



IKES ON TARGET



PHOTO: JAY CLARK

WANTED

Izaak Walton League Chapters

Willing to engage new participants in recreational shooting sports and hunting!

The Izaak Walton League was founded by hunters, and countless members today hunt and enjoy recreational shooting sports. While these outdoor traditions are important to us, their future is far from secure as participation – especially in hunting – continues to decline.

Many factors contribute to this downward trend, including an increasingly urbanized population, loss of quality habitat, and more limited access to places to hunt, especially on private land.

These challenges are significant but far from insurmountable, as the future of hunting, shooting, and other outdoor recreation depends on engaging new audiences and participants.

So think about America's current demographics as an opportunity! There are millions of people who might *not* have a family background similar to traditional participants but want to know where their food comes from and perhaps they want to give hunting a try. Or they hear about target shooting and think, "That sounds like a lot of fun" or "I'd like to learn more."

The first step is to reach out to these audiences, listen to their interests, and give them the opportunity to participate. That could be as simple as attending a public event at a chapter where people – and not just kids – can safely learn how to shoot a .22 or a bow.

Our priority in 2019, and beyond, is working with chapters to help new audiences take the first step – and the next steps that lead some of them to become life-long participants. We'll be working closely with League chapters and members on community outreach and public events to introduce people to hunting and recreational shooting sports. Our goal is to start in a few communities and build out to many more going forward.

We'd like to hear from all chapters about their interests in playing a role in this effort to engage and recruit new participants — 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 Alan Serfling, Shooting Sports Coordinator, Madison #16 Chapter IWLA

Madison #16 Chapter (South Dakota)

Located just a short distance outside Madison, along the north shore of Lake Herman, you will find the home of 75 Ikes.

Best known locally for their shotgun ranges, the Madison Chapter annually hosts summer trap leagues from May through August, drawing over 200 shotgunners from throughout southeastern South Dakota.

An NRA Foundation grant was used to develop and improve the chapter's rifle range. Prior to the start of fall hunting seasons, range safety officers manage "Sight-In Days" that are open to all local hunters.



The chapter's handgun range is another popular venue used by members. The chapter also makes the facility available for practice sessions and qualification tests by law enforcement officers from the local Madison Police Department, Lake County Sheriff's Office, and South Dakota Highway Patrol.

Over 500 Members —



Photos courtesy Eugene Chapter IWLA Website

Eugene Chapter (Oregon)

With an annual member count of about 500, this Izaak Walton League chapter operates several popular shooting ranges, including a 200-yard rifle range.

For over 50 years, the chapter has hosted annual "Sight-In Days," during which the chapter opens its facilities for area sportsmen to properly check and sight-in their rifles before the upcoming hunting season. This two-week session also serves as a major fundraising event for the chapter.

Monthly "IWL Ladies Steel Matches" welcome women of all skill levels to try their hands at a metal silhouette course.

The Eugene Chapter provides local residents with a safe place to practice shooting. Chapter members also participate in a variety of conservation efforts to protect local natural resources.

www.iwla.org/eugene

Archery `R Us

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

As part of our effort to ensure the future of recreational shooting and hunting, the League partnered with the Archery Trade Association (ATA) to help grow local interest in archery at chapters.

The following are just a few of our offerings to chapters and members to support local archery programs.



IWLA/ATA Archery Academies

Whether your chapter is starting from scratch or expanding an existing program, the key to a successful archery program is having knowledgeable, certified instructors who can create a safe and fun environment.

In 2019, the League and ATA will co-host two **IWLA/ATA Archery Academies**:

- April 27/28 Glen Park Chapter (Indiana)
5700 Mississippi Street, Merrillville, IN 46410
- May 4/5 Warren County Chapter (Iowa)
16383 118th Avenue, Indianola, IA 50125

These two-day training sessions have been developed in conjunction with ATA staff. This training will provide participants with Level 1 *and* Level 2 Archery Instructor certification (as recognized by USA Archery). Also additional introductory training on Explore Bowhunting is included on the second day.

Level 1 instructors will learn about range safety and setup, steps of shooting, equipment and repair, and receive lesson plans for training sessions. While Level 2 instructors will learn enhanced archery teaching techniques and be qualified to train Level 1 instructors. We are especially reaching out to those Ikes from Indiana and Iowa who operate chapter archery ranges, organize competitive shoots, and are trained instructors who conduct archery

skills and bowhunting education or youth archery programs.

Those who attend this training session will leave with the tools and knowledge needed to develop beginning and intermediate archery and bowhunting programs.

More details to follow, but plan ahead. Learn more about archery academies by visiting iwla.org/outdoor-recreation/shooting-sports or emailing archery@iwla.org.



Explore Bowhunting Materials

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

ATA has developed the **Explore Bowhunting Instructor Kit** that is ideal for teaching and engaging new bowhunters.

The kit includes:

- Instructor Curriculum Book
- Student Handbook
- Anatomy Flip-Book
- Archery Equipment Booklet
- Crossbow Addendum
- Curriculum Media Pack



The Curriculum Media Pack is filled with ready-made PowerPoint presentations, graphics of hunt strategy maps, fact charts, bowhunting-related photos, audio recordings, and videos to aid you as you develop and conduct your own classroom presentations.

This kit has the right tools for any state hunter education instructor, certified archery instructor, or avid archer/bowhunter that is willing to share his or her outdoor experiences with others at your chapter in a classroom setting.

An order form is included with this newsletter and can be found online at iwla.org/outdoor-recreation/shooting-sports or obtained by emailing a request to archery@iwla.org.

Quick Shots

News From Washington, DC

On September 12, the U.S. House of Representatives passed H.R. 2591, the **Pittman-Robertson Modernization Act of 2017**. This bill would allow state fish and wildlife agencies to use a portion of excise taxes collected from the sale of firearms, ammunition, and archery equipment for *recruiting, retaining, and reactivating (R3)* hunters and recreational shooters.



The League supports this bill as it would allow a small portion of federal funding allocated to state agencies to be used “to provide financial and technical

assistance to the states for the promotion of hunting and recreational shooting” particularly to new audiences and former hunters and shooters.

Similar legislation, the **Pittman-Robertson Fund For Tomorrow’s Needs Act of 2017 (S. 1613)**, has been introduced in the Senate.

The Izaak Walton League is urging Congress to pass this legislation and send it onto the President before they adjourn for the year.

Plan Ahead: National Shooting Sports Month



The National Shooting Sports Foundation (NSSF) will again sponsor **National Shooting Sports Month** in August 2019.

This is a great opportunity for League members to celebrate and enjoy shooting sports with friends and family, and for chapters to welcome

newcomers interested in the sports.

At the national level, IWLA and NSSF staff are already discussing how we can work together to promote chapter shooting sports events and engage new audiences.

You will hear more about this in months ahead. In the meantime for more details visit: www.shootingsportsmoonth.org.

New Support for Chapter Youth Programs



Consistent with their commitment to training future hunters and recreational shooters to be safe and proficient, Vista Outdoor and Champion Range and Target are offering a limited youth shooting accessories program to approved organizations.

League chapters that provide youth shotgun training may be eligible to apply for this limited-time offer. You may apply to receive youth accessories until **May 31, 2019**, but don’t delay! Requests will be reviewed on a case-by-case basis.

This offer is limited to approved youth shooting sports education organizations. Email any questions regarding this offer to Vista Outdoor at jon.zinnel@vistaoutdoor.com.

We also encourage chapters to list their youth programs on the Youth Shooting Sports Alliance Directory at www.youthshootingsa.com. This can help you engage more local youth in chapter shooting sports programs. It is free to register.

Chapter Shooting Sports Coordinators

Does your chapter have an assigned Shooting Sports Coordinator (SSC)? Why is this important?

Having a member volunteer in this position will better help us to provide your chapter with timely information about best practices for range management, and other related issues that affect hunters and recreational shooters at the local, state, and national levels.

This individual will also receive future shooting sports-related updates from IWLA and NSSF.

If your chapter does not currently have such a position filled, please contact us at chapters@iwla.org.

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

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For more information, contact IWLA Chapter Relations,
707 Conservation Lane, Gaithersburg, MD 20878
(800) IKE-LINE ext. 216 • chapters@iwla.org



www.iwla.org/outdoor-recreation/shooting-sports