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OFFICIAL NEWSLETTER OF THE IZAAK WALTON LEAGUE NATIONAL CONVENTION

THURSDAY • JULY 23, 2009

SAVE OUR STREAMS

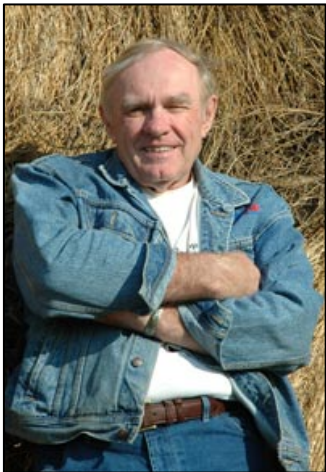
Leah Miller, Clean Water Program Director

Don't miss the focal point of this year's convention! Leah will present an overview of the Save Our Streams program's 40-year history, highlight today's most pressing clean water challenges, and offer the League's proposed solutions – and how you can help! It all starts at 9:00 am in Ballroom B.

CONSERVATION LUNCHEON

Fred Kirschenmann

Sustainable Agriculture Expert



How do the choices we make every day influence not only the food we eat but the land, water, and health of our planet?

Fred Kirschenmann, Distinguished Fellow at the Leopold Center for Sustainable Agriculture at Iowa State University, will outline the challenges and opportunities facing our food and agriculture systems – and our society

as a whole – driven by global environmental, economics, and social changes.

Fred has been a leader in the field of sustainable agriculture since the 1970s. His family's 3,500-acre farm in North Dakota was certified organic in 1980 – well before organic farming became widespread, and on a scale rarely seen even today. Between 2000 and 2005, Fred served as Director of the Leopold Center, which conducts programs throughout Iowa to develop sustainable agricultural practices that are profitable *and* conserve natural resources. He currently serves as President of the Board of Directors for the Stone Barns Center for Food and Agriculture in Westchester County, New York – a working farm and research and education center located within 45 minutes of New York City.

TODAY'S SCHEDULE AT A GLANCE

7:00 – 8:45 am Membership Awards Breakfast	<i>Ballroom A</i>
7:00 – 9:00 am Registration	<i>Convention Center</i>
9:00 am – 12:00 pm Sales	<i>Convention Center</i>
9:00 – 10:15 am Convention Convenes	<i>Ballroom B</i>
11:00 am – 12:15 pm Board of Directors Meeting	<i>Ballroom B</i>
12:30 – 2:00 pm Conservation Luncheon	<i>Ballroom A</i>
2:00 – 4:30 pm Sales	<i>Convention Center</i>
2:15 – 4:15 pm Workshops on	<i>See Program Insert for Rooms</i>
<ul style="list-style-type: none">• Effective Advocacy• Chapter Recruitment• Engaging Youth with SOS• Ag Technical Committees• Cap and Trade	
5:00 pm Chapter Dinner and Sioux Falls by Night	<i>Meet in Hotel Lobby for Buses</i>



Looking for the latest IWLA gear? Don't miss the League Sales Table in the Convention Center for new hat designs, messenger bags, umbrellas, insulated reusable grocery bags, and member accessories. {Dog not available for sale!}

WATER WORDS THAT WORK



We heard and saw first-hand how water words work – and don't work – from Eric Eckl, who energized the Convention with the keynote address yesterday. Eric paid tribute to the League's leadership on water quality issues when he explained that his clients across the country have or want to have volunteer monitoring programs "modeled on, and inspired by, SOS." And he highlighted how water-related issues top public opinion polls about the environment – and have for 20 years.

He showed how words that might work for us, like watershed and sustainable development, rarely work for the general public. The delegates got a hearty laugh from a video clip where one woman said a watershed is a place where you go to bathroom. He stressed that the language we use is even more important because we can't rely on a reporter to simplify our terminology – the public is increasingly coming directly to organizations through the Internet by-passing the traditional media.

Eric summed up by highlighting how these communications challenges create new opportunities to tell our story our way, provide information to citizens that they trust (public trusts us more than the press), and to guide citizens to take the first step for conservation.

NATIONAL AWARDS

At yesterday's awards lunch, we had the pleasure of recognizing individuals and organizations around the country who have made a difference in their communities, state, and in our nation.

54 Founders Award

Winners Chuck and Gail Woosley from Oregon have made conservation their personal mission for many decades. From on-the-ground litter cleanup parties, building riparian buffer fences, and relocating elk to legislative testimonials and visits, Chuck and Gail exemplify the League's mission as defenders of soil, air, woods, waters, and wildlife.



Our new IWL Hall of Fame inductees are Charlotta and Nelson Burton (Colo.), James Caligiuri (Iowa), Marie Cyphert (W. Va.), Charles "Ed" Higdon (Calif.). Pauline Novotny (Iowa) was not present.

Other awards included the Honor Roll, Conservation, Save Our Streams and Outdoor Ethics. Check the IWL Web site and the next issue of *Outdoor America* for a full list of winners and their accomplishments on behalf of the League and our conservation mission.

EVERYONE LOVES A PARADE

A parade around the second floor of a hotel might not fit the dictionary definition of a parade, but it worked perfectly for the traditional Parade of States. Ikes from across the country brought local "delicacies" for everyone to sample and enjoy. Where else can you get ice cream sundaes with Hershey syrup, roast beef from Illinois, pork barbeque and wine from Iowa, root beer floats from Minnesota, pheasant from South Dakota, crab dip from Maryland, Cincinnati chill from Ohio, and much, much more? Now, where is Pepto Bismol made?

