekend. Both events went well, despite some rain. I found that kids are much more motivated to shoot and compete in the rain than the adults!
- Kansas' Focus on Forever was a fantastic event! The Ringneck Ranch was a beautiful setting, we had motivated volunteers throughout and the NRA Shotgun Coaching Level 1 course was a rewarding experience.
- Had the opportunity to work at the Iowa DNR's Outdoor Journey and Hunting and Conservation Camps. These two camps host girls and boys who are sponsored by PF chapters in Iowa. I also ran into quite a few volunteers working at the camps as well!

MICHIGAN (Mary Brunken)

- June has been Michigan PF's busiest month for our NCLI trailers yet! The shooting trailer was rented for the first time by Lapeer, Ingham, Macomb and Saginaw County PF, and was used every weekend this month! It was a HUGE success, and drew a group wherever it went. The shooting trailer was such a big hit at the Duck's Unlimited/Lapeer County event that DU immediately requested it for next year's event!
- Inventoried and prepped our NCLI Outreach trailer for Washtenaw County PF's first ever field day at Nature Fest 2014! They used the outreach trailer by making animal track molds, played a fishing game and set-up the 3D laser shot for over 100 kids and their families! It was a very effective, first-time event for their chapter, and I am pleased they stepped out of their comfort zone and successfully tried something new!
- In addition to maintaining the NCLI trailers, I attended chapter meetings in Livingston County and the Thumb in June. I also met with Bill VanderZouwen and participated in two State Council meetings this month.
- Met with Dennis Fox from Michigan DNR to set up my own workspace at Constitution Hall in Lansing. Working side by side with them in their HQ is a fantastic opportunity for me to strengthen PF's partnership with the DNR, and I am truly looking forward to meeting with them regularly!

Administrative

Cheryl Riley

- Thought the Kansas Focus on Forever was one of our best. And when we averaged the age of the volunteers attending, we came up with 42 as the average. **Now we can say that not only do youth programs bring in new volunteers, they also bring in YOUNGER volunteers!**
- Took the NRA Level One Coach training offered in Kansas and set a personal goal to shoot weekly to use the skills I learned and improve my shooting. Have joined our local gun club and Jim and I are planning a weekly shooting date night. Next spring hope to help coach a high school team too.
- As we come to our fiscal year end, could not be more proud of how many youth events have been held and kids and families participating – a new record! **It's a total team effort and thanks to all for your hard work and support of this part of our mission!**