



# IKES ON TARGET



PHOTO: JAY CLARK

## Exciting Opportunities for Chapters To Engage More Participants in Hunting, Recreational Shooting Sports, and Outdoor Recreation

The future of hunting, recreational shooting sports, and other outdoor recreation depends on engaging new audiences and new participants. And there's more at stake than our outdoor traditions – hunters, anglers, and target shooters buy licenses and pay excise taxes that fund conservation, wildlife restoration, and public land access across America.

The Izaak Walton League is part of a broad national coalition that developed and is implementing the “National Hunting and Shooting Sports Action Plan” to recruit, retain, and reactivate (R3) hunters and recreational shooters. League divisions and chapters continue to join the cause.

For example, the Iowa Division and some chapters are working with the Iowa Department of Natural Resources to implement R3 strategies that focus on engaging audiences in a wide range of activities – from hunting and target shooting to fishing and hiking. The Indiana Division's newly formed R3 Working Group has met with their state fish and wildlife agency staff to begin a similar partnership. Recently, the Wisconsin Division reached out to the state agency to offer the support of League chapters for that state's R3 implementation efforts.

This is a great opportunity for more League divisions and chapters to get involved on issues that matter to us, to have an impact, and to raise our visibility with the public. Our local chapters could not be better positioned as R3 partners. More than half of League chapters have shooting sports facilities, and our members have been mentoring new hunters and target shooters for decades. Simply put, we have the people and the places to make a real difference.

Here are several ways you can learn more about getting engaged on R3 initiatives:

- Read “A Roadmap for the Future of Hunting and Shooting Sports” from *Outdoor America* 2017 Issue 1.
- Watch the IWLA Shooting Sports Conservation Committee's webinar, “R3 for Hunters and Recreational Shooters,” in which committee leaders discuss the League's strategy to support and implement the national R3 Plan.

See these and other resources at: [www.iwla.org/outdoor-recreation/shooting-sports](http://www.iwla.org/outdoor-recreation/shooting-sports).

League chapters nationwide will be hearing more about this opportunity in the months to come and how your chapter can help secure the future of hunting and the shooting sports – and help the League stay “on target.”

## On Target: Featured Chapters

In each issue of *Ikes On Target*, we highlight chapters that promote shooting sports.

### Under 500 Members —



Photos courtesy Dubuque Chapter IWLA Website

### Dubuque Chapter (Iowa)

Outside the city limits of Dubuque in the small town of Peosta, not far from the banks of the Mississippi River, you will find the home of 200 Ikes.

Best known locally for their shotgun ranges, the Dubuque Ikes host a large number of skeet and trap leagues throughout the year, drawing in shooters from throughout eastern Iowa.

The chapter's trap and skeet fields are also used to host various shotgunning education and training courses that are open to the public.

The handgun course is another popular venue. Along with various pistol competitive events, the chapter hosts practice sessions (with .22 handguns and rifles) for the Scholastic Action Shooting Program teams based in nearby high schools.



The chapter also sponsors “Guns `n Girls” — a popular shooting sports outreach program where women can come together for fun, receive training and encouragement, and improve their marksmanship skills.

[www.iwla.org/dubuque](http://www.iwla.org/dubuque)

### Over 500 Members —



Photo courtesy York Chapter #67 IWLA Website

### York Chapter #67 (Pennsylvania)

With approximately 1,200 members, the York Ikes operate a wide variety of outdoor recreation facilities, not only for members but as an attraction for potential members as well.

Chapter grounds are used as a showcase for conservation projects, and the large chapter house accommodates League meetings and special events. The chapter has a productive trout hatchery and pristine frontage along the East Branch of Corderus Creek. The chapter also offers plenty of options for recreational shooters, such as:

- 100- and 200-yard rifle ranges, as well as one 50-yard pit and a short-range pistol area.
- Two voice-activated standard automatic traps and one wobble trap, which are well lit to accommodate night shoots.
- A complete archery course located around the grounds, which provides opportunities to practice archery skills.

While the chapter hosts many firearms competitions that draw adult shooting sports enthusiasts from across the region, it puts a greater emphasis youth participation.

The chapter hosts the annual, countywide “York Area Sportsmen For Youth” field day, utilizing the chapter's facilities and their talented members as instructors and outdoor mentors for hundreds of young participants.

[www.yorkiwla.org](http://www.yorkiwla.org)

## Archery `R Us



### Explore Bowhunting Instructor Training At IWLA National Convention

Take your chapter archery program to the next level. Sign up for our Explore Bowhunting Instructor Workshop to be held after the close of the 2018 National Convention on Saturday, July 21. The League is again partnering with the Archery Trade Association (ATA) on a League-exclusive workshop at discounted prices.

Interest in archery and bowhunting is growing each year, and bowhunters are the most avid archery participants.

Take a shot at bringing bowhunting classes to your chapter to engage new audiences and help recruit new chapter members!

Any League member who is a state hunter education instructor, certified archery instructor, or avid archer/bowhunter who is willing to share his or her outdoor experiences may participate in this bowhunting instructor training session.

Workshop details are available online at [iwla.org/shooting-sports](http://iwla.org/shooting-sports). Use the enclosed form to pre-register by July 9.



### Archery Safety Brochure Available to Chapters

If you're hoping to grow archery at your chapter or in your community, the enclosed ATA Archery Safety Brochure is an important tool.

In compiling data for this brochure, ATA used a number of national reporting safety organizations as sources. This brochure compares archery injury rates with those of contact sports and other popular recreation. It

concludes that archery is one of the nation's safest recreational activities.

This brochure also notes the importance of instructor certification as a key factor that helps make archery so safe for participants. Certification courses provide instructors with valuable safety tips and hands-on experience, which also make archery programs more appealing and marketable to people unfamiliar with the sport.

A copy is included with this newsletter. To request additional copies of this brochure, email [archery@iwla.org](mailto:archery@iwla.org).



### League Launches Online Archery Community

More than one-third of League chapters offer facilities for recreational archery, provide archer and bowhunter education and skills training, and host competitive archery events.

To further support these efforts, the League developed the IWLA Archery Network. This online community provides a gathering space where IWLA members across the country and other volunteers and professionals can share their ideas and expertise on archery.

What exactly is an online community? Simply put, it is a website where registered members can connect to ask questions, comment on discussions, share ideas, and give advice on archery activities and education and training at local chapters or in the community.

We launched the IWLA Archery Network on May 1 and will host weekly discussions with archery experts and enthusiasts. Planned topics include:

- Archery and hunter education
- Indoor archery
- New archery range set-up
- Conducting Level 1 instructor training
- 3-D courses and shoots
- Bowhunting and bowfishing

Join this free online network to start your own discussions or help your fellow Ikes.

Visit [www.iwla.org/community](http://www.iwla.org/community) to create your online profile and start communicating with fellow archery enthusiasts today!

## Quick Shots



### IWLA and National Hunting and Fishing Day

The Izaak Walton League of America is once again a national sponsor of **National Hunting and Fishing Day (NHF Day)**, which promotes outdoor sports and the conservation efforts that hunters and anglers help fund. The League encourages families to reconnect with the outdoors at NHF Day events on September 22, 2018.

“The Izaak Walton League is proud to sponsor National Hunting and Fishing Day,” says Scott Kovarovics, IWLA Executive Director. “Many of the League’s 230 chapters will host NHF Day events to introduce youth and families to hunting, fishing, and other outdoor activities. These events help Americans understand the essential role hunters and anglers play in supporting – and funding – conservation and outdoor recreation opportunities nationwide.”

It’s never too early to start planning your NHF Day event. Finding the funds to support this effort should be part of the process.

The **National Hunting and Fishing Day Live It! Grant Program** is sponsored by the Yamaha Corporation to help local organizations, such as IWLA chapters, celebrate hunters and anglers and all they do for conservation.

This program provides grants to deserving organizations to help further the goal of connecting people of all ages to the outdoors. We encourage IWLA chapters to apply for these grants. Grants are available for a range of purposes, including equipment rental for NHF Day events, event marketing, and purchase of outdoor equipment.

Applications should focus on conservation activities and/or activities to promote hunting and fishing. A committee will review each application.

All events must be focused on NHF Day and be hosted in August, September, or October 2018.

The grant application deadline is May 31. Applications are available at [www.nhfd.org](http://www.nhfd.org).

### IWLA Shooting Sports Award Nominations Due June 1

A quick reminder of the June 1 deadline for the League’s national **Shooting Sports Award**. This award recognizes individuals, groups, and organizations (IWLA members and non-members) for outstanding work to advance the shooting sports within or in support of the Izaak Walton League during 2017. Recipients will be recognized at the 2018 IWLA national convention in Fredericksburg, Virginia.

More details are available on the League’s website at [www.iwla.org/awards](http://www.iwla.org/awards).



### Discounted Shotgun Ammunition Offer

League chapters that provide youth shotgun training are eligible for the **Federal Premium® Discount Shotgun Ammunition Offer**, which allows chapters to purchase ammunition at a reduced price.

Requests from IWLA chapters (with submitted details on their youth shooting sports programs) will be reviewed on a case-by-case basis.

Email [education@vistaoutdoor.com](mailto:education@vistaoutdoor.com) and ask to be added to the mailing list for these special program offerings.

Be sure to identify your chapter by name (include “Izaak Walton League of America” in title) and location (city and state). Then describe the types of youth shooting sports activities your chapter conducts and the estimated number of youth participants.

Once accepted, the chapter will receive periodic electronic mailings announcing discounts on shot shells as well as rimfire ammunition and shooting accessories.

*Ikes On Target* is a publication mailed to IWLA chapter presidents and designated shooting sports coordinators.

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[www.iwla.org/shootingsports](http://www.iwla.org/shootingsports)