Welcome

Dutch Baughman
FFI Board of Directors
Chair – Education Committee
PURPOSE OF THE WORKSHOP

- Full-day program
- Designed to provide information and assistance for experienced and new leaders of FFI Councils and Clubs.
- Focus on FFI Council and/or Club operation, and their role in both development and delivery of FFI membership services and benefits.
- Roundtable session to discuss with FFI Leadership the strength and needs of Councils and Clubs to improve delivery of services to FFI membership will be of critical importance.
Welcome & Introductions

Tom Logan
Chairman of the Board
FFI Board of Directors
Patrick Berry
President & CEO
FFI History

Keith Groty
FFI Board of Directors
Senior Advisor
PREAMBLE

By Lee Wulff

We, in conclave assembled, out of a firm and abiding conviction that fly fishing as a way of angling gives to its followers the finest form of outdoor recreation and natural understanding, do hereby join in common effort in order to maintain and further fly fishing as a sport, and, through it, to promote and conserve angling resources, inspire its angling literature, advance its fellowship and broaden the understanding of all anglers in the spirit of true sport.
Formation

• Bill Nelson’s idea in 1962
• Started the McKenzie Club in Eugene OR 1964
• Club invited known clubs to meeting June 1965
• Twelve clubs and 150 people attended first Conclave
• Individual members enrolled starting 1966 and 29 clubs
Names

Federation of Fly Fishermen 1965-1981
Federation of Fly Fishers 1981-2014
International Federation of Fly Fishers 2014-2017
Fly Fishers International 2017 - Present
• Founded May 1995 as All Fish, All Waters
• Renamed October 2012 as IFFF Foundation
• Closed 2018 with funds moved to endowed status
BYLAWS

- Article II Section b
- Non-profit membership corporation State of New York
- 501 (c)(3) IRS Code
- Educational and Conservation Purposes
AVOIDANCE OF POLITICAL ACTIVITY

“No substantial part of activities of FFI”

No participation in a candidates political campaign
Cultivate and advance the art, science and sport
Voice of organized fly fishing
Promote conservation of natural resources
Facilitate and improve fly fishing knowledge
Elevate integrity, honor and courtesy in fly fishing
Objectives Continue

• Cherish the spirit of fellowship among fly fishers
• Maintain liaison with other organizations concerning sport fly fishing
• Keep our members informed
• Board of Directors controls the business and affairs of FFI (Not less than 12 members/3 year terms elected by the members)
• Councils are regional extensions of FFI
• Charter Clubs are local extensions where all members are individual FFI members
• Affiliate Clubs and other entities are independent organizations but must support FFI objectives and membership requirements
FFI Board Officers

Chairperson
Secretary
Treasurer
President & CEO (ex officio)

Board may elect additional officers (i.e. Vice President)

Officers elected annually
Board Committees

- Established by the Board
- Authority as defined by the Board to manage FFI programs and functions
- All actions subject to review and approval by the whole Board including those of the Executive Committee
- Board can appoint or remove committee members
- Committee powers (Scope and function) specifically delegated by the Board
FFI COUNCILS

• Board established regional organizations as extensions of FFI
• Operate under the supervision and control of FFI
• VPs should be established to correspond to FFI Committees
• Financial statements to FFI for filing a group 990 tax return
Charter Clubs

• All members of club are also FFI members
• Operate under the supervision of FFI and Councils
• Governing documents and amendments need FFI Board approval
• Financial statements to FFI for filing group 990 tax return
The FFI, its Councils and Member Clubs are required to provide equal membership/employment/service opportunities to all eligible persons without regard to race, color, religion, sex, or national origin or other designations as required by law.
Strategic Direction

Len Zickler
FFI Board of Directors
Past President & CEO
2015 RESOLUTIONS

• RESOLVED, Fly Fishers International (the "Fly Fishers") adopts the Mission Statement set forth in the Strategic Planning Presentation (the “Presentation”). (See Above)
• RESOLVED, Fly Fishers adopts the education-oriented strategic vision outlined in the Presentation and commits to develop best in class materials in its support. (See Above)
• RESOLVED, Fly Fishers shall create the Fly Fishing Skills Committee to support the Working Group (as defined below).
• RESOLVED, the COB Committee, with, among others, the assistance of the Fly Tying Group, the Casting Board of Governors, the Conservation Committee, the Fly Fishing Skills Committee and the Council Presidents (collectively, the "Working Group"), shall develop a proposal for a pilot program implementing the fly fishing academy.
• RESOLVED, the Working Group shall develop a branding proposal in support of the strategic vision outlined in the Presentation.
2015 RESOLUTIONS

• RESOLVED, Fly Fishers shall implement the goal of budget neutrality across its various activities and include the strategic planning initiatives described in the Presentation in the budgeting process.

• RESOLVED, Fly Fishers shall pursue and implement measured membership growth including a review of (i) the moratorium on new affiliate clubs, (ii) additional forms of membership and association and (iii) existing membership categories.

• RESOLVED, Fly Fishers approves the refinement of the ED Job Description and the initiation of the search for potential candidates prior to the end of 2015.

• RESOLVED, the ED Search Committee shall develop, for subsequent Board approval, performance criteria for the ED position including criteria related to (i) measured membership growth; (ii) budget neutrality; (iii) implementation of the strategic plan and (iv) fundraising.
The mission of FFI is to support, enhance and preserve fly fishing opportunities. Fundamental to this mission is FFI’s commitment to support conservation, education and programs to support the fly fishing community.
Fly Fishers International will expand its relevance as the definitive voice for fly fishers of all fish in all waters around the world. We strive to be recognized as a leader in conservation of fishes and their habitats, for our excellence in fly fishing education and support of the fly fishing community.
CORE VALUES

FFI is driven by our mission at all levels of the organization including the Board of Directors, Operations, Councils, Clubs and our members. We work together toward achievement of our common Mission and Strategic Vision.
CORE VALUES

• FFI conservation advocacy and action is based on sound science.
• FFI is committed to excellence in all areas of fly fishing education that include conservation, fly casting, fly tying and fly fishing skills.
• FFI believes that informed fly fishers become stewards of our natural resources.
• FFI operates through collaboration and partnerships with other like-minded organizations, agencies and industries.
Focus

FFI will focus efforts in the following areas towards achievement of its Mission and Strategic Vision for fly fishers around the world:
Focus

• Increase the awareness of FFI as the sole organization that is dedicated to fly fishers of all fish in all waters around the world.

• Increase FFI followers and members within the fly fishing community.

• Support FFI Councils and Clubs in the delivery of programs and value to members and the fly fishing community.

• Continue to develop and expand focus on our three pillars of conservation, education and community programs.
Focus

• Continue to strengthen the effectiveness of the Board of Directors.
• Facilitate leadership training for Councils and Clubs.
• Fully implement the FFI “Strategic Fundraising Policy and Plan”.
• Continue to support and expand conservation and industry partnerships.
It shall be the responsibility of the BOD and its Committees to achieve and/or support the above Mission and Strategic Vision through completion of approved task assignments and annual work plans.
Policies, Procedures, BOD Committee Tasks & Organizational Structure

Tom Logan
Chairman of the Board
FFI Board of Directors
Fly Fishers International?

• How do we operate?
• What role does every member play?
Words Do Matter!

• Fly Fishers International.
• Fly Fishers.
• We preserve fly fishing opportunities.
• All fish in all waters.
• Distinguishes FFI from all other outdoor organizations!
WE ACHIEVE OUR MISSION!

• Conservation.
• Excellence in Education.
• For our fly fishing Community.
NON-PROFIT ORGANIZATION

• Bylaws, policies and procedures.
• Roberts Rules of Order.
• Organizational structure.
• Staff – Operations, Programs & Information.
• Board of Directors – policy.
• Board Committees (12) – Tasks (50+)
Conservation Committee

- Partnerships – Millions of Voices.
- Conservation Actions & Policies.
- Biologically, Economically & Socially Sound!
- Demonstration – Grants for Local Projects.
- Scholarships/Internships – Future Conservation Leaders.
Education Committee

- Learning Center.
- In-person & Online Educational Materials.
- Delivery – Expo, Fly Fishing Shows/Events & Councils.
- Most Importantly Members & Community!
- Grants/Scholarships & Internships
Community Engagement!

• FFI membership.
• Councils, clubs, strategic partners and affiliated organizations.
• Other 6.5M fly fishers.
• Footprint of Relevance?
COUNCIL PRESIDENTS COMMITTEE

• Board Committee.
• Regional Unit of FFI.
• Fly Fishing Community.
• Deliver Local Benefits.
• Assist Board Policy and Program Development!
FFI LEADERS

You are essential to achievement of our mission!
Parameters of Relevance?

- Fly Fishing Community.
- Industry Partners.
- Conservation Partners.
- Leadership Growth.
FFI Operations

Rhonda Sellers
Operations Manager
What’s Our Role?

Who Works at HQ?

Who Does What?
What's Our Role?

- Information Central for FFI
- Maintain the website, social media and all public-facing channels
- Protect and preserve FFI’s collection of artifacts
What’s Our Role?

• Support all committees
• Support members
• Recordkeeping
  • Membership
  • Casting Instructor Program
  • Fly Tying
  • Business / Guides & Outfitters Association
• Financial Records
  • Process all payments
  • Keep records of all revenue and expenses
  • Issue financial reports
STAFF AT HQ

President & CEO – Patrick Berry

Rhonda Sellers – Operations Manager
• Oversees all functions
• Webmaster
• Support Staff for all Board, Education and Conservation Committees
Jessica Atherton
• Expo
• Fly Tying Group Coordinator

Kat Mulqueen
• Membership

Lindsey Webster
• Clubs/Councils
• Donations
Nikki Loy
• Casting
• Merchandise

Alex Williams
• Administrative

Sharon Cebulla
• Bookkeeping
Fly Fishers International (FFI) has been an organized voice for fly fishers around the world since 1964. We represent all aspects of fly fishing—from the art of fly tying and casting, to protection of the natural systems that support healthy fisheries and their habitats so essential to our sport. Today, our mission is to ensure the legacy of fly fishing for all fish in all waters continues by focusing on conservation, education and a sense of community.
Reels
Rods
Creels
Over 300 fly plates
7th prototype of fiberglass rod
Oil paintings, water colors & prints
Henry Hoffman’s prize saddle & genetic work
FFI FINANCIAL STRUCTURE

Jim Maus
FFI Board of Directors
Treasurer
ACCOUNTING MYTHODOLOGY

- Fiscal Year Runs January 1st through December 31st
- FFI Uses the Accrual Accounting Method
  - Revenue is recognized when earned
  - Expenses are booked when incurred, not when they are paid
  - Revenue ≠ Cash
  - Most Financial statements & Reports are prepared on an accrual basis
  - Accruals can Includes
    - Accounts Receivables: What others owe you (but not yet received!)
    - Accounts Payable: What you owe to others (but not yet paid!)
ACCOUNTING SYSTEM/PROCESS

• Bookkeeping and Recording Activities
• Fiscal Policies and Accounting Procedures
• Automated Accounting System (Quickbooks) for Recording Financial Transactions and providing Financial Reporting information
• Chart of Accounts – Defines and documents the detailed accounting hierarchy and the account numbering system
  • Five areas: assets, liabilities, net assets (or fund balances), revenues, and expenses
  • Account numbers depend on the particular kinds of revenues and expenses you expect to have most frequently. It’s like an accounting Dewey decimal system.
• Internal Controls to ensure we are following our processes and procedures
• Audits - comprehensive analysis, by a professionals from outside the organization, of our financial management procedures and activities
**Budget Process (Financial Forecasting)**

- FFI Operating budget is prepared or annually.
- It shows planned revenue and expenses for the coming year.
- Used to drive our strategic plan forward and achieve enhanced financial results.
- Helps ensure the best possible use of our limited resources and improve the sustainability of our mission and programs.
- Used to ensure key programs are progressing toward budget neutrality.
- Budgets are developed by major Program or activity (i.e., Fair, Gifts, Conservation, Casting Group, Fly Tying Group, Education, Strategic Initiatives, etc.).
- Budget process is driven by the President/CEO with help from the Staff, Treasurer and Finance Committee.
- The FFI BOD is responsible for authorizing the annual budgets.
Budget Schedule

• Typically begins in late September
  • Define key programs and strategic initiatives to be budgeted
  • Identify responsible stakeholders and assign budget responsibilities

• In October and November the responsible stakeholders, working with the Staff, President/CEO, and Finance Committee, develop preliminary budgets

• In November and December the preliminary budgets and reviewed and finalized with the Staff, President/CEO, and Finance Committee.

• The finalized budgets are reviewed with the ExCOM in late January

• Final BOD budget approval occurs at the BOD Meeting in February
Financial Statements – Internal & External

• Statements Prepared internally by FFI Staff, President/CEO and Treasurer:
  • Budgets (yearly)
  • Journal Entries and Check Registers (monthly)
  • Income Statements/Performance Reports/Profit Loss Comparison Reports (monthly revenue and expense actuals compared to budgets)
  • Statements of Financial Position - Balance Sheet (monthly)
  • Statement of Cash Flow Reports (monthly)
  • Profit and Loss By Class Reports (yearly)

• Statements Prepared externally by Accounting/CPA firms:
  • Reviews (every year)
  • Audits (every three years)
  • Tax Filings - IRS Form 990 (every year)
**KEY FINANCIAL REPORTS**

- Detailed, Monthly, Journal Entry Reports and Check Registers
  - Journal Entry Reports and Check Register Reports
  - Profit Loss Comparison Reports
- Monthly Summary Performance Reports – Early Warning System
  - Performance Reports (aka Income Statement) both Budget and Year-over-Year
  - Performance Quick Look Reports – Income & Expenses
  - Cash Flow Reports - Cash and Cash Equivalents Report
  - Written Treasurer’s Report
- Yearly Reports
  - Profit and Loss By Class Report
Performance Reports (Income Statement)

- Prepared monthly by FFI Staff, President/CEO and Treasurer
- Compares revenue and expense actuals to budgets and/or prior year data:
  - Uses summary accounting categories
  - Contains Current Month, Cumulative-to-Date, and Year-end data
- Early Warning System. Should identify actionable issues
- Should identify impacts to Cash Flow and Net Profit/Loss
- Reviewed monthly by the BOD, ExCOM and Finance Committee
Awards & Nominating

Tilda Evans
FFI Board of Directors
Secretary
DEVELOPMENT

Patrick Berry
President & CEO
Supporting FFI

- FFI matters
- Essential to the Success of FFI
- FFI Board of Directors priority
- Build legacy support for programs
- Partner with Councils and Clubs
- Design and execute
**Philosophy and Approach**

- Prioritize institutional capacity
- Believe in the work of FFI – whole or in part
- Engage people who have a passion
- Find ways to inspire
- Tell stories that matter
- Build support from the bottom up
- Make sure everyone knows they matter
WORKING TOGETHER

• Understand organizational priorities
• Communicate regional and local interests
• Find alignment through mission
• Show genuine gratitude to volunteers, donors, and cheerleaders
• Help identify potential supporters
• Ask for help
• Share in the fruits of collaboration
MARKETING & COMMUNICATIONS

David Thompson
Principal, Brickhouse Creative
• 2016: new name, new brand
• 3 pillars to build on
• Introducing a new ‘vibe’
• 2016: new name, new brand
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• 2016: new name, new brand
• 3 pillars to build on
• Introducing a new ‘vibe’
1. Cultivating The Brand

- A consistent presence
- More than grip ‘n’ grin
- Encouraging eyeballs
1. Cultivating The Brand
   • A consistent presence
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FFI TODAY

“What Was It For You?”

161,000 views
850 shares
69 comments
2. Increasing Relevance

- Digitally comprehensive
- Strategically social
- Win-win-win relationships
2. Increasing Relevance

- Digitally comprehensive
- Strategically social
- Win-win-win relationships

7/1/2018 to 7/1/2019
(vs 2017-2018)

- 79% Facebook Impressions
- 377% Instagram Impressions
- 70% Facebook Engagements
- 271% Instagram Engagements
- 8% Facebook Net Fan Growth
- 145% Instagram Net Fan Growth
2. Increasing Relevance

- Digitally comprehensive
- Strategically social
- Win-win-win relationships
FFI TOMORROW

• Content to engage, then inform
• Building relationships
• Make an impact, then show it
• All fish, all waters, all people
FFI TOMORROW

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EDUCATION

Dutch Baughman
FFI Board of Directors
Chair – Education
The Mission of FFI is to support, enhance and preserve fly fishing opportunities. Fundamental to this mission is FFI’s commitment to support conservation, education and programs to support the fly fishing community.”
Education Committee

- Establish policies
- Fly Fishing Skills Education Award
- Education Grants
- Coordination with Project Healing Waters
- Coordination with FFI Museum
- Establish quality control for Learning Center materials
- Established Women Connect program
- Coordinate with other FFI Committees
- Learning Center; online and in-person
The FFI Learning Center is a primary source of educational and instructional materials, to meet the needs and interests of the fly fishing community in the areas of Fly Fishing Skills, Fly Casting, Fly Tying, and Conservation. The Learning Center is a combination of annual in-person workshop instruction, as well as an electronic source for downloadable instructional materials found on the FFI Website.
**IN–PERSON LEARNING CENTER**

Workshops Provided During Expo:

- Women’s Beginning Fly Tying; 2 days
- Women’s Intermediate Fly Tying
- Women’s Fly Fishing; 2 days
- Beginning Fly Tying Workshop
- Back to the Basics Fly Casting
- Fly Casting Skills Challenge
- Fear No Tree – Roll Casting
IN–PERSON LEARNING CENTER

• Where are They Now & What Are They Doing?
• Some Spots Are Better Than Others
• Beginning Knot Tying
• A Comprehensive Introduction to Fly Fishing; 1.5 days
• Fly Fishing Safety & Fly Fishing Etiquette
• Youth Camp; 2 days
ACCESS TO THE ONLINE LEARNING CENTER

• Go to: www.flyfishersinternational.org
• Hover your cursor over the Education tab; a drop-down menu will appear;
• Hover your cursor over the Learning Center tab; a drop-down menu will appear;

  Learning Center Overview
  Casting
  Conservation
  Fly Fishing Skills
  Fly Tying Workshops at 2019 Expo
**Additional Educational and Instructional Materials in the Online Learning Center**

- Casting Instruction
- Casting Teachers Package
- Conservation & The Fly Fisher; slide presentation
- Personal Conservation; slide presentation
- Practices of Catch and Release
- Introduction to Fly Tying
Fly Tying Resources
Facilitators Manual, Comprehensive Introduction to Fly Fishing (coming soon)
Knots and Rigging (coming soon)
Understanding Freshwater Fish Behavior
Introduction to Salt Water Fly Fishing in Southwest Florida
**Education Committee**

Jerry Coviello, Fly Tying Group, Board of Governors  
Molly Semenik, Casting Board of Governors  
Cheryl O’Neil, Women Connect  
Sherry Steele, FFI Museum  
Carole Katz, Project Healing Waters  
Jen Ripple, BOD  
Dave Boyer, BOD  
Dennis O’Brien, BOD  
Dutch Baughman, Chair  
Rhonda Sellers, Education Coordinator
The FFI Conservation Program

Dave Peterson
Board of Directors
Chair - Conservation
The conservation mission of Fly Fishers International is to practice and advocate conservation activities that enhance and support the fly fishing experience for all anglers who fish with the artificial fly. Keystone to this mission is the recognition that biologically sound conservation of our wetland and fishery resources is fundamental to our present and future angling experiences as fly fishers.
HOW WE CARRY OUT OUR MISSION

• POLICIES

• CONSERVATION ACTIONS/SOCIAL MEDIA

• GRANTS

• SCHOLARSHIPS AND INTERNSHIPS
HOW WE CARRY OUT OUR MISSION

- PARTNERSHIPS
- CONSERVATION EDUCATION
- AWARDS
- OTHER PROGRAMS
PUBLIC LANDS AND WATERS

• Public Lands are threatened by transfer of budgetary responsibility or outright sale

• Habitats collectively reside as public lands and resources, managed by state or federal agencies or environmental law on public behalf; others protected as conservation easements

• Must be protected for recreational interests

• Any proposal to change or transfer ownership or management responsibility should be publicly reviewed and be subject to Environment Impact Statements (Adopted by FFI, 2016)
“It is the policy of Fly Fishers International to advocate scientifically sound public policies, management practices and educational efforts to minimize and mitigate accelerated rates of climate changes caused by human activities. Most important to these efforts are the positive steps that must be taken to move our nation and encourage other nations toward a more carbon-free energy economy by minimizing the burning of fossil fuels. The current trend toward accelerated global warming is changing our natural world in a way that is not sustainable of human quality of life and enjoyment of our natural world.”
CONSERVATION ACTIONS

• Positions taken by FFI on specific conservation issues

• Signing onto opinion letters with FFI’s Conservation Partners

• Letters to policy makers and governmental agencies

• Promoting issues on social media
Conservation Actions—Examples

• Mining in the Paradise Valley, the Menominee in Michigan’s UP and the Boundary Waters

• Menhaden Management

• Clean Water Act Repeal

• Everglades Restoration
CONSERVATION GRANTS

- GRANTS TO SUPPORT LOCAL CONSERVATION EFFORTS - 15 AVAILABLE THIS YEAR
- OFTEN MATCHED BY COUNCILS
- ALTHOUGH NOT LARGE MONETARILY FFI’S BRAND HELPS GRANTEES SECURE OTHER FUNDS
- RECENT GRANTS
  - MENOMINEE RIVER/AQUILA MINE
  - PACIFIC SALMON: AN ENDANGERED LEGACY
  - WOLF LODGE CREEK IN IDAHO
Scholarships and Internships

• Annual Internship Award to outstanding upper level undergraduate students pursuing degrees in fisheries or closely related fields.

• Annual Scholarship Award to outstanding graduate students pursuing advanced degrees in fisheries conservation or closely related fields.
PARTNERSHIPS

• KEEP ‘EM WET
• SINGLE HOOKS
• THEODORE ROOSEVELT CONSERVATION PARTNERSHIP
• NATIONAL FISH HABITAT PARTNERSHIPS
• IDAHO CONSERVATION LEAGUE
• FISHERIES RESOURCE CONSERVATION LEAGUE
• WEST FORK SAN GABRIEL RIVER CONSERVANCY
LEARNING CENTER PROGRAMS
- CONSERVATION
- PRACTICE PERSONAL CONSERVATION

BROCHURES
- CATCH AND RELEASE - FRESHWATER AND SALTWATER
- TAKE CARE OF THE FISH
- COUNCILS AND CLUBS
- POSTER FOR FLY SHOPS

EDUCATION

KEEP OUR FISHERIES HEALTHY

WHY CATCH & RELEASE?
- Releasing fish is a management tool for the development of fisheries, particularly for heavily fished species.
- It is not uncommon, in a productive system, for you to catch two fish, yet only one survives.

DID YOU KNOW?
- Exposed stomachs can increase stress on fish and make them and their eggs more vulnerable.
- Taking time to release your fish by gently allowing it to submerge and wave its head free of hands will increase its chances of survival.

LEAVING A FISH ON A STRINGER WILL KILL IT.

PACK OUT ALL TRASH

CLEAN YOUR BOATS, BOOTS & WADERS

KEEP EM WET & RELEASE FISH PROPERLY

GO BAREFOOT & LEAD-FREE

A GOOD GAME FISH IS TOO VALUABLE TO BE CAUGHT ONLY ONCE.
- FLY FISHER, LEE WATT

PHOTO TIPS
- Avoid false bottom and all other fish present to take the picture before the fish is handled.
- Keep your hands below the fish.

TIPS FOR CATCH & RELEASE
- Keep your hands below the fish.
- Take the fish out of the water; hold your breath when you have to breathe air to get your line back.

FFI LEARNING CENTER
Awards

• Awards recognize individuals, clubs and other organizations who have made outstanding contributions to conservation

• FFI Conservation Award, Leopold Conservation Award, Lloyd Conservation Award, Henshall Warm Water Fisheries Award

2017 Leopold Awardee Dr. Kurt Fausch
OTHER PROGRAMS

• WHITLOCK VIBERT BOX
• CUTTCATCH AWARD PROGRAM
• ADOPT A STREAM
• USE THE BOTTLE—SAVE THE FISH!
• MONOFILAMENT RECYCLING
Who is on the committee?

• Conservation Committee
  • Members Represent Each FFI Council
  • Chairs in Specific Areas of Interest - e.g. Warm Water Chair, Cold Water Chair, Grants, etc.

• Senior Conservation Advisors
  • Experts on conservation issues

• FFI Operations Manager Keeps the Whole Thing Running!
COMMUNITY DEVELOPMENT

Burr Tupper
FFI Board of Directors
Chair – Community Development
The FFI 4R program has been designed to support the FFI mission and focus by increasing the number of members in the FFI community, providing more benefits and creating awareness of the organization in the general fly-fishing community.
COMMUNITY DEVELOPMENT THROUGH…..

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<thead>
<tr>
<th>Conservation</th>
<th>Education</th>
<th>Membership Services</th>
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<td>Fly Tying</td>
<td>Communications</td>
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<td>Scholarships</td>
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<td>Clubs/Membership Direct Programs</td>
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The FFI 4R Program Overview

- **Recruit** - reach non-FFI members of the fly fishing community
- **Reactivate** - return former FFI members
- **Retain** - keep FFI members and clubs through ongoing interactions
- **Reward** - provide services and resources to FFI members

FFI programs & services
It is important that FFI defines where they fit in the fly-fishing community, what value they bring to bear in the community, and how the community receives it.
WHAT WE HAVE DISCOVERED ABOUT THE FLY-FISHING COMMUNITY & THE CHALLENGE

• Understanding how each generations likes to engage, their specific needs and the way they prefer to communicate is key to expanding the FFI community

• Acknowledging that the emerging generation (Gen Z) will further change the rules of engagement

• The rules of engagement for FFI must also consider the emergence of women into the world of fly-fishing

• Funding & Sustaining the engagement is key to FFI’s growth & completion of its mission
CALL TO ACTION

1. Present & receive feedback from a set of specific membership questions for Leadership Round Table.
2. Work with Communications & Marketing Committee and Operations to evaluate current FFI communications and either tune current programs or develop methods of better generational communications.
3. Work with FFI BOD committees, CPC & Operations to ensure that the FFI programs are engaging generations within & without the FFI community.
4. Development of an on-line women's community to serve as a model for a more comprehensive member wide community.
5. Improve membership engagement through the 4R program & others as approved by the BOD
Casting Instructor Certification Program
FFI Women Connect

Molly Semenik
FFI Casting Board of Governors
Education Committee & Learning Center
FFI Women Connect
Casting Instructor Certification Program (CICP)

- Established in 1992
- International Certification

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<th>Certification</th>
<th>(US)</th>
<th>(non-US)</th>
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- Total 1337
ACTIVITIES OUTSIDE OF EXAMS

• A newly revised MCI exam is in the final draft
• Establishing annual regional testing event throughout USA
• CI Boot Camps are in the works to be offered throughout USA
• A “Teach the Teacher’s” program has been a success with PHW regional leaders
• Jim Sommercorn will be taking over as Expo Casting Chair 2020
Future Activities for the CICP

- The development of a Strategic Plan
- Close communication with BOD and new President and CEO
Learning Center

• CBOG member represents the CBOG on the Education Committee
• Four new documents along with already shot video after Expo
• Councils and Clubs take advantage of the four resource areas of the Learning Center
**Fly Casting Skills Challenge (FCSC)**

- FCSC includes 3 challenge levels progressing from Bronze to Silver ending in Gold
- A great FFI offering for FFI Councils/Clubs but also fly fishing clubs across the country and beyond
- Attributes of the FCSC
- Thursday & Saturday 8-11:30 FSCS come visit
• Social Outreach: Women Connect Booth & Thursday night social from 5:00-6:30 in the SUB
• Women’s Fly Tying
• Women’s Fly Fishing Workshop
• Women teaching women and connecting to fellow women fly fishers the Women Connect started in 2017.

• MISSION STATEMENT - To create a community of women fly fishers where learning, sharing and inspiration are offered in a safe and non-intimidating environment, to develop and improve fly fishing skills both recreationally and professionally; offer new opportunities in a creative and fun manner. To encourage female leadership in FFI Councils and Clubs and the fly fishing industry.
Fly Tying Group

Jerry Coviello

FFI Fly Tying Group Board of Governors
Education Committee
INTERNATIONAL PROGRAMS COMMITTEE

Kuni Masuda
FFI Board of Directors
Chair - International Programs
INTERNATIONAL PROGRAMS COMMITTEE

“A Seamless Experience For Every FFI Member In Every Country”
BACKGROUND OF INTERNATIONAL FFI COMMUNITIES

• 1,300 international members in 47 countries today.
• 45% of CI/MCI/THCl are international members.
• 2007 FFI CI/MCI began testing in Scotland, Italy and expanded in Austria, South Africa and Japan. All testing by local examiners.
Identified steps to make foreign participation in FFI as seamless as domestic membership.

Identified short, mid, and long-term actions to grow international services and membership.
Steps We Are Taking Based on Survey Outcomes

❖ Translate FFI Web content to native languages beginning with home page and membership pages.
❖ Establish local help desk person to assist members in real time.
❖ Establish an ambassador program to promote FFI in select countries to support member service and expansion.
Phase One - Immediate

- Localizes key web pages only for the website in German, Italian, and Japanese
- Develop local “Help Desk” to help real time communication.
PHASES TWO – INTERMEDIATE

❖ Localize additional web pages or implement automatic translation.

❖ Designate local ambassadors in select markets.
PHASE THREE – LONG TERM

 ↪️ Localize all content all communications including social medias and education content.

 ↪️ Establish international ambassadors in all markets where FFI targets growth and expansion.
INTERNATIONAL PROGRAMS COMMITTEE GOAL

• Create FFI events abroad, such as an international conservation symposium and international casting championship.

• Reach out to members in Italy, Germany and Japan to offer home stays and fishing trips in conjunction with attending our annual Expo.

• Create a culture among U.S. members that truly delivers the Fly Fishers International mission of Conservation, Education and Community for members everywhere.
Project Healing Waters

Carole Katz
FFI Board of Directors
PHWFF Regional Program Lead
A Strategic Partnership

“...this program saved my life.”
Since 2017, the FFI and PHWFF strategic partnership has enabled thousands of disabled active duty military and disabled veterans from all wars to learn fly fishing and apply it as rehabilitative therapy for their physical and emotional wounds, illnesses, and injuries.
These innovative fly fishing programs provide very effective inpatient & outpatient mental health, physical therapy, occupational therapy, recreational therapy, and adaptive sports therapy treatment options through agreements within the Department of Veterans Affairs and the Department of Defense medical facilities.
How It Works

• FFI Councils, Charter, & Affiliate Clubs partner with PHWFF to establish a local PHWFF Program through a Memorandum of Agreement.

• A PHWFF Local Program include five core program activities:
  1. Fly Tying
  2. Fly Rod Building
  3. Fly Casting
  4. Fly Fishing Education
  5. Fly Fishing Outings
• **FFI Mission**: to ensure the legacy of fly fishing for all fish in all waters by focusing on conservation, education and a sense of community

• **FFI Pillars**: Conservation, Education, Community
WHY IT WORKS

• PHWFF Mission: is dedicated to the physical and emotional rehabilitation of disabled active military service personnel and disabled veterans through fly fishing and associated activities including education and outings

• PHWFF Vision: PHWFF envisions a community where all participants can heal

• PHWFF Core Values: Compassion, Accountability, Excellence, Community
• Our Strategic Partnership currently includes 70 FFI Clubs & PHWFF Programs:
  • 14 Charter Clubs
  • 1 FFI Council
  • 55 Affiliate Clubs

• “...this program saved my life.”
LEADERSHIP ROUNDTABLE

Keith Groty
FFI Board of Directors
Senior Advisor