

CCA PNW Newsletter



A PUBLICATION OF THE PACIFIC NORTHWEST
COASTAL CONSERVATION ASSOCIATION

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Name This Newsletter and Win a Guided Fishing Trip!

In the spirit of CCA's grassroots philosophy, the State Chapters of CCA Washington and Oregon are offering you the chance to name this newsletter. If your suggestion is chosen, you will win a trip for two with either Washington guide Derek Anderson of Screamin' Reels Guide Service or Oregon guide Stan Steele of River Run Guide Service. Both Derek and Stan serve on CCA state board committees. If you fish with Derek, you'll chase salmon on the Snohomish from his 23' jet sled. Stan will treat

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WELCOME

Welcome to the inaugural issue of CCA's Pacific Northwest newsletter. Thanks to you, we have made a tremendous splash in the Pacific Northwest, and we're pleased to bring you the latest news on the organization, our advocacy efforts and how you can become even more involved in your local chapter.

Please take time to read the enclosed information and to find ways to expand CCA's presence in your area. Share this newsletter with friends, family and colleagues or leave it behind for others to read when visiting your doctor's office or local coffee shop. Remember, each person can make a big difference in the fight to save our marine resources.

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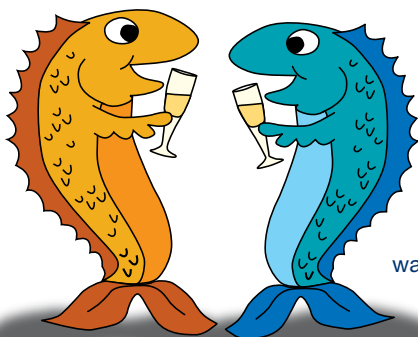
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Woo Hoo! We did it!
Over 1000 new CCA Pacific Northwest members in just a few weeks! That's what it took to officially charter chapters in both Washington and Oregon. With now almost 2000 members, we're well on our way to being the strongest fish conservation organization in the Northwest.
Good job!

FROM THE GUT



What is CCA?

Gary Loomis - PNW Chairman

CCA is an advocacy group! Period. CCA-PNW is not a fishing club. There are more fishing clubs in the Northwest than the rest of the USA combined. The CCA-PNW is an advocacy group FOR salmon, steelhead, and our other Northwest

fish! Our job is to give voice to this precious resource that cannot defend itself against destruction. From the halls of bureaucracy to the banks of enforcement, to the meetings of government to the bench of justice, we will speak with one mighty voice for the wise stewardship of salmon and steelhead! We are sportsmen and sportswomen. If not us, then who?

27 of the 52 PNW salmon and steelhead runs are ESA listed. They can be saved if we act now. Your Oregon and Washington Chapter CCA boards have decided to raise the money to get CCA started immediately, even before we get all of the chapters set up and the banquets scheduled. They've taken on the obligation of raising the money. We need you to take on the challenge of raising the membership.

I remember when our oceans were open 365 days a year. I can remember when salmon and bottom fishing were open all summer long. And now we're down to a handful of days on the Columbia and the Puget Sound. The PNW once was an AMAZING fishery. It can be again. We shouldn't have to think about going to Canada, Russia, or Alaska for an amazing fishing opportunity. It is possible to get back to this, but the time to act is NOW.


CCA has been the catalyst for change to help protect an amazing number of fish species across this country. From redfish in Texas and grouper in Florida, from speckled trout in Louisiana to menhaden in Chesapeake Bay, CCA has been the leading force for meaningful fish conservation. Not only does CCA have a long list of

wins, but with 30 years of experience comes the knowledge of how to get things done!

CCA-PNW has almost 2,000 members to date. That's a great start! But that's not nearly enough. To create change for our salmon, steelhead, and sturgeon we need votes. The only thing that politicians will understand is votes. It's up to all of us to go out and get members. Talk to your friends, family, fishing buddies, and coworkers about CCA. Don't just leave them with an application. Help them fill it out, help write the check, and help them mail it in.

Our goal is 50,000 Northwest members with several chapters in each state raising money through banquets. It's the process of banquets and fundraisers that create the vital war chest needed to do battle in the name of salmon recovery. There are over 1,900,000 hunting and fishing licenses sold in Oregon, Washington, and Idaho each year. This is our target audience and these are the people that should be CCA members.

I've given over 30 seminars in the PNW already. I'll be taking my CCA Road Show all over the Northwest. I'll be in Renton, WA - Aug 8; Lewiston, ID - Aug 9; Bellevue, WA - Aug 15; Sequim, WA - Aug 16; Auburn, WA - Aug 22; Olympia, WA - Sept. 6th. Most of these engagements are at Puget Sound Anglers chapter meetings. Please check the website www.cca-pnw.org for more information and more speaking dates. If you'd like me to come and speak to your group, please e-mail me through our web site and we'll make it happen. ☺



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The CCA System - Focusing on the Diamond

It's an exciting time to be a member of CCA in the Pacific Northwest. With significant growth on the horizon, contentious advocacy issues and a focus on the fundamentals that have made CCA a national leader in marine conservation, there is a lot of momentum driving our efforts.

There is also much work to be done. As an organization, CCA has set some ambitious goals for our Pacific Northwest advocacy program. The management of our fisheries has never been worse and we are reaping the grim rewards of a commercially biased system.



CCA Pacific Northwest will become successful by balancing four key elements: *membership, advocacy, fundraising and communications*. Like the four points of a diamond, no single one of these elements is effective on its own. When combined, the organization strengthens its ability to influence the political arenas that manage the direction of our fisheries.

Membership - We must have strong membership to influence vote-conscious politicians and build grassroots chapter boards. Our chapters play a vital role in our ability to saturate com-


munities with the proper conservation message and to create the dollars to accomplish our goals. Our chapters find points of influence in the community and form the foundation of the organization as a whole, raise vitally important funds through banquets, and connect with their communities to recruit members.

Advocacy - To be effective in our advocacy efforts, we need to continually focus on membership growth and chapter development. At almost 2,000 members we have just scratched the surface of the recreational fishing community. We must start new chapters throughout the Pacific Northwest, and one of the easiest tools is for each member to sign up a friend, relative, or neighbor. This could easily double our membership and our effectiveness.

Fundraising - Fundraising is the heart of the CCA system. Each chapter must organize and execute a successful fundraiser for three key purposes: to raise valuable funds to continue advocacy efforts; recruit new members; and to enable chapter members to connect with the local community.

Communication - Communication is the anchor of CCA's organizational focus. It carries our message, accomplishments and vision to our membership, fisheries management leadership and the general public.

The success of this organization is a function of many. From local chapter members to state executive boards, each person matters. With CCA's successful track record supporting us, it is exciting to imagine the future. And, as long as

we keep focused on the proverbial diamond, we will accomplish great things for coastal resources in the Pacific Northwest and the recreational anglers who enjoy them. 



Darren Irwin - CCA Member - Warren, OR

"In late June my wife and I were fishing in Alaska with Keyo's guide service. Our guide, Tyson, is an Oregonian who travels there in June and July just to fish the kings. He is an awesome guide who also fishes the Rogue in Southern Oregon. We were drift fishing holes on the Kasilof River with chartreuse Kwikfish tied with anchovies. My wife landed the first king and I followed with this 40-pounder...funny that I didn't get a picture of my wife's fish."

CCA-PNW Newsletter Staff


Jon Bial • Bryan Edwards • Angela Hult • Joseph Madrano

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Special thanks to Derek Anderson, Doug Binder, Tom Pollack, Mike Perusse, and Pat Hoglund for their help with this inaugural issue.

Comments, questions, or advertising inquiries?


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Oregon Chapter News

Casting Practice

Jon Bial - Interim Oregon President

It was just last November when Gary Loomis called CCA and asked for help. In the nine months since, he's talked to folks at fishing derbies, clubs and anyone that made eye contact at a pair of sportsmen's shows. He handed out a few thousand applications and talked policy, hope and fishing until he was hoarse. He called politicians, cornered guides and pulled out the soapbox on the guy buying a carton of worms at the corner market. Double his pay and he still gets zip. Double his passion and no one could keep up.

The result of his effort: almost 2,000 members, official CCA state chapters in Oregon and Washington, a trip for three of us to the National CCA Board Meeting in Houston and my first speckled trout. It was a memorable fish,


not because of its size or fight, but because it was there to be caught in the first place.

The trip began on a foggy Sunday morning. The water was flat and calm, only a soft lapping against the hull, and a distant splash as our jigs hit the water. We began our retrieves. As a steelhead angler of the Pacific Northwest, I have accepted the blind hope requirement. Apparently, there is no such requirement for fishing in the Gulf.

It wasn't always this way. Just thirty years ago, fishing for speckled trout was akin to casting practice. The specks had been wiped out by gillnets and unsustainable commercial harvest. Until CCA got to work, there were no fish to be caught.

Our guide wasn't the first person to tell us such a story. Volunteers from most of the CCA state chapters shared similar tales of success. Apparently, commercial interests used to control their fisheries, too. That was before

they got together and got to work. One by one, from Texas to Florida, fisheries managers were forced to listen to recreational anglers. One by one, states found success banning gillnets, forcing by-catch reductions and tackling commercial overharvest. Each time, the model was the same: build a network of anglers through local chapter banquets and events. Each time, the model produced tangible changes in fisheries.

It's a model for us to follow, and one that gives me hope for the future of Pacific Salmon and Steelhead. Through CCA, we have the means to recover our fish and make the Pacific Northwest an unrivaled recreational fishery. I look forward to that day, because as a fly fisher, I get plenty of casting practice. 

Jon Bial is a steelhead and salmon fisherman, a lifetime member of Fish First and CCA and the interim President of CCA Oregon. He can be reached at jon.bial@ccapnw.org.



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Washington Chapter News

A Successful Strategy For Real Results

Matt Olson - Washington President

I've been involved in sport fishing my entire life. Like you, I've watched my favorite runs decline, some quickly and some over time. And probably like you, I've been frustrated that I can't seem to make things better.

I'm a businessman and I insist on results, not just promises. I understand that accomplishment comes from hard work, persistence, and the cooperation of smart, dedicated people. But where our Pacific Northwest fisheries are concerned, I could see that one important ingredient has been missing to achieve real change: a successful strategy.

CCA's strategy has worked in every state where people have put in the time, effort, and money to do it right. And we are doing it right in Washington. We're following the CCA recipe to build a powerful, effective, force for change. Our of-

ficers are in place and our committees are working. Our Government Relations Committee is already wrestling with complex and difficult fisheries issues. I promise to keep you posted on their progress.

We will never shy away from the really tough challenges. But we also won't take on an issue we can't win. That's why it's important to make sure we're strong enough to win before we take on the big problems.

It takes money to fight court battles and launch media campaigns. And it takes the dedication of many, many volunteers to raise those funds. In the coming months, we'll see new chapters form all over Washington. Every one of them will hold a banquet to raise money to save our salmon, steelhead, and sturgeon from commercial overharvest and other threats.

All this activity is exciting, but without strong leadership, it won't get the job done. So, we'll be hiring a full-time executive director to run the organization. We've already raised enough money to fill the position and we will have the right person in that job soon.

Go to www.CCAPNW.org and this newsletter to find out if there's a chapter near you. Or start your own chapter. Either way, get involved in the strongest and largest marine conservation group in the world.

See you at a banquet soon! 

Matt Olson owns Camas Meadows Golf Club and is part owner of Robertson & Olson Construction and Motion Marine. He grew up fishing on Salmon Creek near Vancouver, WA and remembers stories of it being thick with salmon. You can reach Matt at matt.olson@ccapnw.org

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Meet The Washington Government Relations Committee

Rick Andersen -
WA Government Relations Chairman

The Government Relations Committee identifies legislative issues and makes recommendations regarding those issues to the CCA state board of directors. We also develop strategy and positions the directors may want to adopt. It's an important job with powerful adversaries and thorny problems. Once the Northwest's commercial harvesters become aware of CCA's influence and effectiveness, they will direct much of their attention to defeating our strategies. In a way, we're like a lightning rod: we attract powerful strikes. We've got to be made of the right stuff to survive what could be lethal.

As chairman of CCA's Washington Government Relations Committee, I am very excited about the strength of my committee and the experience the members bring. Like a major league baseball team, we have some of the best players in the league. With over 200 years of combined fish and wildlife experience, some are currently


working with or consulting for the WDFW, PFMC, US Army Corps of Engineers, and other agencies. Some are leaders or have lead groups like Puget Sound Anglers, Trout Unlimited, Columbia Pacific Anglers Association, and Northwest Guides Association. With all this talent, we are going to help CCA hit some monster home runs.

I'd like to highlight the members of my team in this newsletter, starting with Jim Tuggle. Many of you already know Jim from his hard work and years of dedication to fish and wildlife. He retired from the WDFW after more than 28 years as a Sergeant in enforcement. During his years in enforcement, he learned a LOT about the complexities of managing commercial and sport fishing.

Since retiring in 1999, he's been very active in fish politics. He was the state chairman of the Salmon and Steelhead Committee of the Washington Council of Trout Unlimited. He left TU sev-

eral years ago, but before leaving, he managed the publication of a white paper on steelhead management that predicted the mess we now find ourselves in. Jim was a salmon Conservation Advisor to the Pacific Fisheries Management Council and an Anadromous Sportfishing Committee advisor to the WDFW. He was also appointed to be an advisor to the North Pacific Anadromous Fisheries Commission (High Seas Drift Net Commission). He is the current State Board President of Puget Sound Anglers and the Vice President of the Friends of the Deschutes Watershed Center, as well as serving on the Board of Directors for Fish Northwest.

Jim is an avid steelhead, salmon, and trout fisher. He guides part time in SE Alaska and Washington and writes a monthly column for The Reel News. We are very fortunate to have Jim on our team.

Rick enjoys chasing tuna, salmon, and sturgeon and is a former Treasurer of Columbia Pacific Anglers. You can reach Rick at rick.andersen@ccapnw.org 

A Recipe For Starting Local Chapters in Oregon

Mads Ledet - OR Vice Chairman

The Willamette Falls Chapter was organized on July 5th with members mostly from Milwaukie, Oregon City, West Linn, Lake Oswego, Tigard, Canby, Molalla and Woodburn. The Oregon state board approved the chapter on Saturday, July 7th. We have had a board meeting, assigned tasks and are planning our first banquet. We agreed to have the banquet in late November or early December and have a goal of raising \$25,000.

Three more chapters are in the planning stages. Jack Smith plans to have an organizational meeting for a Tillamook chapter on August 10th, Rob Gill is working on a Scappoose chapter, and Bryan Edwards is working on a Gresham chapter.

What does it take to start a chapter? Actually, the mechanics are fairly simple. First, you have to decide what area the chapter covers. It makes sense to select zip codes as the starting point.


Then a letter is sent to members in those zip codes inviting them to an organizational meeting (typically held two to three weeks after the letter is sent).

Next, identify interim leaders while waiting for the organizational meeting. I recommend filling the president, treasurer, and secretary positions and getting as many vice presidents as you can. We have eight vice presidents so that we can quickly fill organization vacancies as needed.

At the organizational meeting, get approval for a chapter name, the proposed slate of officers, and accept any additional nominees from the floor. Create a petition to the state chapter to be accepted into CCA, and another petition to have the treasurer set up a bank account. The president and treasurer must sign an accounting form to signify they will follow CCA's rules. At the end of the meeting, don't forget to set up your first board meeting (to be held in seven to ten days).

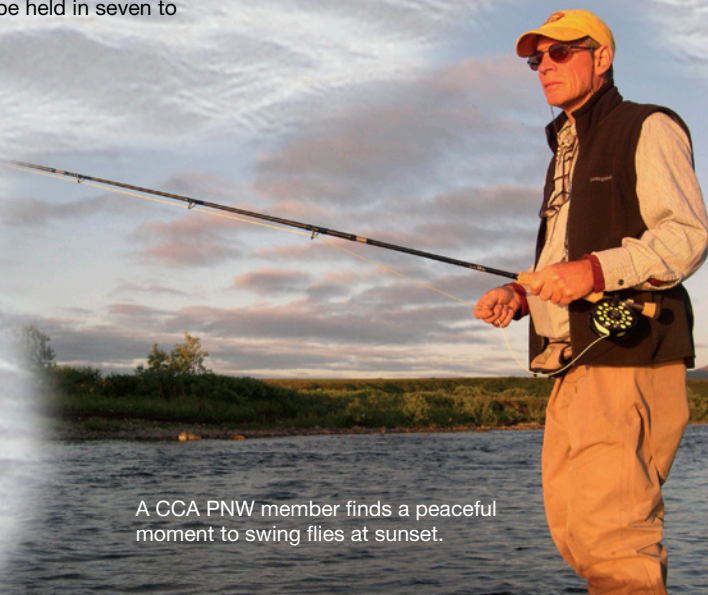
At the first board meeting the minutes are approved. These approved minutes and the treasurer petition will be used to set up the bank account. The bank statements must be sent to the state treasurer.

At our first board meeting we went over the committees proposed by CCA National. One of the committees we created is the "meetings" committee with the responsibility to plan and execute our bi-monthly general membership meetings. We were and still are concerned that those meetings need to draw in our members so we can get them involved.

I have created a booklet describing these steps based on my experience in forming the Willamette Falls chapter. All the steps and forms I used are included with instructions on what to do. If you are interested in getting a copy, please let me know. 



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