

CCA PNW Newsletter



A PUBLICATION OF THE PACIFIC NORTHWEST
COASTAL CONSERVATION ASSOCIATION

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Last Chance to 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 Andersen 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 you to a day pursuing fall Chinook on the Alsea River.

The winner will also take home a tackle package or gift certificate from Dick Nite Spoons, Three Rivers Marine or Sportsman's Warehouse. Enter as many times as you like. Just send your suggestions to editor@ccapnw.org and be sure to include your name and phone number. The winner agrees to have their name published in an upcoming issue of this newsletter. So sharpen your pencils and your wit and Name This Newsletter! (Winner to be announced in Issue #3). 🐟

Bridge Fund Accelerates Efforts in the Pacific Northwest

Glen Johnston
Washington Vice President

As fundraising chairman for CCA Washington, I would like to provide you with an overview of our near-term fundraising strategy and the creation of the bridge fund, and ask for your help in raising money for this fund.

As a general rule, newly formed CCA chapters raise money through annual banquets and auctions with an immediate goal of hiring an executive director. When a state has raised enough funds – a process that can take two to three years – an executive director is hired, and this individual's responsibilities, in large part, are to increase membership and fundraising efforts.

As you are well aware, we can't wait two years, or even one year, to hire an executive director to jump-start our efforts. The clock is ticking, so we created what we have named a bridge fund, which is specifically designed to fund our infrastructure (including an executive director) on a regional level. In fact, we have already interviewed several initial candidates for the role of executive director.

This bridge fund will enable us to accelerate our efforts in the Pacific Northwest, and we have been actively raising money over the past few months. Although our early success has been quite positive, we need your help. There are two ways individuals and businesses can contribute to this effort: making direct donations in any amount to the bridge fund account or becoming a Legacy Leader with a donation of \$10,000 or more.

I'm pleased to let you know that we have had more than a few individuals and businesses step up as Legacy Leaders, and I can't tell you how grateful we are for their leadership and support. The positive response that we have received from donors at all levels underscores the importance of CCA's efforts toward harvest reform, and confidence in this organization's ability to successfully execute a winning strategy.

There are many, many potential donors and only a few of us engaged in this effort, so we need your help. Please consider becoming a bridge fund donor or even a Legacy Leader. Identify potential donors – we have had success with banks, sporting good stores and boat builders, among others – and drop me a line if you have a good lead. I can be reached at glen.johnston@earthlink.net. 🐟

Casting Legend Throws His Support to CCA

Steve Rajeff, rod designer for G. Loomis, recently won another casting competition at the Fly Tackle Dealers Show in Denver. He announced to the assembled crowd that he was donating the \$3750 purse to CCA PNW. The contest, judging both accuracy and distance, was co-sponsored by Orvis and American Angler Magazine.

Steve is the holder of 29 national and 13 world championships. He has won the annual American Casting Association (ACA) championship 34 consecutive times, and the bi-annual World Casting Championship 13 times, more than anyone else. Thank you Steve!

FROM THE GUT



Moving Mountains

Gary Loomis - PNW Chairman

Growing up, I never thought that my passion for the outdoors would someday lead me on a crusade that would take me around the world and allow me to bend the ear of everyone from first-time anglers to former presidents.

All I knew at the time was that I loved to fish, and I wanted to get on the water as much as possible.

These days I don't get to spend as much time on the water as I would like, but my wife will tell you that I still spend almost every waking hour on the fish. I'm doing all that I can to restore the fisheries that existed when I was young, and preserve this resource for future generations.

That's why I'm honored to be recognized by the International Game Fish Association, a Florida-based non-profit organization that shares CCA's commitment to preserving our marine resources. On October 20, I will be inducted into the IGFA Hall of Fame, an honor shared with the likes of Ernest Hemingway and Zane Grey.

Those of you I have had the pleasure to meet and to call a friend – and the list continues to grow – know that I'm not about pomp, circumstance and big ceremonies. I'm all about the fish. Still, I take great pride in the honor that the IGFA is giving me, and my hope is that this award will enable me to open even more doors throughout the Pacific Northwest on behalf of CCA and all of our members.

This time last year, I was beginning to lose hope. Each time we took a step forward in the fight to save the fish, something would send

us three steps backwards. Gaining ground was becoming more and more difficult, and I didn't know if we could turn the tide.

One phone call changed all of that. When I reached Judy Shaw at CCA National, she said, "We've been waiting for your call." Since that day, we have taken some big steps forward to sign up members, raise money and start new chapters. I have traveled the I-5 corridor from Sequim to Sacramento to spread the word about CCA's impressive track record and the hope that we now have to save our Pacific Northwest fish.

Anyone who knows me will tell you that I'm a stubborn man and that I won't take "no" for an answer. I think I can move mountains. I know that I can't do this alone, though, and I need your help. I've handed out 10,000 membership applications and I've even loaned people money for the membership fee. It will take all of us to sign up new members, raise funds and start putting pressure on the right people to change our harvest practices, our policies and our laws.

Our success begins with you. Help us spread the word and sign people up for CCA. Volunteer with your local chapter or join a committee. Most important, take that application form off the top of the TV set, fill it out and send it in. I'd like to reach my goal of 50,000 PNW members so I can take a day off and fish. 🐟

Casting Fly Rods with the President

Gary Loomis - PNW Chairman

I've met a lot of people throughout my life and I'd like to tell you about a trip I took in August to Kennebunkport, Maine. I had the great honor and good fortune to be invited to the summer home of former president George H.W. Bush to help film a documentary about salmon in the Pacific Northwest.

The meeting almost didn't take place, though. I thought I'd seen about everything in my 62 years, but I wasn't really prepared for what happened the day before the interview. We were getting ready to take off from Chicago when the control tower had to be evacuated because of nearby tornados. We ended up spending four hours in a plane on the tarmac while tornados were hitting Chicago.

We stayed the night in Chicago and flew out the day of the interview. President Bush was gracious enough to push back our interview until we were ready. We were in such a hurry Friday that we never really got the chance to be

nervous about where we were going and whom we were meeting.



Former President, George H.W. Bush casting on the Kennebunkport lawn, with Gary Loomis looking on. © Bryan Edwards, Magic Tailout Media, LLC.

Bryan Edwards, the director of the documentary, and Jon Bial, the script writer, set up for the interview with the Secret Service closely watching their every move on the lawn of Mr. and Mrs. Bush's summer home overlooking the Atlantic Ocean. Once the set was ready, Mr. Bush came out and we went to work with the

interview. Everything went well and, of course, the former president did a great job in the documentary.

After the interview, we expected to shake Mr. Bush's hand and be on our way but he got me talking about fishing. Go figure! He invited us into his fishing shed where we talked for hours about Pacific and Atlantic salmon, steelhead, fish conservation, and fly rods. I know just a little bit about these things. We ended up casting fly rods on his lawn in the late afternoon sun.

I'm not sure on which side of the political fence you sit, but Mr. Bush is as warm and gracious a man as I've ever met. He's truly interested in fish issues and it was a great honor and asset to have him contribute to this documentary. We had a great trip to Maine and met other fishermen

interested in fish conservation as well. Fish conservation isn't an issue just in the Northwest or even our nation; it's truly a global issue. We need everyone on all sides of the political spectrum to be involved in protecting the resource. So, no matter which way you vote, be sure to cast your support for the fish. 🐟

Spotlight: CCA National

CCA Cleanup Project Wins National Recognition

One person's trash really is another person's treasure.


A project that has removed tons of debris and trash from Texas bays and beaches officially turned to gold when Coastal Conservation Association Texas' Bay Debris Cleanup program received the 2007 Sustainable Fisheries Leadership Award bestowed by the National Oceanic and Atmospheric Association (NOAA).

Volunteer leaders from CCA Texas were in Washington, D.C. in early June to receive the award from retired Navy Vice Adm. Conrad C. Lautenbacher, undersecretary of commerce for oceans and atmosphere and NOAA administrator.

According to David Cummins, CCA president, this project is not your typical beach trash pick-up. In fact, members of the CCA Corpus Christi chapter worked for months to find the funding, arrange the machinery and secure the permits to remove things like abandoned boats, derelict fish camps and huge pieces of industrial equipment that followed the cur-

rents onto Texas' beaches. It was an exceptional effort that created a template for how to achieve coastal cleanup on a truly grand scale.

The Sustainable Fisheries Leadership Award was created in 2005 to recognize outstanding performance by industries, organizations and individuals whose contributions promote best stewardship practices for the sustained use of the nation's marine resources. Recipients of the award were selected from more than 60 nominations in six categories. CCA Texas received the Conservation Partnership Award for the effort that cleared tons of debris from the bay and beach in and around the Coastal Bend area near Corpus Christi.

"It is one thing to recognize the need for a project like this, and quite another to invest the time, money and expertise to actually make it happen," said Pat Murray, CCA director of conservation. "Those volunteers achieved something truly extraordinary, something that is a benefit to the entire state. They deserve this award and the gratitude of everyone who values Texas' coastal environment." 

Fish Tales



Washington fishing guide and CCA board member **Derek Andersen** displays a steller buck Coho.

When: Sunday, Sept. 23

Location: Cowlitz River at the Barrier Dam

Tackle Used: Dick Nite Spoon, Size 1 Nickel/Chartreuse

Do you have a great fish story and photo to share? If so, we would love to share your "Fish Tale" with CCA PNW members. Please describe your catch in 200 words or less and include a high resolution digital color photo (.jpg or .tif file format). Remember to include your name and your chapter name. Stories might be edited for length. Please send stories and photos to editor@ccapnw.org.



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Oregon Chapter News

Charting a Course to Fairness

Mads Ledet - Oregon President

Gary Loomis, Jon Bial and Matt Olson all had great articles last month. They were so good I would have joined CCA except I am already a member and have been involved from almost the beginning.

Jon forgot to mention his hard work in getting us up and running. He and Gary have worked tirelessly organizing and raising funds. At our last state board meeting I thanked Jon for his big heart and his contributions in making CCA Oregon a success. The applause from the board speaks for itself. Jon has left Oregon and moved to Washington but I am convinced he will be ready and willing to help us in the future.

Fairness

I see this column as my bully pulpit where I can tell you what is on my mind. None of this is CCA Oregon policy but, rather, these are things I want you to think about and, eventually, form your own opinion.

This month I want to talk about fairness, a concept embedded in the American psyche. Even if we don't agree with someone we still want to see them treated fairly. We don't like it if someone gets special treatment.

Fish First, a Woodland, Washington-based not-for-profit organization founded by Gary Loomis, was given control of Cedar Creek in late 1990. The 700 volunteers who comprise Fish First have worked long and hard to bring the creek back from the status of "dead" (according to WDFW). About 12 years ago there were less than 100 salmon returning to spawn, so the creek was considered hopeless. A decade later, about 30,000 fish returned to spawn thanks to the efforts of Fish First.

This single creek is an example of what can be accomplished if we all work together, if we simply try.

Today, Gary talks about the issue of fairness when he describes how they were expecting about 30,000 salmon in Cedar Creek last year and only about 16,000 showed up after a late season gill netting operation labeled as a "clean up." Do we know for certain that is the reason we have less fish? No. Does it seem the likely reason? Yes. That 16,000 did return is an amazing success story in itself but the celebration was tempered by the 14,000 short-fall.

Another question to consider is the salmon allocation between sports fishermen and gill netters. Oregon sold around 500,000 sports fishing licenses last year and there were less than 200 gill netting licenses. Yet the allocation is biased toward gill netters. The argument I heard about this allocation is that the funding for hatcheries comes from the Federal government and not from fishing licenses. But what is good or fair for Oregon? What is the economic impact of 500,000 sports fishermen? Does anyone believe that not having gill netters would have the same impact as not having sports fishermen? Or that the allocation reflects the economic impacts of both groups? If not, then is the allocation fair?

These questions of fairness will be addressed by CCA Oregon over the coming months along with many others. We need to find common ground with other groups and work together whenever possible. When we can't, we need to push for changes that are fair. Ask your friends to join CCA Oregon and work with us in charting a course that is fair to everyone, including the fish.

Mads retired from higher education and has turned his time and energy toward saving our Pacific Northwest fisheries. He has been a salmon and steelhead fisherman since 1965 when he moved to the Seattle area to work for Boeing. His best memories are from the late 1960s when he would get his daily limit of steelhead in two hours. Today, when he fishes the Columbia for several hours without a strike, he dreams about those great old days. You can reach Mads at madsledet@comcast.net

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Chair, Chapter Development
Clancy Holt
Chair, Membership
Gary Johnson
Chair, Nominations
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Kudos

A special thanks to Jon Bial, who served as interim president for CCA Oregon State Board. Jon played a big part in helping to launch CCA in the Pacific Northwest, and we wanted to express our appreciation for his efforts. Jon recently moved to the Seattle area, where he is beginning a new chapter in his life. On behalf of CCA PNW, we wish him all the best in his future endeavors. Tight lines, Jon!

Washington Chapter News

Setting A Strong CCA PNW Foundation

Matt Olson - Washington President

Thanks to several years of experience in the construction business, I have gained a very important piece of knowledge. I have learned that it is vital to construct a sound, solid foundation before any further steps can be taken to build the walls. A shaky foundation will cause problems for as long as the building remains standing, which often isn't very long.

We at CCA have worked hard for the past few months to ensure that our processes are sound and solid. Our board has several different people who serve on various committees. We are all working together as a team. As President of the Washington chapter of the CCA, I can assure you that I will never let the "walls" of this great organization collapse.

I am contacted each and every day by persons who want to know what CCA is doing to stop indiscriminate commercial harvest practices in the PNW. They are anxious and I don't blame them a bit. In both Oregon and Washington, there are many laws that favor commercial harvest practices. Many of these laws have been in existence for over 100 years! It is time these laws were changed. However, changing them will be costly, especially when there

are powerful special interest groups who prefer the laws remain as they are.

CCA's battles are fought in the courts, state legislatures, congress, and the media. Our victories will not come without a price. It is going to be expensive to defeat the special interest groups and their stubborn stance on these issues. The funds needed to fight our battles and change the laws from "bad" to "good" will be raised from local CCA chapter banquets.

I am pleased to announce that by the time you read this, we will have added a key member to our team. The new CCA PNW Executive Director will accelerate the formation of new chapters in the PNW. He will eventually hire Assistant Directors for Oregon and Washington to manage chapter banquets, generating funds for our advocacy efforts.

It typically takes many years to have enough funding to hire an Executive Director and Assistant Directors. Our fish don't have many years! So, our fundraising committee has been busy raising the necessary dollars to fill these positions and help us accelerate our growth.

Politicians listen to money and votes. We are working diligently to raise the money.

Now we need the votes! I am putting forth a challenge to each of you to recruit five new members within the next 30 days. This should not be a difficult task to accomplish. There are still many fishermen who have not yet heard of CCA. Offer them the chance to help by keeping membership forms in your boat and your vest. Hand them out on the water, in the parking lot, at the ramp, etc.

But fishermen are not the only prospects for membership. Our organization gains even greater strength when it consists of members from all walks of life. Our fish are a valuable resource owned in common by everyone. And everyone benefits from saving this great resource, not just fishermen.

Please contact me if you would like to become more involved or start a new chapter in your area. I look forward to seeing you at a CCA banquet soon.

Matt Olson is co-owner of Camas Meadows Golf Club, 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 📧

CCA PNW Welcomes New Ad Manager

CCA Washington member Mike Perusse has stepped up to play a critical role in the creation of the CCA PNW newsletter by taking on the role of ad manager. An avid outdoorsman, he owns Mike Perusse Marketing, which covers Alaska, Washington and Oregon for G. Loomis Fishing rods, Pacific Fly Group and William & Joseph. In addition to sales, Mike spends his summers guiding for Alaska King Salmon Adventures on the Nushagak river, and holds a master fly-casting certification through the Federation of Fly Fishers. He devotes his spare time to working with the Federation of Fly fishers on Casting Certification, providing weekly commentary on fishing on KJR Radio's Wild Country and promoting awareness of CCA. For advertising information, please contact Mike at glxrep@comcast.net 📧



CCA PNW Ad Manager Mike Perusse displays a great chinook!

Who's Really In Charge Of WDFW's Fish Programs?

Rick Andersen

Washington Government Relations Chair

The Hatchery Scientific Review Group (HSRG) was formed a few years back to develop a plan for improving hatchery operations with the goals of conserving wild salmon and steelhead populations and supporting sustainable fisheries. On August 21, 2007, the HSRG presented their findings to Congressman Norm Dicks, six of the nine WDFW Commissioners, and the department's Director and Deputy Director, Jeff Koenings and Phil Anderson. One of the main issues presented was the use of selective methods to commercially harvest salmon and steelhead. Selective fisheries must be used to reduce the number of hatchery fish allowed on the spawning grounds while releasing wild fish.

A Columbia Basin Bulletin article posted 8/30/07 reports that the Northwest Power and Conservation Council's Fish and Wildlife Committee (part of BPA) proposed to give WDFW \$444,971 to develop and test discontinued traditional commercial fishing methods. The intent was to test the effectiveness of beach seines, pound nets, and fish wheels at harvesting hatchery

fish with minimal harm to protected wild salmon and steelhead.

The proposal drew fire from commercial fishers. This is no surprise as gillnetters flat out oppose selective fishing. As a result of the commercial fisherman's concerns, Guy Norman, WDFW Southwest Regional Director, stated that his agency was turning down the money.

Now, let's put this into perspective. The HSRG was funded with \$20,000,000 in federal taxes to find the best ways to produce more and better wild salmon and steelhead. BPA decided, through their NW Power and Conservation Council, to spend almost half a million dollars toward that goal to study better methods of commercial harvest. But WDFW, the co-managers of the State's fisheries resources, caved to the protests of the gillnetters, shelving this opportunity for another day.

This is exactly the kind of shenanigans that has propelled CCA's explosive growth in the Pacific Northwest. If you would like to know how you can help with this issue and others, drop me an email at rick.andersen@ccapnw.org. ☺

Washington Anglers Unite For Marine Conservation

To further organize recreational anglers and enhance Washington's marine resources, two new CCA chapters recently held inaugural meetings. The new Sea-Tac chapter and the Vancouver chapter become the second and third chapters to be recognized by the CCA WA board. Three Rivers Marine in Woodinville is hosting the formation of a new chapter October 23rd. The first chapter to form in Washington (way back in July) was the Lewis County chapter, which meets in Centralia.

"We are extremely excited about the creation of these new local chapters" said Matt Olson, CCA WA President. "With the addition of our new PNW Executive Director, we will form even more chapters in the coming months."

With about 1,300 members throughout the state, CCA WA continues to grow and make strides for the conservation of marine fisheries on a local, state and federal level. Check the website at ccapnw.org for information about all the chapters in Washington and Oregon. ☺

Clancy and Ron Holt

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Hooking the Next Generation

Angela Hult

Oregon State Board of Directors

The first time I hooked a fish I was about five years old. My father and I were trolling across a glassy bay on Puget Sound, the evening so still you could hear the clucking of mallards along the shore and the squawk of a blue heron as we startled it from its rocky perch. I sat in the front of the boat, facing my father and wrapped in a bright orange life vest.

We were trolling parallel to the shore when the fish hit. I remember the rod bending and the reel spinning. I tried to grab it with my small hands, but I couldn't get control of the reel, which hit my thumb with each spin. As the line quickly peeled off, I kept asking my dad to take the rod. He wouldn't budge. "You can do it," he said. "You need to reel in that fish."

I think the fish took half the line off of the reel before I accepted that I was on my own. I finally managed to start cranking the reel and slowly gained on the monster at the end of the line. After what seemed like an epic battle between me and a big, fat cutthroat, I managed to get the silvery-green, spotted fish up to the boat. It was a moment I will never forget.

Those hours spent trolling on the Sound gave me many important gifts: the gift of time with my father, the development of patience and confidence, an appreciation for stillness and quiet and a respect for all creatures and their habitat. And, no matter how many frilly dresses my mother made me wear, I could gut a fish better than most boys.

I share these same gifts with my son, who caught his first fish on a dry fly at the age of five. He gasped as he watched the rainbow materialize from the bottom of the creek and smack the fly. Slipping on the rocks, he managed to hook the fish, but in his excitement he almost dropped the rod. I was concerned that he might want to keep his trophy and place it in the freezer – a by-product of day camp trips to the local trout farm – but he eagerly released the wild trout and waved good-bye.



CCA Oregon board member Angela Hult, pictured with her son Conner, on the banks of the Deschutes River.

Today, at nine years old, he is a CCA youth member and the salmon expert for his class. He helps other kids understand the lifecycle of salmon and the difference between wild and hatchery fish. While nature still competes for his attention with his Game Boy and PlayStation®, I am grateful that the outdoors has won. He

would rather watch the salmon spawn in our creek than play video games, and he loves the water as much as I do.

My son and his peers represent our next generation of marine stewards. I joined CCA in large part because of him. I want him to experience what I did as a child, to learn the same values and to understand the importance of preserving our marine resources now and in the future.

It's a fact that sportsmen are the most passionate conservationists. It's also a fact that angling among young people has steadily declined since the 1990s. To engage the next generation of anglers and conservationists, we need to build that foundation today. You can start by taking the children in your life fishing. If you're a biologist, conservationist or simply know a lot about fish, offer to speak to classes at your local schools. And, sign your kids up to be New Tide members.

Thanks to a recent grant from Valero Energy, CCA's New Tide Program has been reinvigorated with a new web site, newsletter and school lesson plans. For \$10 annually, New Tide members (to 17 years old) receive a membership card, New Tide sticker, iron-on decal, patch, redfish sticker and a subscription to *The Rising Tide*. For more information, visit www.joincca.org and click on the "Join CCA" tab or call 1.800.201.FISH.

It's never too early to hook the next generation. 🐟

CCA-PNW Newsletter Staff

Bryan Edwards • Angela Hult • Joseph Madrano

Design and Layout –
Jesse Sampson, *Small Stream Design*

Comments, questions, or advertising inquiries?
Please contact: editor@ccapnw.org

A photograph of Robin Nelson, the owner of Greenwater Guide Service, holding a large salmon. He is wearing a blue shirt and a cap. The background is a green wall with the text "GREENWATER Guide Service" and a small fish icon.

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Oregon Government Relations Committee News

Two-Day Retreat Tackles Tough Issues

Stan Steele - CCA Oregon,
Chair, Government Relations Committee

CCA Oregon's Government Relations Committee is off and running. In September, the group met for a two-day retreat in Tidewater, Oregon and had extensive discussions regarding the identification of fisheries management and political issues that CCA Oregon can directly influence.

Given the many issues that we discussed, it was good that we had two days to hammer everything out – we needed the time. The variety of issues facing our organization are complex, and we touched on the following: the allocation of salmon between user groups, selective harvest methods, protection of recovering/decreasing stocks and the identification of political opponents and allies. We also discussed the need to understand international agreements and the implications of the Pacific Salmon Treaty as these agreements apply to and impact salmon recovery efforts in Oregon, Washington and Idaho.

Members of the Government Relations Committee are composing several issues


briefs on the topics that we consider high priority.

We're also attending many local, regional and national meetings in an effort to connect with policymakers, elected officials, anglers and other stakeholders and influencers. Recently, committee member Steve Mealy attended a national symposium regarding fisheries and wildlife issues. Steve has incredible insight into regional and national management policies, political influences and how CCA Oregon's Government Relations Committee will be best able to slowly change the direction of the management and allocation of our marine resources.

In addition, the committee attended a September 18 meeting with representatives from various angling interests to discuss common issues plaguing sports anglers and marine resource conservation efforts.

Our next meeting is scheduled in October, and we would love to have more members join our committee. It's going to take a lot of time, effort and strategic thinking to tackle the

issue of harvest reform. Please contact me at riverrunguide@yahoo.com if you are interested and would like more information.

When he's not advocating on behalf of our Pacific Northwest marine resources, Stan Steele is a fishing and rafting guide who leads adventures on the McKenzie, North and South Santiam, Alsea, John Day, Umpqua and Willamette Rivers. 

New Beaverton Area Chapter

By the time you receive this newsletter, a Beaverton-area chapter will have formed. The initial meeting took place on Wednesday, September 26th, with a general membership meeting on October 8th. If you missed these two meetings please contact:

John Stec: john.stec@yahoo.com
503-466-0756, or

Lynn Buerer: lbuerer@suonline.com
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Turning the Tide of Coastal Conservation

Ted Venker

CCA Director of Communications

It is always an insidious process. Fishermen who have found it easy to bring home a great catch slowly start to settle for one that is only mediocre. A few years later, maybe three or four fish are considered a productive trip. Finally, a whole day's fishing might produce a single good fish and the conversations at the ramp start recalling "the good old days" and how it used to be, back when there were fish in the water. The sinking feeling that something isn't right slowly builds to a feeling of urgency and frustration, perhaps even anger. How did it come to this and what can be done to turn it around?

DIGGING IN

In 1977, the red drum population along the Texas coast was under ferocious assault. Extensive netting operations all along the coast were in position to wipe out one of the premier recreational fisheries in the state. Alarmed, a group of 14 recreational anglers gathered in a tackle store in Houston and decided that things had to change, not just in the management of red drum, but also in people's attitude toward marine resources.

Those 14 men formed the Gulf Coast Conservation Association (GCCA) and in the following years, they launched what came to be known in Texas as the Redfish Wars. After years of political battle, netting operations in Texas waters were outlawed, red drum were declared a game fish, and today populations of red drum are at an all-time high. It was a great victory for anglers and for the concept of marine conservation.

But for all that, it was a single victory. The battle against one wasteful practice represented merely the first domino. A long chain of dominoes was still waiting to be knocked down.

What began as GCCA in Texas grew to include neighboring states along the Gulf of Mexico – Louisiana, Alabama, Florida, and Mississippi. Our stance in favor of the wise, sustainable use of coastal resources was endorsed right up the Atlantic Coast to Maine, and the name changed to simply Coastal Conservation Association (CCA).

Connecticut, Georgia, Maine, Maryland, Massachusetts, New Hampshire, New York, North Carolina, South Carolina, Virginia, Washington, and Oregon formed state chapters as recreational fishermen everywhere saw the value of a strong, united voice in fishery management issues. Today, CCA has more than 100,000 members in more than 200 local chapters in 17 states. The Association also retains a registered lobbyist in Washington, D.C. and a team of professional state and federal lobbyists.

CCA has been there through a multitude of challenges: from successfully implementing net bans in four states to helping establish game fish status for several fish species; from working to prohibit destructive commercial gear across the Gulf Coast to the struggle for a healthier striped bass population off New England; from restoring king mackerel stocks in the South Atlantic to establishing state-of-the-art marine research centers. CCA volunteers have actively built a record of participation, credibility, and advocacy in the fisheries management system.

UNITED IN CONSERVATION

As a grassroots organization, CCA provides its members with almost unlimited opportunities to participate in the process. Our business model is designed to let state members set their conservation agenda and attack issues that are of great importance to coastal

resources. Through the local banquet fundraising process, CCA members fuel their conservation program. Each CCA state has autonomy and relies on its volunteers to make the process work.


Through a strategy of patient study and calculated action, CCA has been effective in almost every challenge we have faced. Our model is one that is sometimes characterized as being overly cautious and measured, and understandably so. It is a founding principle of CCA to seek grassroots involvement in the decision-making process. By the time CCA stakes a position on an issue, it has been thoroughly reviewed and researched by scores of recreational anglers all intent upon achieving the same goal.

Stewardship of coastal resources is obviously not something that can be debated and successfully implemented by just a few individuals. The reality of fisheries management is that it is an ongoing, extensive process. It involves three Cabinet-level departments – Commerce, Interior, and Agriculture – as well as the National Marine Fisheries Service, eight regional fishery management councils, including the ASMFC and PFMC, and countless state, interstate, and federal agencies. Here in the Pacific Northwest, it also has international implications.

To participate in these complex debates, CCA has combined the power of its membership to employ staff dedicated exclusively to the Atlantic States Marine Fisheries Commission, the South Atlantic Fishery Management Council, and the Gulf of Mexico Fishery Management Council proceedings. The same will eventually be done for the Pacific Fishery Management Council. Staff report back to volunteer committees that are familiar with the species and areas under discussion. The committees then determine CCA positions on a wide variety of fishery management plans. The result is a strong, united position, filtered through concerned, knowledgeable recreational anglers.

The process is not a sprint; it is a marathon combined with a chess match. And it works. The trap that many fall into is the belief that a silver bullet will fix all the issues in one fell swoop.

That bullet doesn't exist.

Bringing together diverse perspectives, merging resources and focusing steady pressure on regulatory agencies at all levels of government ultimately achieves results. That is the CCA way. 

CATCHING UP WITH COMMERCIAL NUMBERS

This report includes all 2006 commercial landings into the states of Washington, Oregon, and California for all salmon and steelhead.

2006 Chinook	\$17,191,692
2006 Chum	\$ 7,446,067
2006 Coho	\$ 4,754,831
2006 Pink	\$ 1,593
2006 Sockeye	\$ 4,995,429
2006 Steelhead	\$ 491,504

Total **\$ 34,881,116**

That's a lot of fish!

ref: <http://www.psmfc.org/pacfin/data/r307.woc06>



New Washington Chapter Forms in Vancouver

Joseph Madrano

Washington Communications Chair

On Tuesday night, October 2, 130 men and women gathered at the Camas Meadows Golf Club for a meeting. They were not there to talk about golf; they were there to become involved in the Pacific Northwest's groundswell of people who care about our region's fisheries and want to bring to this region CCA's fish-saving approach.

Matt Olson, the current Washington state president, kicked things off by stressing that CCA is not another fishing club; it's an effective advocacy organization poised to make real change in the Northwest. Several people volunteered to be interim officers until elections are held in February: Steve Koch as President, Condon Elliott and Steve Kessler as VPs, Cindy Morgan as Secretary, and Linda McCarley as Treasurer. Glen Johnston agreed to head up the all-important Banquet Committee.

Brett Larsen raffled off a \$300 gift certificate donated by Sportsman's Warehouse that

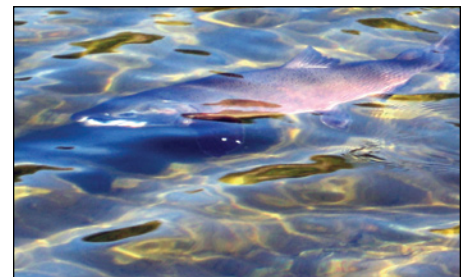
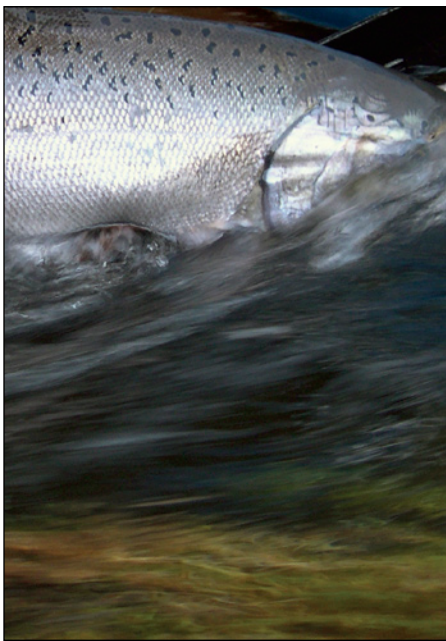
generated \$540 in proceeds to start the kitty. Thanks, Brett! Sportsman's Warehouse is a big supporter of CCA in the PNW, pledging \$10,000 to the Bridge Fund.

The newly named Southwest Washington chapter will meet the second Tuesday of each month at 6:30 at Camas Meadows Golf Club.




A large crowd gathered for the inaugural meeting of the Southwest Washington CCA PNW chapter.

CCA PNW Welcomes the Return of the Fall Salmon!



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Coastal Conservation Association Membership Application

MEMBER INFORMATION



☐ Renewal Dues ☐ New Membership

Name _____

Associate Member Name(s) (if applicable) _____

Member ID# (if renewing) _____

Address _____

City _____

State _____

Zip _____

Phone _____

Gift Membership From: _____

☐ \$25 MEMBER: Membership card, window decal, 2 bumper stickers, TIDE magazine.

☐ \$100 MEMBER: All of the above plus CCA print of your choice

☐ \$15 ASSOCIATE: Per each family member. All member privileges except TIDE. Send names.

☐ \$200 SPONSOR: Bronze lapel pin, print, plus member gifts.

☐ \$500 PATRON: Silver lapel pin, print, plus member gifts.

☐ \$1,000 LIFE MEMBER: Life Member display piece, print, plus member gifts.

☐ Quarterly payment option available.

☐ \$10 NEW TIDE: Rising Tide newsletter, three NEW TIDE logo decals, iron-on T-shirt transfer, redfish & speckled trout sticker. For members 17 and younger.

METHOD OF PAYMENT

☐ Cash Enclosed

☐ Check or Money Order Enclosed

☐ Mastercard ☐ Amex

☐ Visa ☐ Discover

Credit Card # _____

Exp. Date _____

Signature _____

Associate Member Name _____

Complete this form and send to:

Coastal Conservation Association

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