Why I Chose The Coastal Conservation Association

Bryan Irwin
Regional Executive Director

For my introduction as Coastal Conservation Association’s Regional Executive Director, it might sound a little pretentious to tell all of CCA why I picked you. I’m supposed to tell you how excited I am to take on this new chapter in my life, why I’m the right guy, and my plan for carrying out our organization’s goals and objectives. Hopefully, some of this will come out as I highlight a few of the reasons why this is a great organization.

Choosing CCA is where saving our fish in the Pacific Northwest begins. Without 8000+ of us (the way we are growing, it’s probably 9000 by the time you read this) making the same wise choice, we would not be where we are today. If you don’t think just our mere presence isn’t changing the political landscape on fisheries issues in the northwest, you aren’t paying attention! We are having a huge impact – and we’re just getting started.

There is no one reason CCA is the right choice. The key to CCA’s success is our multifaceted approach. The question had been asked a number of times at chapter meetings, “What’s more important money or memberships?” The answer is clearly, both! Given how highly politicized our salmon, steelhead and sturgeon have become, we can’t affect change without plenty of both, plus a well executed advocacy plan and communication strategy. We clearly need the well-rounded approach of the CCA model to achieve positive results for the fish.

Below are five reasons I feel CCA is the right choice for you, me and our fish:

**Leading with Conservation** – CCA always puts the resource first. I have attended three national board meetings in Houston and have seen this first-hand. Not only is it the right thing to do, it gives us credibility with lawmakers and the non-fishing public. There are very few people that like to fish more than I do, yet I have no desire to fish over-depleted and endangered runs.

**Grassroots** – CCA is truly a grassroots machine. From the chapters to the state boards to the national board the grassroots spirit is there every step of the way. The committee system, while sometimes appearing cumbersome, assures that the voices of many are heard and decisions are well thought out.

**Involvement at the Federal level** – CCA’s advocacy at the federal level is unparalleled. For more than 20 years CCA has had a loud voice in our nation’s capitol on virtually every national fisheries debate. Federal fisheries managers already know to look for CCA’s opinion in Gulf and Atlantic fisheries…and now the Pacific as well.

**Professionalism** – CCA takes the high road. It might take longer. At times, it might even seem frustrating. However, by working through the committee system, developing and executing our strategy, and using professionals in the political process; we are seldom on the wrong side of the issue, always have the respect of lawmakers, and rarely lose. It is carrying out our strategy, and not reacting to the “crisis of the week” that is going to win this race in the end.

CCA Wins - Everyone likes to be on the winning team and CCA’s list of “wins” is long and continues to grow. Once we eliminate nonselective gill nets from our rivers, we have many more battles to fight. I look forward to continuing the winning tradition of CCA and adding many “wins” to this list from the Pacific Northwest!

I am honored to be working for you and for such a fine organization.

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CCA Takes On Columbia River Harvest Reform

Gary Loomis
Chairman, CCA PNW

Columbia River harvest reform efforts have been in motion for months, with significant momentum and media coverage in recent months. It goes without saying that reforming our broken harvest management system is my highest priority, and that of the thousands of concerned anglers and citizens who have fueled CCA's growth in the Pacific Northwest. The first step is that the efforts of CCA are beginning to bring results from Lake Washington to Vancouver to Salem.

I’d like to share with you my observations about these proposals, as well as CCA’s principles and a strategy for achieving harvest reform on the Columbia. As I speak with many of you on my travels across the Northwest, I am reminded of the fact that we must do a better job of communicating recent successes and our road map moving forward for saving our salmon and steelhead. It is critical that CCA members are aware of these developments and are prepared to weigh into this public policy debate. I am confident that it is not a matter of if, but when, collective voices will bring lasting change to protect our salmon and steelhead.

Recent Successes - CCA’s Government Relations Committees are making significant progress toward holding our elected representatives and fisheries management officials accountable for how this public resource is managed. In Washington State, CCA has brought public pressure to bear on non-selective harvest threats to the very wild salmon necessary for recovery. Recent examples include the Columbia River sockeye and salmon, fall Chinook on the Columbia, and workers and non-target species, such as steelhead and chinook salmon. The commercial industry has even agreed to roll back its recent funding proposals to monitor and test the effectiveness of such gear. We are the last region in the country that permits the commercial use of this destructive gear and I believe we must secure a transition that ensures we are the last.

We also are making significant progress at the political level to elevate the need for selective harvest reform. As policy positions were cited by both candidates in Washington's ultra-competitive race for Governor (see article on same topic), both candidates have come out in support of protecting and reforming the salmon fishery to be fully selective, putting conservation first in harvest management decisions, and increasing our efforts to remove derelict fishing gear or “ghost nets.” In Salem, CCA Oregon's lobbyist is saving similar success in changing the debate among members of the Oregon legislature.

The Columbia River Debate Has Shifted. I believe that CCA’s advocacy efforts and growing grassroots strength, as well as the obvious crisis facing our salmon runs, has finally begun to shift the debate on the Columbia. Several legislative and policy concepts are being floated to limit the impacts of gillnets or remove specific sectors from the Columbia altogether. Even ODFW released a spring Chinook proposal that recognizes that maintaining the status quo is not an option. Unfortunately, their proposal falls short of establishing the sustainable, selective fisheries that proper conservation-based management demands. Another concept, the “SAFE for Salmon” white paper, has generated a valuable dialogue about the need to reform lower river fisheries, although many critical details remain unanswered.

CCA’s Principles for Columbia River Harvest Reform. CCA has several important principles for Columbia River harvest reform. These principles drive our advocacy efforts and the specific reforms we champion. I also believe they are essential to maintaining the philosophical high ground which is the only way we will win this debate. I, for one, have no interest in merely rearranging the deck chairs on the titanic.

Conservation must come first: and we must put an end to management schemes that merely “allocate” away the future of our wild salmon runs. Any reforms must squarely put the conservation needs of these fish ahead of allocation models and the wants of commercial – and even recreational – fishers, if necessary.

We must develop truly selective commercial fisheries: we will not recover our fish runs or effectively harvest the surplus hatchery fish if we do not shift the commercial industry to gear that avoids impacts to wild, endangered and non-target species, such as steelhead and chinook salmon. The commercial industry has even agreed to roll back its recent funding proposals to monitor and test the effectiveness of such gear. We are the last region in the country that permits the commercial use of this destructive gear and I believe we must secure a transition that ensures we are the last.

Science must be paramount: non-selective commercial fishing hinders and proposed net expansions to net operations often have negative impacts through the bycatch of non-target local and migrating fish stocks on local ecosystems and could create significant straying problems. It is important that we consider what science tells us about the full environmental impacts of our current management, and reform proposals under consideration.

Monitoring and management must be drastically improved: we currently lack the information about bycatch levels, delayed mortality, run forecasting and adherence to catch limits necessary to ensure fisheries don’t harm recovery efforts.

The recreational community, and the public at-large, needs confidence in the stewardship and fairness of agency funding: both ODFW and WDFW are facing serious budget challenges. In fact, ODFW is preparing to request a significant increase in recreational license fees during the upcoming legislative session. We must demand that greater conservation revenue be secured for recovering fisheries and fishery issues that will serve CCA members well. In fact, that commitment was evident when he drove all the way to Newport to attend a hearing on marine reserves the day after he was hired.

Shawn started his lobbying career in Annadoll, Maryland graduating from the University of Maryland with a political science degree. Shawn later returned to Oregon and founded Miller Public Affairs as lobbyist for CCA Oregon.

Shawn has lobbied 14 years in Oregon and has influenced the outcomes of countless pieces of legislation. He has served on the halls of the Capitol as one of the hardest working lobbyists in Oregon. His clients include Pacific Salmon, the Northwest Governor’s Association and other prominent Pacific Northwest clients. An avid angler, Shawn has a passion for conservation and fisheries issues that will serve CCA members well. In fact, that commitment was evident when he drove all the way to Newport to attend a hearing on marine reserves the day after he was hired.

An active member of the community, Irwin previously served as the president of the Tom McCall (Portland, OR) chapter of the Association of Northwest Steelheaders. He has also been actively involved in CCA since the organization first expanded into the Pacific Northwest.

Irwin began his new role with CCA in early October. An active member of the community, Irwin previously served as the president of the Tom McCall (Portland, OR) chapter of the Association of Northwest Steelheaders. He has also been actively involved in CCA since the organization first expanded into the Pacific Northwest.

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**Oregon President's Message**

**CCA Oregon’s Numerous “Unsung Heroes”**

John Stie
Oregon CCA President

Periodically I urge members to put their shoulders to the wheel and contribute time and energy to the success of CCA Oregon. In response, many of you have rallied to fill local board and officers’ positions. Many now serve on important state committees. Your local chapters have completed their first successful banquet season and are already beginning to plan for next year’s events. In short, hundreds of you have risen to the challenge. The fruit of your efforts is described in articles throughout this edition of *The Ripple Effect*. In appreciation I would like to acknowledge a few of our members for their contributions over the past year:

Take, for example, guides Clancy Holt (Clancy’s Guided Sportfishing) and Scott Americano (America’s Salmon Eggs and Guide Service). Through letters and letters to clients, they have spread the word and recruited CCA members far and wide. In fact, our guide members – many of whom proudly sport the famous CCA “Mouthful” on their boats – represent the most concentrated and mobile of our recruitment efforts. In fact, several use a portion of their client fees to actually pay for that individual’s membership! Thanks to each and every one of you.

Let me not forget Pat Fox and Bruce Polley. Pat did a piece of research on gillnet issues for our Government Relations Committee that was eye-opening for several key Oregon legislators. Bruce has been spearheading our efforts with regard to Marine Reserves issues, but he also took the initiative to intercept some serious misinformation that was eye-opening for several key Oregon legislators. Bruce has worked the displays and coordinate a carcass dumping joint venture between Weyerhaeuser Corp. and ODFW. In addition to putting a lot of hard work into a local sportmen show, Doogie reached out to an important regional organization – Cascade Family Flyfishers – to share information about CCA and membership. Great work, guys!

Then there is Denny Redmond and Chris “Doogie” Douglass, both of our Emerald Empire chapter (Eugene/Springfield). Denny coordinates a $600 dollar vertical joint venture between Weyerhaeuser Corp. and ODFW. In addition to putting a lot of hard work into a local sportmen show, Doogie reached out to an important regional organization – Cascade Family Flyfishers – to share information about CCA and membership. Great work, guys!

The list goes on. Bev Jacobs and husband Richard weren’t content with volunteering for the Portland Show and the Portland Sportsmen’s Show. So, Bev served as chair and Richard as a member of Willamette Valley’s banquet committee. Next, she joined our Communications Committee and signed up for the Ad hoc Website Committee. Way to go Bev! And speaking of the two show events, members volunteered 250 hours of time staffing our displays and recruiting over 300 new members. Jerry Dowd and the crew of Tillamook volunteers joined Ray Rockman from Salem to vie for “furthest traveled” honors. In a show of PNW solidarity, Vancouver member Leon Stevenson, Gene Deahl, and Keith Issacson worked the displays and continue to volunteer at PNW HQ. I can’t tell you how many of the other members I’ve mentioned and others like them have allowed us to reach this point. Think about joining them and volunteering, and remember that the small stuff counts, too. He flashed an alert back in June that brought a CBS news feature regarding PNW salmon that enabled me to tune in to what might have been otherwise missed the program. As CCA Oregon has grown so has our need for volunteers. We need stronger committees and boards at all levels. We are moving into the “big leagues” with our legislative and lobbying efforts. The members that I’ve mentioned and others like them have allowed us to reach this point. Think about joining them and volunteering, and remember that the small stuff needs to get done too. Don’t be afraid to ask, “What will I be doing? How much time will it take?”

Then roll up your sleeves and pitch in. ☺

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**Government Relations News**

**2008 Oregon Election**

Sharon Miller
CCA Oregon Lobbyist

The November general election in 2008 was a highly competitive race among Republicans and Democrats seeking control of the State Capitol. The high turnout for the presidential campaign, hotly contested U.S. Senate and 5th Congressional District races and the usual variety of state initiatives resulted in an overflow of campaign advertising and awareness.

For more than a decade, the battle for control of the Oregon Legislature always hinged on the state House and Senate races in Washington and Clackamas Counties. During the 1990s when Republicans controlled the legislature, most of Washington and Clackamas County legislators were Republican. In 2006, democrats handily took Washington County. In November they had their sights on taking Clackamas County. Furthermore, key Republican House members decided to retire after losing control of the House in 2006—giving democrats more of opportunity to pick up seats in 2008.

The democrats picked up many seats in the Oregon legislature and in the House of Representatives. Democrats retained their majority in the Senate (18-12) and increased their majority in the House by five seats (36-24). It’s worth noting that 36 votes (a supermajority) are required for any revenue raising bills. For the first time in a quarter-century, democrats held 60 percent of the seats in both chambers.

As we move forward with our legislative efforts, understanding the legislative landscape plays a key role in our advocacy efforts. Please take the time to know your local legislators, their positions on fisheries management issues and how the landscape in your district might have changed since the November elections.

**Support Your Sport**

**Fishing’s a fulltime job at Three Rivers Marine & Tackle.**

Whether we’re on the bank, in a boat or in a hearing testifying on behalf of Sportfishing we’re committed to the success of NW sportfishing and sportfishing opportunity. You’ll see that commitment the moment you walk in the door. From novice-to-expert we have everything you need under one roof... lures, outlines, rods, reels, premium bait, tackle and specialized gear that can only be found at one place... Three Rivers Marine & Tackle.

**At Three Rivers Marine & Tackle we support the sport you love.**

**Supporters of CCA from the beginning!**

Salmon & Steelhead Journal continues to donate time and money to further the cause of CCA. While other magazines sit by and watch the momentum build, Salmon & Steelhead Journal committed to making sure CCA doesn’t lose momentum.

If you don’t already subscribe to Salmon & Steelhead Journal to substitute a salmon run improve and thrive in the West.

**3Rivers_1-4page3.indd 1**
Public Consideration for Marine Reserves Nears Closing

Bruce Polley
CCA-OR Government Relations Committee

The public process for the consideration of sites for Marine Reserves on Oregon’s Coastline is coming to a close.

The recent OPAC meeting in Reedsport brought to light the deep divisions between the proponents of Marine Reserves (MRs) and other coastal user groups. The process for selecting sites was supposed to be a collaborative effort between various users and local communities, but the Reedsport meeting demonstrated that it appears as though lines are being drawn between pro-MR and anti-MR interests.

There have been a few proposals (2-3) which have been worked on and vetted by local communities and user groups, and seem to have a chance of becoming Marine Reserves. Our hope is that these MRs will be much smaller than what has been proposed by those who wanted to close down as much as 1/3 of the Oregon Territorial sea, and we are determined to keep advancing our position.

CCA was in Newport when the House Environmental Committee and the Senate Environmental Committee had a joint meeting. We took this opportunity to go on the record with CCA’s stand for not arbitrarily shutting down areas permanently from sport-fishing. Our President John Stec delivered testimony that included our adopted position statement on Marine Reserves.

Meanwhile, CCA continues to meet with and educate lawmakers to discuss what these closed areas really are, and what they are not. We will be calling on CCA members who are concerned with this issue to contact their legislators before and during the next session. Much of our strength is in our numbers, and when a large group of CCA members makes their concerns known to their representatives in the state government, change will occur.

Please contact me if you would like to help on the Marine Reserve issue.
bruce.polley@ccapnw.org

Southwest Washington CCA Helps Kids Learn to Fish

Steve Koch
SW WA CCA President

Southwest Washington Coastal Conservation Association members partnered with the Big Brothers Big Sisters Northwest to give children a fishing experience in May. Participants fished for shad along the dock at Steamboat Park on the Columbia River, in Washougal, Washington. After the fishing derby, children and their mentors ate a lunch of hot dogs, chips and pop at Port of Camas Park. All food and fishing gear was provided by CCA and Southwest Washington Anglers (Dick Setje) and Sportsman’s Warehouse (Brett Larson).

Many thanks go out to the Port of Camas, Randy and Melinda of Big Brothers Big Sisters, and all the SW Washington volunteers for their help. I am confident that this was a real winner, and I hope to see it repeated in future years. This way kids can learn to fish.

Read Gary Loomis’ Monthly CCA article in The Reel News.

Subscribe at www.thereelnews.com

CCA Washington News

Over twenty trout rods and reels were given out to the kids! Special thanks to SW Washington Anglers and Sportsmans’ Warehouse.
Do you have a great fish story and photo to share? If so, we would love to share your “Fish Tale” with CCA PNW members. Please describe your catch in 200 words or less and include a high resolution digital color photo (.jpg or .tif file format). Remember to include your name and your chapter name. Stories might be edited for length. Please send stories and photos to editor@ccapnw.org.

CCA Washington member Jim Hajek landed this bright coho during a September trip on the Cowlitz with guide and fellow CCA Washington member Mark Maker. Mark’s method of choice on that sunny September day was to side drift with gobs of cured salmon eggs, providing an action-filled trip that included both salmon and harvest trout.
## OREGON CHAPTERS

**COLUMBIA COUNTY**  
President: Ed Rabinow  
Chapter Location: Vancouver  
Contact: rabinowe@juno.com  
503-520-2782  
Meeting Info:  
Chapter Location: 1006 W. 11th Street, Vancouver, WA 98660  
Vancouver, WA 98660  
Meeting Info:  
Tentative – March/April 2009

**ROGUE VALLEY CHAPTER**  
President: Rick Estes  
Chapter Location: North Bend  
Contact: lowercolumbia@ccapnw.org  
(503) 833-1161  
Meeting Info:  
Chapter Location: 11025 Smokey Point Blvd., Marysville, WA 98270  
Meeting Info:  
Bank of Clark County

**SALEM**  
President: Dean Meister  
Chapter Location: Salem  
Contact: km7070@comcast.net  
503-510-4660  
Meeting Info:  
Chapter Location: 20635 SW Blanton, Fire and Rescue, 20665 SW Blanton, Fire and Rescue, 507 S. 3rd, Yakima  
Meeting Info:  
Meeting Info:  
Tentative – March/April 2009

**TILLAMOOK**  
President: Jack Wunch  
Chapter Location: Tillamook  
Contact: ag@agcom.com  
503-642-4112  
Meeting Info:  
Chapter Location: 1211 Franz St., Lacey  
Meeting Info:  
Contact:  
Meeting Info:  
Chapter Location: 1005 W. 11th Street, Vancouver, WA 98660  
Vancouver, WA 98660  
Meeting Info:  
Chapter Location: 12505 Smokey Point Blvd., Marysville, WA 98270  
Meeting Info:  
Bank of Clark County

**WASHINGTON CHAPTERS**

**LEWIS COUNTY**  
Established: 2007  
President: John Sweeney  
Chapter Location: Centralia  
Contact: trillick@ccapnw.org  
(503) 451-3524  
Meeting Info:  
Chapter Location: 1006 W. 11th Street, Vancouver, WA 98660  
Vancouver, WA 98660  
Meeting Info:  
Bank of Clark County

**LOWER COLUMBIA**  
Established: September 2007  
President: Kim Ewing  
Chapter Location: Longview  
Contact: lowercolumbia@ccapnw.org  
(509) 833-1161  
Meeting Info:  
Chapter Location: 1005 W. 11th Street, Vancouver, WA 98660  
Vancouver, WA 98660  
Meeting Info:  
Bank of Clark County

**TILLAMOOK**  
President: Jack Wunch  
Chapter Location: Tillamook  
Contact: ag@agcom.com  
503-642-4112  
Meeting Info:  
Chapter Location: 1211 Franz St., Lacey  
Meeting Info:  
Contact:  
Meeting Info:  
Chapter Location: 1005 W. 11th Street, Vancouver, WA 98660  
Vancouver, WA 98660  
Meeting Info:  
Chapter Location: 12505 Smokey Point Blvd., Marysville, WA 98270  
Meeting Info:  
Bank of Clark County

**TRI-CITIES**  
Established: 2007  
President: Keith Stegeman  
Chapter Location: Columbia, WA 99104  
Contact:  
Meeting Info:  
Chapter Location: 1006 W. 11th Street, Vancouver, WA 98660  
Vancouver, WA 98660  
Meeting Info:  
Bank of Clark County

**WALLA WALLA**  
Established: 2007  
President: Dean Meister  
Chapter Location: Walla Walla  
Contact: warden@wsu.edu  
(509) 523-3524  
Meeting Info:  
Chapter Location: 1006 W. 11th Street, Vancouver, WA 98660  
Vancouver, WA 98660  
Meeting Info:  
Bank of Clark County

**WENATCHEE**  
Established: 2007  
President: Mark Schwan  
Chapter Location: Wenatchee, WA 98801  
Contact:  
Meeting Info:  
Chapter Location: 1006 W. 11th Street, Vancouver, WA 98660  
Vancouver, WA 98660  
Meeting Info:  
Bank of Clark County

**WILDCAT**  
Established: 2007  
President: Rick Zenn  
Chapter Location: Kirkland  
Contact:  
Meeting Info:  
Chapter Location: 1006 W. 11th Street, Vancouver, WA 98660  
Vancouver, WA 98660  
Meeting Info:  
Bank of Clark County

**WILLAMETTE FALLS**  
Established: 2008  
President: Matt Olson  
Chapter Location: Woodland  
Contact:  
Meeting Info:  
Chapter Location: 1006 W. 11th Street, Vancouver, WA 98660  
Vancouver, WA 98660  
Meeting Info:  
Bank of Clark County

**SNOW**  
Established: 2008  
President: Scott Wyper  
Chapter Location: Stampington  
Contact:  
Meeting Info:  
Chapter Location: 1006 W. 11th Street, Vancouver, WA 98660  
Vancouver, WA 98660  
Meeting Info:  
Bank of Clark County

## INLAND EMPIRE

**KITSAP**  
Established: 2007  
President: Mark Schwan  
Chapter Location: Seattle  
Contact:  
Meeting Info:  
Chapter Location: 1006 W. 11th Street, Vancouver, WA 98660  
Vancouver, WA 98660  
Meeting Info:  
Bank of Clark County

## NORTH SNOHOMISH COUNTY

**NORTH SOUND**  
Established: 2007  
President: Don Freeman  
Chapter Location: Everett  
Contact:  
Meeting Info:  
Chapter Location: 1006 W. 11th Street, Vancouver, WA 98660  
Vancouver, WA 98660  
Meeting Info:  
Bank of Clark County

## CCA PNW LEADERSHIP

**OREGON**  
Gary Loomis—Founding Chairman, Pacific Northwest  
Dave Schamp—Chair  
Jim Reine—Vice Chairman  
Jack Smith—Vice President  
Lynn Rueter—Treasurer  
Greta Tyler—Secretary  
Jack Smith—Chair, Membership  
Angie Hannah—Secretary—Co-chairs, Communications

**WASHINGTON**  
Gary Loomis—Founding Chairman, Pacific Northwest & WA Chairman  
Rob Tobeck—Vice Chairman  
Matt Olson—President  
Stan Brogdon—Vice President  
John Stec—Chair, Government Relations  
John Stec—Chair, Communications—Co-chairs, Communications
Coastal Conservation Association Membership Application

MEMBER INFORMATION

❑ Renewal Dues  ❑ New Membership

Name _____________________________________________________________

Associate Member Name(s) (if applicable) ______________________________________

Member ID# (if renewing) ____________________________________________

Address _____________________________________________________________

City ___________________________ State ____________ Zip ____________

Phone ___________________________ Email _____________________________

Gift Membership From: ____________________________________________

❑ $25 MEMBER: Membership card, window decal, 2 bumper stickers, TIDE magazine.
❑ $100 MEMBER: All of the above plus CCA print of your choice
❑ $15 ASSOCIATE: Per each family member. All member privileges except TIDE. Send names.
❑ $200 SPONSOR: Bronze lapel pin, print, plus member gifts.
❑ $500 PATRON: Silver lapel pin, print, plus member gifts.
❑ $1,000 LIFE MEMBER: Life Member display piece, print, plus member gifts. Quarterly payment option available.
❑ $10 NEW TIDE: Rising Tide newsletter, three NEW TIDE logo decals, iron-on T-shirt transfer, redfish & speckled trout sticker. For members 17 and younger.

METHOD OF PAYMENT

❑ Cash Enclosed
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❑ Mastercard   ❑ Amex
❑ Visa   ❑ Discover

Credit Card # ______________________________________________________

Exp. Date ___________________________ Signature ____________________________

Associate Member Name ____________________________________________

Complete this form and send to:
Coastal Conservation Association
1006 W. 11th Street
Vancouver, WA 98660
Ph. 877-255-8772
Ph. 360-694-3400
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