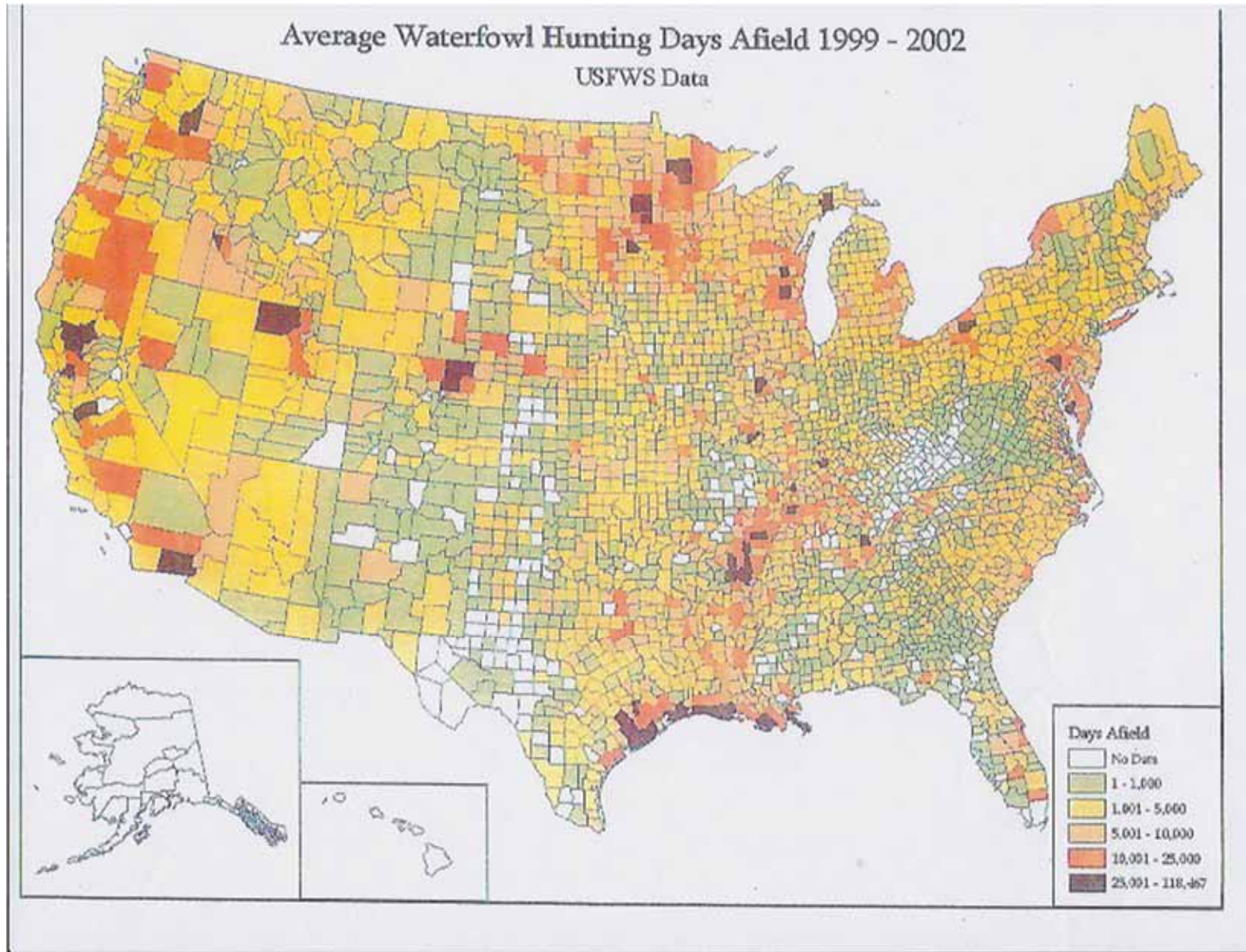


AIS Outreach Successes: Interesting Partnerships

By Diane Schauer AISC Calumet County
and
Jon Motquin AISC Shawano County

Waterfowl Hunting Days by County



Why Target Waterfowlers?

In 2005, Ducks Unlimited did a demographic profile of it's members. The results include:

1. 80% are freshwater anglers
2. 50% are power boaters
3. 22% kayak/canoe

They are also a transient group, of those who hunted, 80% took a domestic hunting trip.

A DU survey showed that 80% of WI members fish and 72% boat.

Northeast WI Technical College Graphic Arts
and Print Media students designed some
outreach options

Regional/Local Window Decals



National Campaign Logo



**Trout Unlimited
Outreach Blitz
January – April 2012**

AIS Participants who have been on the ground in the booths and chatting up T.U. members for this blitz include:

- Amanda Strick
- Jeni Steltenpohl
- Jon Motquin
- Andrew Karleigh
- Paul Klein
- Chris K.
- Tom Ward
- Steve Klock
- Diane Schauer

Thank You!

