

## ***DRAFT***

### **Minutes, Wisconsin Outdoor Communicators, August 12, 2017**

30 members – tying a modern attendance record -- registered for the annual meeting at Trees for Tomorrow in Eagle River. Many speakers stayed to hear other presentations.

#### **Election:**

At the business meeting **officers** were re-elected as follows:

- President—Patrick Durkin
- Vice President/Webmaster – Bob Haase
- Secretary/Treasurer – Laurel Steffes
- Newsletter editor – Laurel Steffes (with extensive content help from Pat)

#### **WOCA Board of Directors –**

Tom Muench, Art Barlow, Jerry Kiesow; Bob Wilberscheid; Dave Zeug; Bob Haase; Lisa Gaumnitz, Dave Carlson, Roger Sabota. No board member elections were held; it was agreed in 2016 that board members would continue to serve until/or if they desire to resign or others are interested in serving. We will review annually at the meeting.

#### **Budget:**

The budget report was reviewed and approved.

Honorariums for WOCA officers were reconfirmed. Haase and Steffes declined.

Per 2013 minutes, annual officer honorariums are as follows:

- President/annual meeting organizer: \$750
- Prize chair: \$500
- Newsletter editor: \$250
- Vice President: \$100
- Treasurer: \$100
- Secretary \$100

Blank copies of the new, formal WOCA thank you notes were distributed. Members were asked to contact and/or write to donors of prizes and auction goods and to thank them for their support of WOCA. Members winning items in the silent auction will receive an email with contact information for the donor, or contact Pat Durkin, the auction chair. Written thanks are critical in maintaining the interest of donors. Members are urged to note that proceeds from silent auctions to WOCA members fund WOCA's scholarships for emerging outdoor writers.

#### **Other budget business:**

- Unanimously agreed to donate \$250 to Trees for Tomorrow (TCO 8/20/17) and \$150 (annual dues) to the Conservation Hall of Fame.
- Costs for the Friday night cookout were largely provided by Toyota. Attendance for the hamburger, brat and fireman's corn was the highest in memory.

- Laurel will check with the Department of Revenue to confirm no fees are due for continuing our non-profit corporation and WOCA is in good standing.
- For the third year in a row, member Jenny Sereno donated \$250 to fund WOCA's scholarship program. Many thanks to Jenny and also to Tim Eisele, though a lifelong member, he elected to pay annual dues for 2017 to have the funds also dedicated to the scholarship fund.

**Minutes:** 2016 Minutes were approved.

**Other items:**

- **Website:** WOCA's website was discussed. It can be found at **W-O-C-A.org** Webmaster Haase reports our domain contract is on the second of two years. The number of member bios is slowly growing. Please consider contributing. Bob urged members to contribute bios as they give much credibility to the website. Volunteer FB page editors are encouraged to step forward.
- **2018 Conference: Members by acclamation selected July 20-22 at Trees for Tomorrow for next year's annual conference.** Once again in this year, Trees provided two cabins (Pine and Hemlock dorms) for housing, relieving the uncomfortable crowding experienced in previous years. People staying at Trees in 2017 enjoyed private rooms. We will continue to push for two cabins.
- **Scholarships:** Laurel Steffes, Art Barlow and Bob Wilberscheid reported on WOCA's second scholarship award. The award – at the new, enhanced \$1500 total approved at the 2016 meeting -- was made to Shay Spatz, an undergraduate at UW-Stevens Point. Her application was an outdoor recreation-related video presentation on the Candlelight Hike UW-Stevens Point has every semester at the nature reserve on campus. She was the multimedia reporter for the school newspaper, The Pointer, during the making of the video. Here is the link to the video source:  
<https://www.youtube.com/watch?v=EvF5rtQdB7A> Shay is working on a degree in media communication along with a minor in environmental communication. She aspires to work for the National Park Service or for the National Forest Service as a park interpreter and as a multimedia specialist and to become a documentary filmmaker and documentary photographer for the nation's parks. Shay was unavailable for the conference; she is in Alaska working with Americorps. For 2018, Mark LaBarbara confirmed the Outdoor Heritage Center will again contribute \$500; Member Jenny Sereno donated \$250; and Vice President Haase, and Secretary Steffes have again declined honorariums totaling \$300, and Tim Eisele donated \$25. The silent auction revenues fund the balance.
- **Sponsor: Toyota** contacted President Durkin offering to fund WOCA meals or other expenses to support the group and provided \$300 toward Friday's cookout and four \$50 Bass Pro Shop gift certificates as door prizes. Pat noted there has been some interest in sponsors for WOCA and he asked at what threshold a donation should be credited as corporate dues. After discussions during the business meeting, the group agreed that

manufacturers can become WOCA corporate sponsors for the standard \$50 annual fee or by donating \$250 or more in prize drawings or silent-auction items.

- **In 2016 Art Barlow presented a possible program for WOCA:** Outdoor Writers of Kansas presented \$1,000 to establish a statewide **program to provide hunting and fishing licenses for disabled veterans**. Once established, the state provided an avenue for individuals and organizations to contribute to the account. The account in Kansas is handled by the state hunting and fishing license agency. Sadly, Art received no feedback from lawmakers he contacted. He decided to contact Rep. Milroy and the representative has close recent contact with the group as a speaker. Members encouraged Art to continue to flesh out the idea – and research any potential legislative or accounting roadblocks –for WOCA to pursue.
- **Bylaws Update:** Pat asked members to review the WOCA bylaws in anticipation of updating them at the 2018 meeting. The 2005 bylaws will be emailed with an upcoming WOCA newsletter, at which time we'll solicit feedback from the members. The recommendations will be discussed and voted on at the July 2018 conference. The bylaws are posted on our website.
- **Thanks:** Members thanked **Ed Culhane** and **Lisa Gaumnitz** for a great Friday night cookout.
- **Group photo:** A group photo was taken at lunch and will be posted on our website.

*Laurel Steffes, Secretary/Treasurer  
August 2017*

## **WOCA AGENDA 2017**

### ***Wisconsin Outdoor Communicators Association***

Trees For Tomorrow Conference Center, Eagle River, Wis.

#### ***Friday, Aug. 11***

*5:45 p.m.: Dinner and Social at Trees for Tomorrow, Sponsored by Toyota.* The meal will feature grilled “fireman’s corn,” and brats and/or hamburgers/cheeseburgers. **Location:** Outside the dining hall. Curt McAllister, Toyota’s PR representative, arranged to have the automaker sponsor this year’s social/reception.

*7 p.m.: Evening Session. Location:* Trees for Tomorrow main classroom/conference center. Intro by Curt McAllister, who will pick the lucky winner of a \$100 Bass Pro gift card.

*7 to 7:45 p.m.: A Look at Mepps & Mr. Twister: Two Historical Fishing Tackle Manufacturers*

■ *Joshua Schwartz, Mepps & Mr. Twister communications director, Antigo.*

*7:50 to 9 p.m.: Defending “Wisconsin Natural Resources” Magazine*

■ *Natasha Kassulke: Former editor of WNR, Madison.*

#### ***Saturday, Aug. 12***

*7 to 7:30 a.m.: Breakfast*

*7:35: Welcome to Trees For Tomorrow, by Robin Ginner, Executive Director, Trees for Tomorrow.*

*7:45 to 8:55 a.m.: A Few Minutes with Rep. Nick Milroy, D-South Range*

*Q&A with the state representative from Wisconsin’s 73<sup>rd</sup> Assembly District.*

*9 to 10 a.m.: Wisconsin’s Green Fire: Its Role and Priorities in State Conservation*

■ *Terry Daulton and Bob Martini of Green Fire, a group of 70 former DNR and university scientists who are trying to “fill the gap” created by cutbacks to DNR staffing and restrictions on public comments.*

**Break**

10:10 to 11:45 a.m.: ***Environmental Reporting in Wisconsin: 1995 to the Present***

*Panel Discussion featuring:*

- Ron Seely, Wisconsin Center for Investigative Journalism. (Could not attend due to family medical emergency; Pat Durkin sat in and subbed.)
- Tim Eisele, freelance writer and editor.
- Dave Carlson, freelance writer, former TV reporter and program host of “*Northland Adventures.*”
- Jim Bishop, former DNR public information officer, Spooner.

11:45 a.m. to 12:15: ***Silent Auction Closes, Prizes Awarded***

***Group Photo Session (Entrance to Education Center)***

12:15 to 1 p.m.: ***Lunch Break***

1 to 2 p.m.: ***Go Wild: A Look Back at its First 18 Months***

- *Mark Rappe, DNR bureau of customer and outreach services.*

2:05 to 2:55 p.m.: ***Backcountry Hunters and Anglers: Its Role & Priorities in Wisconsin***

- *Jeff Guerard, Chairman, Wisconsin Chapter of Backcountry Hunters and Anglers.*

3 to 3:50 p.m.: ***“Lead vs. Copper Bullets: A Hunter-Veterinarian’s Perspective”***

- *David Clausen: retired veterinarian and former Natural Resources Board member.*

***Break (and/or “Rain Date” for group photo session)***

4 p.m.: ***WOCA Business Meeting***

- 2017 WOCA Scholarship presentation: Recipient is Ms. Shay Spatz, of Stevens Point and Westfield.
- Review of WOCA 2016 minutes, WOCA budget and finances, Laurel Steffes.
- Donations for 2017-2018, Scholarship Program update: Laurel Steffes and Art Barlow (vets option?).
- Review of WOCA Bylaws. Last reviewed/updated in 2004/2005.
- 1) Review Corporate sponsorship options. 2) Election of officers.
- Dates & Location for 2018 WOCA conference: July 20-22, 2018.

4:45 to 5:15 p.m.: ***WOCA door prizes***

5:30 p.m.: ***Social***; and 6:30 p.m.: ***Dinner*** on your own, or cookout at fire pit if there’s interest.

***Sunday, Aug. 13***

6 to 7 a.m.: Fishing, check-out and good-byes. Breakfast and lunch on your own.

### ***Speakers’ Bios & Contact Info:***

■ **Joshua Schwartz**, Communications Director, Mepps & Mister Twister, Antigo: (715) 623-7556, [Jschwartz@mepps.com](mailto:Jschwartz@mepps.com). Schwartz is a lifelong fisherman, and fishing remains his favorite outdoor recreation. He grew up in Rochester, Wis., in Racine County. Before joining Mepps & Mr. Twister two years ago, he worked for the Sportsman Channel. His website can be viewed at <http://hookjsboard.com/> & <https://www.linkedin.com/in/joshschwartz>.

■ **Natasha Kassulke**: Former editor of *Wisconsin Natural Resources* magazine. (608) 890-4728, [natasha.kassulke@gmail.com](mailto:natasha.kassulke@gmail.com). Kassulke edited *WNR* for nearly five years and spent another 4.5 years as its assistant editor. She has taught English and journalism classes at Madison Area Technical College the past 10 years. She’s currently the manager of strategic communications for the vice chancellor for research and graduate education at the University of Wisconsin-Madison.

■ **Rep. Nick Milroy, D-South Range**: Representative for Wisconsin’s 73<sup>rd</sup> Assembly district since 2009.

(608) 266-0640, (888) 534-0073; [Nick.Milroy@legis.wisconsin.gov](mailto:Nick.Milroy@legis.wisconsin.gov); Mary Lou Keleher, aide: [marylou.keleher@legis.wisconsin.gov](mailto:marylou.keleher@legis.wisconsin.gov). Rep. Milroy was born and raised in Superior, served in the Navy, and taught biology at UW-Eau Claire. He serves on the Assembly’s Committee on Natural Resources and Sporting Heritage.

■ **Terry Daulton and Bob Martini**: Green Fire: Voices for Conservation. Daulton, (715) 476-3530,

[tdaulton@centurytel.net](mailto:tdaulton@centurytel.net). **Daulton** is a consultant in field biology and environmental education. She was named coordinator of Green Fire, which formed in April with a mission to restore science-based management and decision-making to Wisconsin. **Martini** spent 32 years with the DNR as its statewide river protection coordinator, leading efforts to clean up the Wisconsin River, prevent acid-rain damage in northwestern Wisconsin, groundwater quality and quantity work in the Central Sands, and dam removal and licensing for public benefit. He received the John C. Brogan Award in 1983, and the Career Achievement Award from the North American River Management Society in 2014.

■ **Ron Seely:** Wisconsin Center for Investigative Journalism, Madison. (608) 262-7791, [wrseely@wisc.edu](mailto:wrseely@wisc.edu). Seely is an editor and reporter with the Center, and a lecturer on journalism and science reporting in the UW's Department of Life Sciences Communication. Seely worked 35 years for the *Wisconsin State Journal*, including 20 covering science and the environment.

■ **Tim Eisele:** Freelance outdoor writer, Madison. (608) 233-2904, [teisele@chorus.net](mailto:teisele@chorus.net). Eisele helped found WOCA in 1977, and served three terms as its president. He has a Master's Degree in environmental communications, and worked in the DNR's communications office in Madison (1971-1976), and in Eau Claire as the public affairs officer in the DNR's West-Central District (1976-1978). He has been a full-time freelance outdoor writer and photographer since 1997.

■ **Dave Carlson:** Freelance writer, former TV reporter and program host of "*Northland Adventures*," (715) 834-3699, [dcnorad47@live.com](mailto:dcnorad47@live.com). Carlson, who lives in Eau Claire, has about 60 years of outdoors experiences, and worked over 30 years in TV and another 10 years in newspapers. He has also written two books and hundreds of magazine and newspaper articles.

■ **Jim Bishop:** Former DNR public information officer, Spooner. (715) 416-3375, [iamajimbo@yahoo.com](mailto:iamajimbo@yahoo.com). Bishop spent 30 years with the DNR. He served all of his years as the public affairs manager for the DNR's Northwest District, and later its Northern Region. He retired from the DNR in 2011. He currently serves on the Board of Directors for the Wisconsin Indianhead Country.

■ **Mark Rappe:** Information Systems supervisor, DNR bureau of customer and outreach services. (608) 261-6441, [mark.rappe@wisconsin.gov](mailto:mark.rappe@wisconsin.gov). Rappe holds a Bachelor's Degree in business administration and management from Concordia University.

■ **Jeff Guerard:** Chairman, Wisconsin Chapter of Backcountry Hunters and Anglers. [jeffrey.guerard@gmail.com](mailto:jeffrey.guerard@gmail.com). Guerard grew up in Winneconne, and earned a business-administration degree in 2004 from Marquette University, and then earned his law degree there in 2007. He practices law in Milwaukee, and was named chairman of Wisconsin's BHA chapter in May 2016.

■ **Dr. Dave Clausen:** (715) 554-3289; [dclausendvm@gmail.com](mailto:dclausendvm@gmail.com); Dave lives in Amery and served a 6-year term on the Natural Resources Board after being appointed by Gov. Jim Doyle. His term included a stint as Board chairman. Since his term ended, he has remained active on state conservation matters, particularly deer-management issues and chronic wasting disease.