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Why I Chose The Coastal Conservation Association

Bryan Irwin

Regional Executive Director

For my introduction as Coastal Conservation Association's Regional Executive Director, it might sound a little pretentious to tell all of CCA why I picked you. I'm supposed to tell you how excited I am to take on this new chapter in my life, why I'm the right guy, and my plan for carrying out our organization's goals and objectives. Hopefully, some of this will come out as I highlight a few of the reasons why this is a great organization.

Choosing CCA is where saving our fish in the Pacific Northwest begins. Without 8000+ of us (the way we are growing, it's probably 9000 by the time you read this) making the same wise choice, we would not be where we

are today. If you don't think just our mere presence isn't changing the political landscape on fisheries issues in the northwest, you aren't paying attention! We are having a huge impact – and we're just getting started.

There is no one reason CCA is the right choice. The key to CCA's success is our multi-faceted approach. The question had been asked a number of times at chapter meetings, "What's more important money or memberships?" The answer is clearly, both! Given how highly politicized our salmon, steelhead and sturgeon have become, we can't affect change without plenty of both, plus a well executed advocacy plan and communication strategy. We clearly need the well-rounded approach of the CCA model to achieve positive results for the fish.

Below are five reasons I feel CCA is the right choice for you, me and our fish:

Leading with Conservation – CCA always puts the resource first. I have attended three national board meetings in Houston and have seen this first-hand. Not only is it the right thing to do, it gives us credibility with



New CCA PNW Regional Executive Director Bryan Irwin displays a stellar chrome Fall chinook.

lawmakers and the non-fishing public. There are very few people that like to fish more than I do, yet I have no desire to fish over-depleted and endangered runs.

Grassroots – CCA is truly a grassroots machine. From the chapters to the state boards to the national board the grassroots spirit is there every step of the way. The committee system, while sometimes appearing cumbersome, assures that the voices of many are heard and decisions are well thought out.

Involvement at the Federal level – CCA's advocacy at the federal level is unparalleled. For more than 20 years CCA has had a loud voice in our nation's capitol on virtually every national fisheries debate. Federal fisheries

managers already know to look for CCA's opinion in Gulf and Atlantic fisheries...and now the Pacific as well.

Professionalism – CCA takes the high road. It might take longer. At times, it might even seem frustrating. However, by working through the committee system, developing and executing our strategy, and using professionals in the political process; we are seldom on the wrong side of the issue, always have the respect of lawmakers, and rarely lose. It is carrying out our strategy, and not reacting to the "crisis of the week" that is going to win this race in the end.

CCA Wins - Everyone likes to be on the winning team and CCA's list of "wins" is long and continues to grow. Once we eliminate nonselective gill nets from our rivers, we have many more battles to fight. I look forward to continuing the winning tradition of CCA and adding many "wins" to this list from the Pacific Northwest!

I am honored to be working for you and for such a fine organization. ☺

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FROM THE GUT

CCA Takes On Columbia River Harvest Reform



Gary Loomis
Chairman, CCA PNW

Columbia River harvest reform efforts have been gaining significant momentum and media coverage in recent months. It goes without saying that reforming our broken harvest management system is my highest priority, and that of the thousands of concerned anglers and citizens who have fueled CCA's growth in the Pacific Northwest. I firmly believe that the efforts of CCA are beginning to bring results from Lake Washington to Vancouver to Salem.

I'd like to share with you my observations about these proposals, as well as CCA's principles and a strategy for achieving harvest reform on the Columbia. As I speak with many of you on my travels across the Northwest, I am reminded of the fact that we must do a better job of communicating recent successes and our road map moving forward for saving our salmon and steelhead. It is critical that CCA members are aware of these developments and are prepared to weigh into this public policy battle. I am confident that it is not a matter of if, but when, our collective voices will bring lasting change to protect our salmon and steelhead.

Recent Successes. CCA's Government Relations Committees are making significant progress toward holding our elected representatives and fisheries management officials accountable for how this public resource is managed. In Washington State, CCA has brought public pressure to bear when non-selective harvest threatens the very wild salmon necessary for recovery. Recent examples include the spring and summer Chinook runs on the Columbia, the fall Chinook run on the Lewis and successful efforts to shelve a proposed Lake Washington Chinook gillnet fishery this summer.

We are also making significant progress at the political level to elevate the need for selective fishing reforms. CCA's policy positions were cited by both candidates in Washington's ultra-competitive race for Governor (see article on same topic). Both candidates have come out in support of protecting and reforming the salmon fishery

to be fully selective, putting conservation first in harvest management decisions, and increasing our efforts to remove derelict fishing gear or "ghost nets." In Salem, CCA Oregon's lobbyist is seeing similar success in changing the debate among members of the Oregon legislature.

The Columbia River Debate Has Shifted. I believe that CCA's advocacy efforts and growing grassroots strength, as well as the obvious crisis facing our salmon runs, has finally begun to shift the debate on the Columbia. Several legislative and policy concepts are being floated to limit the impacts of gillnets or remove them from the Columbia altogether. Even ODFW released a spring Chinook proposal that recognizes that maintaining the status quo is not an option. Unfortunately, their proposal falls well short of establishing the sustainable, selective fisheries that proper conservation-based management demands. Another concept, the "SAFE for Salmon" white paper, has generated a valuable dialogue about the need to reform lower river fisheries, although many critical details remain unanswered.

CCA's Principles for Columbia River Harvest Reform. CCA has several important principles for Columbia River harvest reform. These principles drive our advocacy efforts and the specific reforms we champion. I also believe they are essential to maintaining the philosophical high ground which is the only way we will win this debate. I, for one, have no interest in merely rearranging the deck chairs on the titanic.

Conservation must come first: we can and must put an end to management schemes that merely "allocate" away the future of our wild salmon runs. Any reforms must squarely put the conservation needs of these fish ahead of allocation and the wants of commercial -- and even recreational -- fisheries, if necessary.

We must develop truly selective commercial fisheries: we will not recover our fish runs or effectively harvest the surplus hatchery fish if we do not shift the commercial industry to gear that avoids impacts to wild, endangered and non-target species, such as steelhead and sturgeon. The commercial industry has even opposed recent funding proposals to merely test the effectiveness of such gear. We are the last region in the country that permits the commercial use of this destructive gear and I believe we must secure a transition that ensures we are the last.

Science must be paramount: non-selective commercial fishing gear and proposed expansions to net pen operations often have negative impacts through the bycatch of non-target local and migrating fish stocks, on local ecosystems and could create significant

straying problems. It is important that we consider what science tells us about the full environmental impacts of our current management, and reform proposals under consideration.

Monitoring and enforcement must be drastically improved: we currently lack the information about bycatch levels, delayed mortality, run forecasting and adherence to catch limits necessary to make informed decisions. CCA believes additional monitoring and enforcement will be necessary to ensure fisheries don't harm recovery efforts.

The recreational community, and the public-at-large, needs confidence in the stewardship and fairness of agency funding: both ODFW and WDFW are facing serious budget challenges.. In fact, ODFW is preparing to request a significant increase in recreational license fees during the upcoming legislative session. We must demand that greater conservation benefits result from any fee increase. Additionally, we must ensure that the respective funding contributions are equal to the benefits received by the public and the commercial and recreational communities.

CCA Believes Engagement on Multiple Fronts will be Required. We will not win this debate without active engagement in legislative, administrative and political processes at the state, bi-state and federal levels. In addition to the important progress we are witnessing at the political level, CCA is bringing a conservation first message as an advisor to the Columbia River Fish Working Group. The group is comprised of three commissioners each from Oregon and Washington and its recommendations will serve as a bellwether for commission support for selective fishing reforms. CCA is also preparing to take an active role in the North of Falcon process, which actually sets the allowable harvest rates for Columbia and coastal Washington salmon runs. Once those rates are set at irresponsible levels we are boxed into only "allocating" away our wild fish. Finally, in both Oregon and Washington we will be taking a comprehensive agenda into the 2009 Legislative sessions. In Oregon, this will likely include an effort to secure fisheries conservation reforms as the Legislature takes up the ODFW budget proposal. In Washington, we will work to hold the Legislature, Governor, and Department to their commitments for reform.

This is an exciting time and I am encouraged by the progress we are making. We will save these fish if we continue to grow our membership, stick to our conservation principles and hold our elected representatives and fisheries management officials accountable for how this public resource is managed. As you know, I won't rest until the job is done. ☺

CCA Oregon Hires Lobbyist Shawn Miller

CCA's Oregon State Board took a big step toward advancing the organization's advocacy efforts and preparing for the 2009 legislative session by hiring Shawn Miller of Miller Public Affairs as lobbyist for CCA Oregon.

Shawn has lobbied 14 years in Oregon and has influenced the outcomes of countless pieces of legislation. He has earned a reputation in the halls of the Capitol as one of the hardest working lobbyists in Oregon. His clients include PacifiCorp, Northwest Grocer's Association and other prominent Pacific Northwest clients. An avid angler, Shawn has a passion for conservation and fisheries issues that will serve CCA members well. In fact, that commitment was

evident when he drove all the way to Newport to attend a hearing on marine reserves the day after he was hired.

Shawn started his lobbying career in Annapolis, Maryland following graduation from the University of Maryland, Baltimore County with a political science degree. Shawn later returned to Oregon and founded Miller Public Affairs.

During the legislative session, Shawn will use his expertise to follow legislation that is of interest to CCA, advise CCA on appropriate strategies for specific legislation, meet with legislators regarding issues of interest to CCA and many other activities that will help to advance our harvest reform goals in the Pacific Northwest. ☺



"I have always said that chasing a Northwest steelhead with a fly requires preparation, knowledge and perseverance-- the same fundamentals needed for effective lobbying." Shawn Miller, CCA Oregon Lobbyist

CCA Pacific Northwest Hires New Executive Director

After an extensive search, The Oregon and Washington state chapters of the Coastal Conservation Association have appointed Bryan Irwin as the Executive Director for the Pacific Northwest. As a lifelong outdoorsman and long-time conservationist and resident of the Pacific Northwest, Irwin brings a wealth of experience to CCA.

"Our search committee, comprised of members of both state boards, met with an exceptional group of qualified candidates," said Gary Loomis, Chairman of CCA Pacific Northwest. "The committee unanimously concluded that Bryan brings a unique set of talents and skills to CCA that will serve our members at a critical time in the organization's history. As a CCA member and an avid angler, Bryan has a rich understanding of the Pacific Northwest's complex fisheries issues and comprehensive knowledge of CCA's operations."

Irwin is recognized as an established leader in sales, marketing and client relations, with

nearly 20 years of experience selling and managing commercial insurance accounts. His ability to manage diverse clients and his commitment to problem-solving, communication and product innovation resulted in significant revenue increases for his company.

An active member of the community, Irwin previously served as the president of the Tom McCall (Portland, OR) chapter of the Association of Northwest Steelheaders. He has also been actively involved in CCA since the organization first expanded into the Pacific Northwest.

Irwin began his new role with CCA in early October.

"We are pleased to welcome Bryan to the CCA team," said David Cummins, President of CCA. "We are confident that his strong business experience and leadership skills will strengthen CCA's Pacific Northwest chapters, which have been a powerful engine for growth in this region." ☺



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CCA Oregon's Numerous "Unsung Heroes"

John Stec
Oregon CCA President

Periodically I've urged members to put their shoulders to the wheel and contribute time and energy to the success of CCA Oregon. In response, many of you have rallied to fill local board and officers' positions. Many now serve on important state committees. Your local chapters have completed their first successful banquet season and are already beginning to plan for next year's events. In short, hundreds of you have risen to the challenge. The fruit of your efforts is described in articles throughout this edition of *The Ripple Effect*. In appreciation I would like to acknowledge a few of our members for their contributions over the past year.

Take, for example, guides **Clancy Holt** (Clancy's Guided Sportfishing) and **Scott Amerman** (Amerman's Salmon Eggs and Guide Service). Through handouts and letters to clients, they have spread the word and recruited CCA members far and wide. In fact, our **guide members** – many of whom proudly sport the famous CCA "Meatball" on their boats – represent the most concentrated and mobile of our recruitment efforts. In fact, several use a portion of their client fees to actually pay for that individual's membership! Thanks to each and every one of you.

Let me not forget **Pat Fox** and **Bruce Polley**. Pat did a piece of research on gillnet issues for our Government Relations Committee that was eye-opening for several key Oregon legislators. Bruce has been spearheading our efforts with regard to Marine Reserves issues, but he also took the initiative to intercept some serious misinformation among our coastal sport fishermen and set the CCA record straight. Thanks to his efforts, our next new chapter will most likely be a "Salty Dog" chapter based in Newport. Hats off to you gentlemen and your GRC colleagues.

Then there is **Denny Redmond** and **Chris "Doogie" Douglass**, both of our Emerald Empire chapter (Eugene/Springfield). Denny coordinates a carcass dumping joint venture between Weyerhaeuser Corp. and ODFW. In addition to putting a lot of hard work into a local sportsmen show, Doogie reached out to an important regional organization – Cascade Family Flyfishers – to share information about CCA and membership. Great work, guys!

The list goes on. **Bev Jacobs** and husband **Richard** weren't content with volunteering for the Portland Boat Show and the Portland Sportsmen's Show. So, Bev served as chair and Richard as a member of Willamette Valley's banquet committee. Next, she joined our Communications Committee and signed up for the Ad hoc Website Committee. Way to

Supporters of CCA from the beginning!

Salmon & Steelhead Journal continues to donate time and money to further the cause of CCA. While other magazines sit by and watch the momentum build, *Salmon & Steelhead Journal* is committed to making sure CCA doesn't lose momentum. If you don't already subscribe, do it today. Together we'll work together to ensure salmon runs improve and thrive in the West.

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go Bev! And speaking of the two show events, members volunteered 250 hours of time staffing our displays and recruiting over 300 new members. **Jerry Dove** and his crew of Tillamook volunteers joined **Ray Buckno** from Salem to vie for "furthest traveled" honors. In a show of PNW solidarity, Vancouver members **Leon Stevenson**, **Gene Deahl**, and **Keith Issacson** worked the displays and continue to volunteer at PNW HQ. I can't even begin to name the number of folks who were on "standby" in case they were needed.

These members – and others who I haven't been able to mention – get it. You don't have to be a state or chapter officer or board member to lend a hand, although you are encouraged to serve in those capacities as well. You don't have to commit countless hours of time. Just ask **Gary Whelan**. An active state board member, Gary understands that the "small stuff" counts, too. He flashed an alert back in June that brought a CBS news feature regarding PNW salmon that enabled many to tune it who might have otherwise missed the program.

As CCA Oregon has grown so has our need for volunteers. We need stronger committees and boards at all levels. We are moving into the "big leagues" with our legislative and lobbying efforts. The members that I've mentioned and others like them have allowed us to reach this point. Think about joining them and volunteering, and remember that the small stuff needs to get done too. Don't be afraid to ask, "What will I be doing? How much time will it take?"

Then roll up your sleeves and pitch in. 🇺🇸

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2008 Oregon Election

Shawn Miller
CCA Oregon Lobbyist

The November general election in 2008 was a highly competitive race among republicans and democrats seeking control of the State Capitol. The high turnout for the presidential campaign, hotly contested U.S. Senate and 5th Congressional District races and the usual variety of state initiatives resulted in an overdose of campaign advertising and awareness.

For more than a decade, the battle for control of the Oregon Legislature always hinged on the state House and Senate races in Washington and Clackamas Counties. During the 1990s when Republicans controlled the legislature, most of Washington and Clackamas County legislators were Republican. In 2006, democrats handily took Washington County. In November they had their sights on taking Clackamas County. Furthermore, key Republican House members decided to retire after losing control of the House in 2006—giving democrats more of opportunity to pick up seats in 2008.

The democrats picked up many seats in the Oregon legislature and in the House of Representatives. Democrats retained their majority in the Senate (18-12) and increased their majority in the House by five seats (36-24). It's worth noting that 36 votes (a supermajority) are required for any revenue raising bills. For the first time in a quarter-century, democrats hold 60 percent of the seats in both chambers.

As we move forward with our legislative efforts, understanding the legislative landscape plays a key role in our advocacy efforts. Please take the time to know your local legislators, their positions on fisheries management issues and how the landscape in your district might have changed since the November elections. 🇺🇸

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Public Consideration for Marine Reserves Nears Closing

Bruce Polley
CCA-OR Government Relations Committee

The public process for the consideration of sites for Marine Reserves on Oregon's Coastline is coming to a close.

The recent OPAC meeting in Reedsport brought to light the deep divisions between the proponents of Marine Reserves (MRs) and other coastal user groups. The process for selecting sites was supposed to be a collaborative effort between various users and local communities, but the Reedsport meeting demonstrated that that it appears as though lines are being drawn between pro-MR and anti-MR interests.

There have been a few proposals (2-3) which have been worked on and vetted by local communities and user groups, and seem to have a chance of becoming Marine Reserves. Our hope is that these MRs will be much smaller than what has been proposed

by those who wanted to close down as much as 1/3 of the Oregon Territorial sea, and we are determined to keep advancing our position.

CCA was in Newport when the House Environmental Committee and the Senate Environmental Committee had a joint meeting. We took this opportunity to go on the record with CCA's stand for not arbitrarily shutting down areas permanently from sport-fishing. Our President John Stec delivered testimony that included our adopted position statement on Marine Reserves.

Meanwhile, CCA continues to meet with and educate lawmakers to discuss what these closed areas really are, and what they are not. We will be calling on CCA members who are concerned with this issue to contact their legislators before and during the next

session. Much of our strength is in our numbers, and when a large group of CCA members makes their concerns known to their representatives in the state government, change will occur.

Please contact me if you would like to help on the Marine Reserve issue.

bruce.polley@ccapnw.org ☎

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Southwest Washington CCA Helps Kids Learn to Fish

Steve Koch
SW WA CCA President

Southwest Washington Coastal Conservation Association members partnered with the Big Brothers Big Sisters Northwest to give children a fishing experience in May. Participants fished for shad along the dock at Steamboat Park on the Columbia River, in Washougal, Washington. After the fishing

derby, children and their mentors ate a lunch of hot dogs, chips and pop at Port of Camas Park. All food and fishing gear was provided by CCA and Southwest Washington Anglers. (Dick Setje)

We entertained about twenty kids who were matched up with a "Master Fisherman" who taught them to tie knots and cast. The morning started off with rain but the sun eventually came out and a good time was had by all. We are looking forward to next year and having our Chapter sponsor another fishing event with the kids.

We were able to give away over twenty trout rods and reels filled with fishing line thanks to our friends at SW Washington Anglers (Dick Setje) and Sportsman's Warehouse (Brett Larson).

Many thanks go out to the Port of Camas, Randy and Mellisa of Big Brothers Big Sisters, and all the SW Washington volunteers for their help! ☎



SW Washington members had a great time helping kids learn to fish.



Over twenty trout rods and reels were given out to the kids! Special thanks to SW Washington Anglers and Sportsman's Warehouse.



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Fish Tales



CCA Washington member Jim Hajek landed this bright coho during a September trip on the Cowlitz with guide and fellow CCA Washington member Mark Maker. Mark's method of choice on that sunny September day was to side drift with gobs of cured salmon eggs, providing an action-filled trip that included both salmon and harvest trout. 🐟

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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