

Executive Director's Report – September 21, 2011

The Tip of the Mitt chapter has now gotten the required ten members and with the addition of associate members (Rick Balabon, Greg Gumbrecht and I) they now have 13 members lined up to begin a chapter. Don Wright is the organizer and Jason Swann is the number two man in the Petoskey area. Don is going to rely on me to help them get started and I welcome the opportunity because it will allow me to put a model together to assist other chapters in getting established in the future. I will be sending each new member a letter and copy of our latest GLSFN. I wish to lay out how the chapter system works and assure each of them what will be expected and how they can help make it successful. I met with them in Petoskey on September 13th but the meeting was not well attended since they are dispersed over a pretty large area at the Tip of the Mitt. Most of them just wish to belong and don't want any responsibility which is understandable at this stage.

The Au Sable Chapter has reactivated with Al Campbell taking the lead as membership chairman. He commented that he has gotten a lot of interest as a result of the newspaper. Al said he would set a meeting up for October and welcomes Rick and/or Ken to attend. I will follow up with him to be sure he follows through.

I visited with the Mid-Michigan Steelheaders on September 19th and spoke briefly on current state activities and GLSFN. I received a warm welcome and good feedback. John Hesse has done great job of putting a guidance document for Developing A Youth Fishing Program together and I am sure you will be hearing more about that later. Rick spoke at the South Haven Chapter the week before and we both emphasized the need to recruit new members and handed out material explaining the statewide promotion and prizes at the end of the year.

Rodney Stokes asked me to assist in the interview process for his new deputy director and I along with other stakeholder group leaders participated in questioning the final candidates for the position. Rodney debriefed us after the interviews and is in the process of checking references and background evaluations now. He should have a selection by a week from next Thursday.

Jim Dexter reported that the Department has selected Todd Grischke as Lake Huron's new Basin Coordinator, Todd Kalish as Lake Erie Basin Coordinator and Phil Schneeberger as the Lake Superior Basin Coordinator.

I spent the first two weeks of September up at Platte Bay and visited the Platte River Hatchery and met with their new biologist, Aaron Switzer. He confirmed that the Coho coming up the Platte are bigger than recent years and appear very healthy. They have dissected about 100 fish and found no BKD or other bacterial infections. When I left last Saturday, 9,000 fish had passed through the Weir and more were gathering in the lower section of the river. They need 20,000 fish to provide the brood stock for next year.

I have spent a lot of my time in getting proposals out to 2012 advertisers in Great lakes Sport Fishing News and writing articles for our latest edition. I would be interested in your feedback on the articles you see in GLSFN. Deb has put together a proposed Media Kit which is excellent in my opinion and I am finalizing the wording for the front page of the kit. It really simplifies our approach to advertisers and makes pricing easier to understand. We are making a concerted effort to solicit cash ads and get away from trade out ads. Though we lost some advertisers (four) because of the economic climate we did manage to add twenty two new advertisers.

#

#

#