

# 2012 Project FISH – Scholarly Activities and Impacts

(<http://www.projectfish.org>)



## January

**Activity:** Ultimate Fishing Show - Novi

**Audience:** Project FISH partners, youth and families

**Impacts:** Over 500 kids attended the event and tied flies with volunteers from The Michigan Fly Fishing Club.

**Activity:** Ice Fishing Events – Promotion and meetings

All cancelled due to unusual Michigan weather. No safe ice in locations of the events.

**Activity:** Planning committee for the Dr. Bill Earl Youth Fishing Event

**Audience:** Mid-Michigan Steelheaders, RSVP Lansing, Ingham County and Lansing Parks, DNR Fisheries and Law Enforcement Divisions, Trout Unlimited and Project FISH volunteers

**Impacts:** We held multiple meeting as a steering committee to develop three weekend events for youth and families fishing education. 20-25 volunteers attended regularly led by John Hesse a key Project FISH Volunteer.

## February

**Activity:** Outdoorama Sport and Travel Show

**Audience:** General Public interested in outdoor pursuits – Suburban Collection Showplace, Novi MI

**Impacts:** We partnered with the Michigan Fly Fishing Club as we have for the past 14 years. We provide equipment and materials for more than 1200 youth to tie their first fly and learn about flyfishing in Michigan.

**Activity:** Free Fishing Weekend at Sleepy Hollow State Park

**Audience:** General public interested in outdoor pursuits and the MDNR Staff

**Impacts:** 75 participants attended the event although there was no ice and the weather was sunny and beautiful, Project FISH volunteers hosted activities to teach casting, knot tying and jig painting. World Champion ice fisherman Mike Boedecker talked ice fishing.

**Activity:** Michigan Recreation and Parks Association Presentation

**Audience:** Park and Recreation Professionals

**Impacts:** 25 participants attended the presentation to learn about bringing Project FISH to their community.

**Activity:** Pure Fishing Recognizes Project FISH as top youth fishing program nationally.

**Audience:** Press release targeted at national manufacturers and sportfishing stakeholders

**Impact:** This press release was sent to major media markets throughout the US through Pure Fishing and was picked up by Michigan State University and sent to its media outlets as well. An article appeared in several newspapers and nationally in the March/April issue of Fishing Tackle Retailer Magazine

## Pure Fishing® Recognizes Top Youth Fishing Programs

COLUMBIA, S.C.- Fishing Industry leader, Pure Fishing recognizes two of the top youth fishing programs with \$1500 checks to further the goals and objectives of each organization. Friends of the Sportfishing Heritage (Project F.I.S.H) and Fishing's Future were selected as top award winners for their continued service to grow the sport of fishing through youth involvement.

"For the last 18 years I have worked with youth and aquatic education programs," said Roxanne Coleman, Field

Marketing Manager Pure Fishing. "The most well known programs are those that are fully funded and typically run by state agencies. However, Project F.I.S.H and Fishing's Future do not receive state funding, yet both are quickly headed toward national recognition. When Pure Fishing looked at what these programs have accomplished with so little we are excited to see what's possible with a little extra funding. Our hope is other industry leaders will add their support for these and other independent non-profit groups. "

Project F.I.S.H (<http://projectfish.org>) was the brainchild of Mark Stephens and various volunteers based out of East Lansing, at Michigan State University. For more than fifteen years he has been the driving force for youth fishing programs in the state of Michigan. Recently, Mark turned his direction to in-school programs, which has led to a Train the Trainer program. The program is intended to provide instruction for schoolteachers, police officers, senior citizens and many others. Stephens gives anyone a chance to learn how to fish so they possess the skills to teach their students, neighborhood youth groups or their own children.

"This is a great opportunity for our angling program," said Stephens. "Our goal is to reach and educate as many new anglers as possible, and with the contributions of great companies like Pure Fishing we are able to make that happen."

Fishing's Future (<http://fishingsfuture.org>) was founded by Shane Wilson. A twenty-year veteran of public education, Shane brought his vision of reconnecting families to life in six states with twenty-two chapters. The South Padre Island, Texas organization's mission is to reconnect kids to nature while connecting kids to family. Fishing's Future teaches environmental stewardship, and increased awareness for the protection, conservation and restoration of our nation's aquatic natural resources.

"Reconnecting parents to children through a fishing experience does more than just preserve the sport, it strengthens the family dynamics and reinforces the tremendous joys found in fishing together as a family," said Wilson. "Pure Fishing brands have been part of my family for 4 generations, and their continued support and dedication to fishing has given me thousands of memories with my grandparents, parents, my son and hopefully with my granddaughter. We greatly appreciate this very generous award and will use it to continue reuniting families and new young anglers to a the fun filled world of fishing."

#### About Pure Fishing, Inc.

Pure Fishing, Inc. is a leading global provider of fishing tackle, lures, rods and reels with a portfolio of brands that includes Abu Garcia®, All Star®, Berkley®, Fenwick®, Gulp!®, Mitchell®, Penn®, Pflueger®, Sebile®, SevenStrand®, Shakespeare®, SpiderWire®, Stren®, Trilene® and Ugly Stik®. With operations in 19 countries and a dedicated workforce conversant in 28 languages, Pure Fishing, Inc. is part of Jarden Outdoor Solutions, a leader in developing outdoor and active lifestyle products and a subsidiary of Jarden Corporation. Additional information can be found at [www.purefishing.com](http://www.purefishing.com).

#### About Jarden Corporation

Jarden Corporation is a leading provider of a diverse range of consumer products with a portfolio of over 100 trusted, quality brands sold globally. Jarden operates in three primary business segments through a number of well recognized brands, including: Outdoor Solutions: Abu Garcia®, Aero®, Berkley®, Campingaz® and Coleman®, ExOfficio®, Fenwick®, Gulp!®, K2®, Marker®, Marmot®, Mitchell®, Penn®, Rawlings®, Shakespeare®, Stearns®, Stren®, Trilene®, Völkl® and Zoot®; Consumer Solutions: Bionaire®, Crock-Pot®, FoodSaver®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®; and Branded Consumables: Ball®, Bee®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Dicon®, Fiona®, First Alert®, First Essentials®, Forster®, Hoyle®, Kerr®, Lehigh®, Leslie-Locke®, Lillo®, Loew Cornell®, Mapa®, NUK®, Pine Mountain®, Quickie®, Spontex® and Tigex®. Headquartered in Rye, N.Y., Jarden ranks #379 on the Fortune 500 and has over 25,000 employees worldwide. For in-depth information about Jarden, please visit [www.jarden.com](http://www.jarden.com).

## March

**Activity:** Fire Up Workshop – Rod Building for Advanced Skills

**Audience:** Project FISH Volunteers looking to expand their programs

**Impact:** 10 participants build fishing rods and ice flies and porcupine quill bobbers. 5 of these have replicated this program back in their community.



**Activity:** Fishing for the Future of the Great Lakes Workshop

**Audience:** Teachers and Volunteers interested in teaching fishing to their school or community

**Impacts:** 24 participants over two days learned to use Project FISH for their community. These participants came from Nature Centers, Park and Rec Departments, Public and Private Schools, Boy Scouts of America, MSU Extension 4H, high school juniors wanting to start a senior year outreach, and a public safety department.

## April

**Activity:** Mid-Michigan Steelhead and Salmon Fishermen's Association's Fishing Show

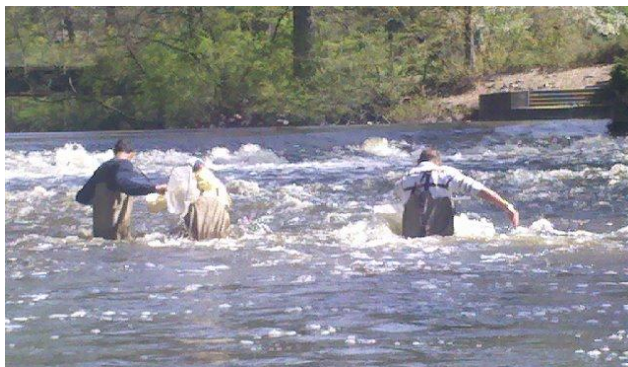
**Audience:** General population with a focus on potential salmon and steelhead fishermen

**Impacts:** We had a booth that was focused on teaching basic casting and knot tying with youth and families. We made tackle for the kids to take home with them. We utilized our volunteers that we trained in the March Fishing for the Future workshop to attend the booth and work with the public.

**Activity:** River Lab for MSU Water Resources Class

**Audience:** MSU undergraduate students

**Impacts:** The purpose of this class is for students to have an understanding about water quality issues through water chemistry and macroinvertebrate sampling in the river. 34 students got to experience the river first hand and learned about Project FISH and the Red Cedar River.





## May

**Activity:** Dr. Bill Earl Youth Fishing Event (3-Saturdays in May)

**Audience:** Youth and families, Community Partners and media outlets

**Impacts:** 159 youth attended and received instructions from trained volunteers. Over 70 volunteers attended one or all three events. Each kid received a rod/reel and filled tackle box through Project FISH partners and each received photos, certificate, and youth fishing license.



Created a video piece for event promotion: <http://www.youtube.com/watch?v=jfrunPg8BNE&feature=share>

**Activity:** Murphy and Ralya Elementary Schools Fishing Days

**Audience:** 4<sup>th</sup> and 5<sup>th</sup> Graders and their teachers

**Impacts:** 330 kids 16 teachers fished a local lake owned by a Lake Association. Permission was granted to utilize this lake and a partnership was created. Kids can fish and lake gets cleaned up by the kids. This was the second year of the program and it expanded from one school to two.

**Activity:** River Days on the banks of the Grand River –Holt Public Schools

**Audience:** 5<sup>th</sup> grade students and their parents, and teachers

**Impacts:** More than 400 students and 50 teachers and volunteers over 4 weeks attended full day sessions in Dimondale experiencing, the Dimondale Outdoor Discovery Center, and the Grand River through fishing, aquatic macroinvertebrate sampling, water chemistry and map and compass skills. Every kid in these grade levels attending Holt Schools participated in this experience.



**Activity:** Salmon Releases – Murphy Elementary, Ralya Elementary, Gier Park School, Haslett Middle School

**Audience:** Elementary/Middle School youth, parents, and teachers

**Impacts:** 165 kids put on waders and waded out into the Red Cedar River and its tributaries (Sloan Creek) or the Grand River tributary Sycamore Creek to release their salmon that they raised in their classroom since November.



**Activity:** Haslett High School Special Needs Class Fishing Trip

**Audience:** Youth with special needs age 15-19

**Impacts:** Project FISH has been working with this group of youth since their years in Middle School and has provided lesson on fishing each summer for 5 years. This event had 12 youth participat with 16 handlers and their teacher. “Fishing is something these kids look forward to each year” Mrs. Porrit, HHS Special Ed. Teacher.

**Activity:** Church Tackle and Tackle Haven Carl Starner Memorial Tournament Fundraiser for Project FISH (this event was repeated in July (raised \$710.00) and in August (raised \$591.00)

**Audience:** Charter Captains and members of the SW MI Steelheaders

**Impacts:** This partner raised \$1031.00 during this May event for Project FISH. It is a nice event for the charter boats to be able to have fun fishing in memory of a longtime supporter of fishing education and to support our efforts at MSU. A total of \$2332.00 was raised for the year.

**Activity:** Saugatuck Area Charter Boat Association Fishing Day

**Audience:** 5<sup>th</sup> and 6<sup>th</sup> Graders, teachers and volunteers

**Impacts:** Nearly 80 students and 50 volunteers from the Saugatuck/Douglas Schools system who raised salmon all year continued their learning experience out on Lake Michigan in pursuit of King Salmon. !8 charter boat captains donated their time to get the kids out and treated them to a cleaning demonstration and fish fry of the fish they caught. The majority of these kids have never been out on the lake, or have fished even living in right on the lake. Brenda Bekins, 11-year-old, who had never been fishing before, caught a 13-and-1/2-pound Chinook salmon, which tied for the biggest catch of the day. “I can't believe I caught a 30-inch salmon on my first fishing trip,” she said. “My first trip! Great fishing!”



## June

**Activity:** 4H Exploration Days programs. Rod Building, Fishing (from the Lake to the Pan), Fishing 101 (The basics), Hunting Michigan's Big 5, Geese and Ducks, Turkey Hunting, Deer Hunting.

**Audience:** Youth ages 11-16 and some Chaperones

**Impacts:** 165 youth participated in these classes and learned the skills to accomplish some outdoor recreation safely and responsibly. We coordinated all of these classes from actually providing the teaching or equipment and necessary volunteers, pre and post event. Many of these youth went back to their counties feeling very positive about MSU and the outdoor learning programs they attended. Many of the adults attending as chaperones will use the skills they learned to begin programs in their county.

**Activity:** Midland Dr. Bill Earl Youth Fishing Event (2 Saturdays in June)

**Audience:** Youth age 5-16, volunteers, parents and 4H helpers.

**Impacts:** This program was modeled and replicated from the Lansing Area program and had 120 youth participate in its first year. Dave Thomas secured funding for 2012-2015 to host this program in Midland and has partnered with many organizations for volunteer support.



**Activity:** No Child Left Inside on the Capitol Lawn – Lansing MI

**Audience:** Youth from all over Michigan, Park and Rec Departments and Legislators

**Impacts:** Over 2000 youth age 7-16 attended this event put on by the Department of Natural Resources. Project FISH was asked to help out by promoting fisheries education as part of the day's activities. Approximately 200 kids and their chaperones came through the Project FISH station.

**Activity:** Grandparents University – What's in the Water and Tackle Crafting

**Audience:** MSU Alumni and their Grandkids

**Impacts:** 65 participants from all over the US attended and learned about life in the Red Cedar River through hands on Project FISH activities in partnership with The MSU Institute of Water Research. The families learned about how to make tackle for fishing and were provided with a tackle box and the tackle they made. It was interesting that two of the participant families had attended the earlier Dr. Bill Earl Youth Fishing Program, Salmon in the Classroom Release, and the River Days in Dimondale.



## July

**Activity:** Fishing days with the Optimists of Farmington

**Audience:** Youth ages 5-16 in the Farmington Hills and surrounding Communities

**Impacts:** 46 kids and their parents went through a series fishing educations followed by fishing in a large park in Southfield MI. Each kid received a tackle box and rod/reel combination to take home. They created a presentation about the event history.

<http://my.brainshark.com/Kids-Fishing-Day-2012-249803788?intk=512328894>



**Activity:** Project FISH Workshop – Academy of Natural Resources

**Audience:** Natural Resource Professionals, Teachers and volunteers interested in learning to do fishing programs for their community.

**Impacts:** 26 participants learned how to use the activities in the Project FISH curriculum during the DNR's ANR (Academy of Natural Resources) at the RAM Center. Our focus was to prepare these leaders to utilize Project FISH and learn of the resources available to them after they became instructors.

**Activity:** Teen Environmental School – Wayne High School

**Audience:** At Risk High School Youth

**Impacts:** 32 kids learned some very basic fishing skills, made tackle and did some macroinvertebrate sampling on the "Holy Waters" of the AuSable River. This was a partnership with the DNR Urban programs and we were asked to repeat what we did for this year.

**Activity:** Project FISH Workshop – Bay City State Park

**Audience:** Park Staff, Law Enforcement, Public Health workers and teachers

**Impacts:** 18 participants attended this 2 day workshop and learned tips and techniques to create a program for at risk youth in the Saginaw/Bay county area. Since this class the park staff has been doing programs with other trained partners from this workshop.

## August

**Activity:** 4H Great Lakes Natural Resource Camp

**Audience:** Youth 13-16 years old

**Impacts:** 64 youth participated in fishing and fly tying with the equipment that Project FISH provides for the weeklong leadership camp. Project FISH provides the teen volunteer instructors to teach this lesson as well.

**Activity:** Project FISH Lessons and fly tying

**Audience:** Cranbrook Institute of Science Youth Camp

**Impacts:** 18 youth and 3 volunteers participated in a one day fly tying, macroinvertebrate study and casting instruction. These youth age 12-16 participated in these science classes for weeklong programs.

**Activity:** Project FISH Presentation

**Audience:** Metro-west Salmon and Steelhead Fisherman's Association

**Impacts:** We were asked to do a presentation about Project FISH and youth fishing education programs to the general membership of this organization. They are seeking advice as to increase the number of youth participating in their club and in fishing in their communities. 36 participants participated in this presentation and question and answer session. Since this presentation we have been working with this club to enhance its programming.

**Activity:** GRAND Learning Network Summer Institute (June/August)

**Audience:** Teachers and Teacher Leaders of the Mid-Michigan Region

**Impacts:** 24 Teachers from 6 Mid-Michigan Districts received hands on training on activities focused on the Grand River Watershed. These teachers then use the activities with support from the university to create programs, stewardship projects and lessons considered as place based learning. Preparing educators to be able to teach stewardship is the purpose of this summer institute.



## September/October

**Activity:** Foundational Professional Development – Woldumar Nature Center

**Audience:** Teachers in 6 districts in Mid-Michigan, Teacher Leaders, Volunteers

**Impacts:** 42 participants experienced a series of learning activities as professional development for Place Based Education.

## October

**Activity:** MSU Lifelong Education Class – Tackle Making

**Audience:** MSU Alumni interested in learning more about fishing

**Impacts:** This class taught 14 participants how to make tackle ice fishing flies and ice rods. It is nice to connect to the alumni community and you never know what connections you will make for a program like Project FISH.



**Activity:** Project FISH Workshop – MSU ESA 435

**Audience:** Junior and Senior Level Students for Formal/Non-formal Education

**Impacts:** This class has 8 participants and went through the entire Project FISH Workshop over 9 class periods and labs. Truly a hands-on learning experience for all of them which culminated in development of case studies of schools we have connections, lesson plans for teachers and an activity guide for youth to be used to teach them about the Grand River Watershed. Even the youth of one of our partner schools taught these college students about projects and lessons they have experienced because of our work.



## November

**Activity:** Place Based Education Conference – Presentation at MSU Kellogg Center

**Audience:** Educators, Resource Professionals, Nature Centers and Volunteers

**Impacts:** 20 participants in one presentation on Project FISH intended to introduce them to the Dr. Bill Earl Youth Fishing program and upcoming workshops.

**Activity:** Annie's BIG Nature Lesson Fishing Day

**Audience:** Ovid Elsie 3<sup>rd</sup> graders, Teachers and Parent Volunteers

**Impacts:** 34 students and 5 parent volunteers fished for an afternoon as part of their weeklong experience at the Harris Nature Center. Only 1 fish was caught but the weather for this time of the year was perfect and the kids said it was the most fun they have had at school. Fishing isn't all about catching!

## December

My focus was on classroom presentations within our 6 Mid-Michigan districts, creating reports, updating [www.projectfish.org](http://www.projectfish.org) and [www.grandlearningnetwork.org](http://www.grandlearningnetwork.org), creating promotional material for spring workshops, merchandising, and support to teachers working on stewardship projects in the watershed.