
IWLA Midwinter Board of Directors summary

1 message

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Dear Marvin:

On Saturday, February 19, 2022, the Board of Directors of the Izaak Walton League of America held its Midwinter meeting. The following provides a high-level summary of presentations, information about the 2022 national convention, and other topics relevant to League chapters, divisions and members.

100th Anniversary Communications Plan and Update

Communications Director Michael Reinemer provided an overview of the communications and media resources available to chapters to help them leverage the anniversary to raise their visibility locally.

Goal

Help Americans appreciate the League's history and legacy – and **continuing role** as a leader in conservation and outdoor recreation. Later in 2022, we will focus more on the future.

Primary Audiences

- **League members:** Build greater awareness and pride in the League's history
- **Prospective members and supporters:** Raise awareness among conservation-minded people and those seeking outdoor recreation across generations

Tactics

- **Assist chapters with local media outreach** by providing tools and guidance to draw press coverage and increase public awareness and appreciation of the League
- **Conduct national and regional/state media outreach**
- **Publish content in *Outdoor America* and member emails** about the anniversary and its importance
- **[Create a microsite](#)** devoted to the anniversary
- **Use social media channels** to celebrate one League milestone per week during 2022
- **Introduce an anniversary logo** that highlights “100 years of conservation leadership” and visually illustrates the mission of the League

How to Earn Media Coverage

Our website offers [media relations resources](#) including:

- How-to information about working with the press
- A fill-in-the-blanks press release template for chapters to complete and share with media
- A two-page history of the League to share with the press and other audiences

Michael is available to work with any chapter or division to review press materials, develop a press distribution list, prepare for interviews and provide other guidance as needed. Contact him via email at mreinemer@iwla.org, or via phone at 301-548-0150 ext. 220.

Topline Messages to Put the League's Legacy in Context

- No organization has done more to shape policies that protect our nation's woods, waters and wildlife.

- The League has a unique role. We promote conservation and citizen science locally. At the national and state level, we advocate for policies to protect America's outdoor heritage.
- We work to improve access to the great outdoors for everyone, especially our next generations.
- Looking to the future, we have ambitious goals to get more people involved in local conservation, citizen science and advocacy.

Early 2022 Successes in Media Coverage

- [Public Radio's](#) "Living on Earth" program, which airs on about 250 public radio stations nationwide, discussed the League's anniversary and history, week of January 14, 2022.
- [Chicago Sun-Times](#) columnist Dale Bowman devoted a column to the League with the headline "I Love IWLA," January 18, 2022.
- [Statewide wire story](#) for Illinois generates about 15 stories in nine towns across the state and approximately 1.7 million impressions nationally, beginning January 14, 2022.
- Chapters in [Maryland](#) and [Pennsylvania](#), using the anniversary as a news hook, earned glowing profiles in local newspapers, in January.

Recognition for Chapters During the 100th Anniversary

Conservation Director Jared Mott highlighted resources available to divisions, chapters and members to help them solicit recognition commemorating the League's 100th anniversary. The anniversary website contains [draft resolutions and proclamations](#) that divisions and chapters can use as a foundation for their outreach to state legislators and local officials for recognition during the anniversary year. Jared stressed that these models are not to be cut and pasted; they each require chapters and/or divisions to provide some text that accurately captures the local achievements that persuade local officials and legislators to adopt the resolution. For each resolution or proclamation, chapters or divisions should be able to insert three or four of their own "whereas" clauses highlighting their history and significant achievements.

For a good example of a resolution, [see the one that has already been unanimously approved by the South Dakota state Senate](#). The division

took the model resolution and did a great job giving it some fantastic local flavor before reaching out to a state legislator and getting it introduced.

On a national level, Jared is working with Dean Farr and the Illinois Division to have a resolution recognizing the League and its anniversary introduced in the U.S. Congress. Once that resolution has been introduced, national staff will communicate with leaders and members and help them ask their members of Congress to co-sponsor that resolution. Staff will also be working with volunteers and leaders on requesting other forms of recognition for the League, like speeches on the floor of the House of Representatives and the Senate, and remarks included in the Congressional Record. Finally, Jared stressed the importance of utilizing all anniversary outreach to elected officials at any level as a foundation to strengthen relationships to help with future advocacy efforts.

If you have questions, contact Jared at jmott@iwla.org or 301-548-0150 ext. 224.

Chapter Tools and Resources

Earl Hower, Director of Chapter Relations, summarized a range of tools the national office is providing and will provide in the future to help chapters very tangibly highlight the League's anniversary throughout 2022.

[All of these resources – and much more related to the 100th anniversary – are available on our one-stop website.](#) Find everything from the new 100th anniversary video to information about the League's history and accomplishments. Most of the chapter tools and resources highlighted in these notes are also available on this website.

Chapter Centennial Communications

The monthly "Chapter Centennial News" e-newsletter highlights the many resources available to help chapters leverage the 100th anniversary locally.

Anniversary Logos

Commemorative anniversary logos are available for your chapter's many uses. **[Download common formats.](#)** For assistance or to request additional file

types, email us at info@iwla.org.

Centennial Yard Signs and Banners

This year, free signs and banners are available to chapters. Chapters are encouraged to mount the yard sign at the chapter grounds entrance. In recent weeks, a sign featuring the commemorative anniversary logo was shipped to every chapter president.

The League is also providing 3x5-foot commemorative banners for display at chapterhouses, meeting places and public events. Refer to the [IWLA Centennial Banner Request/Order Form](#) to request your free banner or to purchase additional banners. The deadline to order one free banner is March 1, 2022. (Additional banners can be purchased for \$70 each, which includes shipping.)

Community Centennial Conservation Projects

During 2022, all chapters are encouraged to launch a new local conservation project or enhance an existing project. Later this year, the League will offer special Centennial project signs for placement at sites. Projects could include wildlife and fisheries habitat improvement, streamside and roadside litter cleanup, native forest and grassland restoration, and stream health monitoring sites.

For project ideas and tips, refer to Unit IV, [“Conservation Programs and Projects,”](#) in the *IWLA Chapter Manual*. Additional project ideas will be posted online in the near future.

Centennial Outdoor Recreation Events

Likewise during 2022, it is only natural that chapters will host events centered around outdoor recreation activities on their chapter grounds. Open to the community, an event could be as simple as a youth fishing derby, trap and skeet shoot, or archery competition. Or consider attracting potential family members to an outdoor nature day or an open house showcasing the chapter's onsite recreational facilities.

For suggestions about activities, refer to Unit V, [“Outdoor Recreation and Activities,”](#) in the *IWLA Chapter Manual*. Additional possible activities will be posted online in the near future.

League Creating Fundraising Packages for Chapter Centennial Events

Celebrate the 100th anniversary year by holding a chapter event, such as a banquet, family picnic, wild game feast or fish fry, for members and guests to enjoy.

At these events, conduct a fundraiser with silent and live auctions or raffles. In the months to come, the League will notify chapters about available fundraising packages for purchase that include Izaak Walton League-embellished prize items as well as outdoor art, sculptures and other collectibles.

100th Anniversary Gear

To further celebrate the League’s centennial in style, we currently offer a variety of anniversary items including shirts, caps, tote bags and water bottles, to name a few. [Shop now.](#)

Support the 2nd Century Campaign

This year is about more than celebrating the past – it’s a springboard to the future and the League’s second century of leadership on conservation and outdoor recreation. Although we’ve made real progress reducing pollution, restoring wildlife and conserving public lands, our environmental problems have not been solved – they have evolved. We have more work to do to fulfill the League’s mission.

Our 2nd Century Campaign will provide the resources to address the challenges ahead by building on our strengths: community-based conservation and citizen science, policy advocacy, and connecting Americans to the outdoors. [Learn more about this campaign](#) and invite every member to help achieve the future we want for our children and grandchildren.

Recognizing Donors to the 2nd Century Campaign

This is a special year, and we want to recognize the most generous supporters of the campaign in a special way. [On our website, we have created a virtual River Dove](#) – the English river where Charles Cotton built a small fishing cottage in honor of his “father” and friend Izaak Walton. Donors are recognized with some of the fish that Walton wrote about in *The Compleat Angler*.

Donors have the option to personalize their fish with a name and comment. (Donor names will NOT be publicly available unless the donor specifically acts to include their name.) The website is searchable so family, friends or fellow Ikes can quickly find a specific fish from among the many “swimming” in the river. This is a fun way to honor donors as only the League can – with the words and landscape immortalized by our namesake. With a gift of \$500 or more, you can add your fish!

COVID Safety Guidelines for National Convention

National President Vicki Arnold explained the League will not set specific guidelines at this time. Over the next few months, the national office will work with the Illinois Division to monitor changing conditions, guidelines and public health measures issued by local, state and/or federal governments.

Please continue to regularly check the [Illinois Division website](#) as well as the [League website](#) for convention updates. Any guidelines that might be in place for the convention will be posted on those websites.

As a reminder, any person attending the convention will be required to follow any guidelines that might be adopted.

You Don't Want to Miss the League's 100th Anniversary National Convention

This year, the League is going back to its roots with the national convention in East Peoria, Illinois, July 19-22. Leaders from the Illinois Division highlighted an incredible array of activities for the whole family in the Peoria area and throughout central Illinois, fun events during the convention and an action-packed youth convention. [For more details, visit the Division's convention website.](#)

[To reserve your hotel room, visit the League's convention website.](#) While you're there, check out the special 2022 convention video and share it with

others who might be interested in attending their first national convention.

Candidates Announced

Several people announced they plan to run for the following offices:

- **President:** Vicki Arnold
- **Vice President:** Jodi Labs
- **Secretary:** [No one announced]
- **Treasurer:** Scott Meyer

Executive Board (4 seats up for election in July):

- Rick Cerwick

Director at Large:

- Bill Kelly
- Richard Sommer

IWLA Endowment Board of Directors:

- [No one announced]

Any League member can run for national office or the Endowment Board of Directors. Only national directors can run for Executive Board. In 2022, nominating committees will meet virtually and slates will be announced before the convention.

Nomination forms will be posted on the national website and availability of forms and the deadline for submission will be communicated via email in the next few weeks.

Meeting Materials

If you'd like to review the meeting materials, they can be found at the links below.

- [Draft meeting agenda.](#)
- [Draft minutes from the Board of Directors meeting held during the 2021 virtual national convention.](#)

- [Staff report summarizing major accomplishments since the 2021 national convention and priorities for the first six months of 2022.](#)
- [President's report.](#)
- [Vice President's report.](#)
- [Executive Board Chair's report.](#)
- [Treasurer's report.](#)
- [Meeting recording.](#)

With appreciation for all you do for the League,

Vicki Arnold
National President

Jim Piateski
Chair, Executive Board



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