The mission of Fly Fishers International (FFI) is to support, enhance and preserve fly fishing opportunities. We strive to accomplish this throughout the world for all fish in all waters. Fundamental to this mission is FFI’s commitment to conservation, education and programs to support the fly fishing community.

**Recommendation:**

The FFI International Programs Committee of the Board of Directors (Board) recommends the position of “International Fly Fishing Ambassador” (International Ambassador) be established. The position will be available for appointment of such candidates, upon Board approval, within each country where members of FFI occur. The duty of the International Ambassador will be to serve as lead and liaison with those members in the development FFI conservation and education programs, in ways that are consistent with the cultural values within each respective country and its legacy of fly fishing.

**Initial Implementation:**

The International Ambassador is a new initiative to assist FFI represent the sport and legacy of fly fishing across many countries and cultures. Many questions and unanticipated implementation issues are sure to surface. Therefore, this program will be continuously monitored and periodically reviewed. The role of International Ambassadors must be considered a work in progress and need for changes will occur as international programs grow across the world. The International Programs Committee is responsible for tracking and reporting to the Board quarterly the status of this initiative. The reports provided to the Committee from each International Ambassador will establish a “basis of effectiveness” to inform the Committee’s recommendation to the Board regarding annual renewal of the International Ambassador role.

**Responsibility and International Programs Development:**

The primary responsibility of the International Ambassador will be to organize a voluntary Council of Topic Leaders to develop a Member Program for sharing and enjoying the fly fishing experience as a community. The goal of such program should be to preserve opportunities and the legacy of fly fishing for all fish in all waters within each respective country and contribute to each member’s knowledge and enjoyment of their personal fly fishing experience. It must be understood that development of the Member Program will be incremental as Leaders emerge with special and personal interests in various aspects of fly fishing (i.e. conservation, education, fly tying, casting, etc.) The International Ambassador must be a bidirectional liaison between FFI and members within their country of responsibility.
The Member Program may include the following suggested elements:

- **Conservation** – A lead person should be designated who would be responsible for identifying and describing to members the important conservation issues and opportunities within their country that affect the long-term conservation of natural resources that support fly fishing and the general enjoyment of natural landscapes. An understanding of the ecological relationships of plants, animals and waters is fundamental to their conservation and the roles FFI members may serve to foster a philosophy and action to preserve essential natural systems.

- **Education** – A lead person should be designated to identify the educational interests of members and develop strategies to address those specific interests by making the educational resources of the FFI Learning Center (i.e. conservation, fly casting, fly tying, fly fishing, etc.) available through on-line formats, workshops, social events and conferences.

- **Community Development** – Fly Fishers Exists as a community of fly fishers who share a desire to preserve and enjoy their common interest of fly fishing and it legacy. It is a dynamic community that must grow in numbers and diversity to achieve mission, success and enjoyment of fly fishing on behalf of its members. A lead person should be designated who will have the communication skills to share the values, benefits and support FFI offers and help members bring together a community of fly fishers who desire to leave a legacy of fly fishing for future generations.

- **Communications** – A lead person will be responsible for communicating with all FFI interest groups within their respective country (i.e. conservation, education, fly tying, casting and others) and publish or inform these groups and local FFI members of planned events, logistics and agendas by websites, local newsletters and social media.

**Note:** FFI must assist its International Ambassadors by considering country-specific cultures and languages as it develops its international membership and presence to preserve fly fishing opportunities throughout the world. Many educational materials have been developed and are available to members from the FFI Learning Center. These materials though are in English and will require translations on an as needed and priority basis.

**International Ambassador and Topic Leader Skills:**

The FFI International Ambassador must be highly motivated and committed to promote the mission and vision of FFI within their country of responsibility. Topic Leaders also must be highly motivated within their region of influence and involvement in one or more program areas (i.e. conservation, fly tying, casting, other specific techniques, community development, etc.) is expected.