

PROTECT, RECONNECT, RESTORE FOR FUTURE GENERATIONS

# THE EASTERN BROOK TROUT NEWSLETTER



A PARTNERSHIP BETWEEN  
TROUT UNLIMITED  
AND THE  
EASTERN BROOK TROUT JOINT VENTURE  
TOGETHER WITH ALL WHO VALUE  
BROOK TROUT  
AND THE HABITAT THEY REPRESENT



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## Special Brook Trout Conservation Strategy Edition

### MARCIA'S TURN

#### A MESSAGE FROM THE EDITOR

Because of the imminent release of the landmark EBTJV Brook Trout Conservation Strategy, this January/February issue of the EBTJV newsletter will be a one-time change of format. Instead of soliciting information from the Joint Venture Partners, we are taking this opportunity to outline the background, context and procedure for the BT Conservation Strategy release. Since this newsletter is distributed to the brook trout leadership in the east, it seems appropriate to begin disseminating this information to newsletter recipients as the first step in getting the word out and bringing volunteers in.

Background: Using the 2005 report *Eastern Brook Trout: Status and Threats* as its guide of the where brook trout are doing well, where they are not, and why, the Joint Venture has developed its Brook Trout Conservation Strategy. This landmark document is the first of its kind and represents a new way of doing business because it integrates range-wide objectives with states' abilities

**Mark Your Calendars!**  
**February 15, 2007**  
**7 pm**  
**Brook Trout Conservation Strategy**  
**Media Campaign Conference Call and Webcast**  
Dial Up and Sign On

See details page 2

# PROTECT, RECONNECT, RESTORE FOR FUTURE GENERATIONS

## Marcia's Turn (cont'd)

to perform conservation activities using brook trout data and professional judgment as its guidance.

Context: This effort at developing goals and objectives and making a plan for preservation and restoration has been named the Brook Trout Conservation Strategy. The Joint Venture Habitat Committee (lead by North Carolina Fishery Biologist Doug Besler), participating state biologists and other members of the Joint Venture have been engaged in developing the strategy for about 18 months. As the contractor for the JV, TU's Gary Berti lead the team tasked with creating the public outreach document which is called *Eastern Brook Trout: Roadmap to Restoration* which will be released on March 1<sup>st</sup>, 2007.

Procedure: A media briefing will be held on the fifteenth of February at 7 pm with presentations by members of the TU staff and habitat committee chair Doug Besler. The document release date is planned for March 1<sup>st</sup> with a nationally blasted press release by TU's Press Secretary Kathleen Frangione. This Conservation Strategy media campaign will be similar to the press release strategy used when the Status & Threats Report was released in May of 2006. The media coverage will continue by illustrating the projects, education efforts, legislative successes and all other aspects of the Conservation Strategy. The plan is to keep the brook trout word around in the media so everyone will identify with the plight and progress of our native salmonid.

The media blast will be the first phase of the campaign. The second, ongoing phase will focus more on influencing decision makers on the credibility, good sense, and need for the resources required to implement the program. The *Roadmap* document should be used as a compelling reason for brook trout advocates to approach local, state and national interests with the need to become involved at the appropriate scale. Building the resources needed to implement this ambitious program will require many personal appeals to the right offices and individuals.

Council and Chapter Roles: The State Councils and chapters of Trout Unlimited will once again play a key role in disseminating this information and making sure that all efforts to restore brook trout are brought to public attention. To do this effectively each council and chapter should have a Back the Brookie Chair who will either commit to doing the PR or assign this job to another BTB committee member. Back the Brookie is designed to be an organized effort to promote the message of the Eastern Brook Trout Joint Venture. Outreach and education are two main components of Trout Unlimited's participation in the Joint Venture. We are grassroots based, and we have the ear of those people who can and should help protect brook trout. We should also partner with our state and federal agencies and assist them with restoration work. It is this team effort that will provide a new surge in comprehensive environmental work. This is the way of the future and the surest way to insure that there will be no further decline in brook trout populations.

### **Conservation Strategy Web Cast: February 15, 7 pm**

At 7 pm on Thursday the 15<sup>th</sup> of February, TU and the Joint Venture will host a conference call and web cast of the key components of the conservation strategy's media campaign. JV participants Doug Besler of the Habitat Committee and TU's Gary Berti of the Communications team will join with Kathleen Frangione, TU's Press Secretary to make presentations and lead discussions. Question and Answer time will be ample.

The connection information is as follows: dial 866 740-1260 and use the passcode 2595352 to connect via phone to the conference call. To connect to the web portion use the web address [www.readytalk.com](http://www.readytalk.com) and the same passcode 2595352 on the left side of the window. The web connection will allow you to follow along with slides, but is not necessary. This briefing is open to TU members, agency staff, and anybody else. Please attend if you are able, but otherwise a recording will be made available on the web afterwards.

If you have questions in the meantime, please call Gary Berti @ 828 318-5052

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## THE BROOK TROUT CONSERVATION STRATEGY

**Overview:** The EBTJV has developed its strategy to reverse the trend of decline and begin to rebuild the range-wide population and habitat to support healthy fishable populations throughout its historic range. The Joint Venture will release a companion document on or about March 1, which will be the call to action of the interested to become involved and lead the charge toward implementing the strategy. Because Trout Unlimited has a presence in each state, because it has chapters that work in watershed scaled projects and because TU and the JV share the mission of conserving brook trout, at every level of the organization, TU is poised to provide its resources to the accomplishment of the Brook Trout Conservation Strategy and its objectives

**Range-wide Strategy:** The overarching mission of the EBTJV is to have healthy, fishable populations of brook trout throughout its original range. The Joint Venture used the Status and Threats report to develop its goals. The Status and Threats report uses colors to signify the brook trout conditions at a sub-watershed scale. The classifications are Intact, Reduced, Greatly Reduced, and Extirpated. Using these classes, the Joint Venture made objectives like ‘Keep the Intact watersheds intact’ and ‘re-establish wild brook trout populations on 10% of the extirpated watersheds’. The entire strategy can be viewed on the Joint Venture’s website at [www.easternbrooktrout.net](http://www.easternbrooktrout.net). The timeframe for the range-wide objectives is 2025 and by meeting all the objectives we will have stemmed the declining trend and built of healthy populations of fishable brook trout.

**Regional Strategies:** Acknowledging that regional differences in the issues, threats and needs occur, the Joint Venture broke the eastern range of brook trout into three divisions:

North: consisting of the states of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island and New York.

Mid-Atlantic: consisting of Pennsylvania, New Jersey, Maryland and West Virginia.

South: consisting of Virginia, North Carolina, Tennessee, South Carolina, and Georgia.

The regional strategies are based on a five year planning horizon, which coincides with the expected cycle of replicating the Status and Threats study. Using the 2005 study as the baseline, its replication every five years will provide the earliest objective report card on how well we are doing.

Regional Strategies tie the range-wide strategies to the individual state strategies, acknowledge the regional differences in needs and resources, and provide a means of measuring the effects of our efforts. Regional divisions give rise to broad-based regional leadership councils and forums where brook trout restoration practices and protection efforts can be disseminated and honed to efficiency in their application. Regional foundations, corporate sponsors and agency divisions are able to support this scale of effort.

**State Strategies:** Each state in the Joint Venture has the opportunity to develop its own state strategy based on the conditions and resources available to the state. To date 13 states have submitted strategies and most of the rest are in process. The state strategy addresses tactics of restoration, protection, and reintroduction of brook trout habitat. Most also have plans for monitoring/research and public awareness and outreach. Some states have identified those targeted watersheds in need of attention. The state strategies can be viewed on the web at [www.easternbrooktrout.net](http://www.easternbrooktrout.net), the home site for the Joint Venture.

As targeted watersheds are identified, chapters and TU’s state brook trout teams could play an important role. Working with the state fisheries agency to determine the most important roles, whether rock rolling, advocacy, monitoring, fundraising or public awareness, TU and the Joint Venture partnerships will extend the traditional reach with a new way of doing business—partnerships, planning and efforts expanding and changing to fit the needs of the project.

**PROTECT, RECONNECT, RESTORE FOR FUTURE GENERATIONS  
COMING EVENTS**

**SOUTHEAST RALLY & BTB ANNUAL MEETING**

**New Location  
At Hungry Mother State Park near Marion Virginia.  
April 27 – 29, 2007**

**New format, new workshops, new fishing spots and better accommodations  
with Heat, baths, and even a kitchen or two.**

**Make arrangements to join your TU buddies and learn some stuff, eat well,  
tell some stories and make some new stories (up?).**

**Who should attend? All southeastern council chairs, NLC reps, chapter lead-  
ers, Back the Brookie teams, interested members, spouses, friends, anglers,  
trout advocates and anyone who reads this note is welcome.**

**Call Gary Berti (828 318-5052) for more details**

**Call for Papers  
Wild Trout Symposium  
"Sustaining Wild Trout in a Changing World"  
October 9-12, 2007  
West Yellowstone, Montana**

The Program Committee is soliciting abstracts for presentations and posters that address session themes or a contributed topics session. Abstracts are due by April 1, 2007. For more details refer to the Symposium web page: <http://www.wildtroutsymposium.com>

**CALENDAR**

February 15<sup>th</sup> -Media Briefing; Conference Call – Subject: BT Conservation Strategy press release.

March 1, 2007 – Media Release of the EBTJV Conservation Strategy

April 1, 2007 – “Call for Papers” for the 2007 Wild Trout Symposium. More info: <http://www.wildtroutsymposium.com>

April 27, 28, 29 – Southeast Rally – Hungry Mother State Park –BTB Regional Meeting & Leadership Training