

# Quilcene NFH Centennial Celebration

**Planning, Implementation & Afterthoughts**

# Overview

- Justification
- Challenges
- Goals
- Planning
- Implementation
- Questions



# Why hold hatchery events?

- 100 years of operation = a good excuse for a party
- Educate the public & strengthen community ties
- Promote
  - Resource users
  - Advocates
  - Careers



# Current Challenges

## Future Advocates

- Fewer opportunities for youth to experience nature
- Fewer school field trips
- Reduced school emphasis on natural sciences



- Media competition





# Current Challenges

## Future Professionals

- What is the prevailing stereotype image of a scientist?



- We need to diversify societies perception of scientists.

# Outreach Goals

- Promote the understanding of and appreciation for aquatic resources
- Connect youth with nature
- Promote careers in conservation
- Instill a sense of relevance and confidence towards biological sciences



**All of which can be addressed through a public hatchery event. So go on out and start one!**

# Event planning

- Selecting a date
  - Favorable historical weather data
  - Avoid conflicts with other events
- Start the planning process 1 year in advance
- Consult with hatchery event planning experts
- Form a planning committee

# Planning Committee

- Recruiting partners
- Publicity
- Parking & transportation
- Food & beverages
- Recycling and waste management
- Volunteers
- Rental supplies
- Photo documentation
- Educational Activities





# Event Partners

- State, federal and tribal conservation entities
- Non profits, conservation organizations and clubs
- Local chamber of commerce
- School district
  - HS volunteers for graduation requirements
  - Parking
- Local police and EMT



# Food and beverages

USFWS cannot purchase such items

- Great way for the community to benefit

## Off site:

- Local businesses

## On site:

- High School Booster Club
- Lions club, etc



# Volunteers

## Recruitment:

- “Friends of Hatcheries”
- HS Students (community service requirement)
- Local conservation groups (TU, etc.)

## Uses:

- Set up & break down
- Sign in table
- Educational activities
- Booth/vender support
- Etc...



# Parking and Transportation

The Quilcene NFH grounds lacked adequate parking space for the public beyond handicap access

## Alternatives:

- Parking at the local schools & fields
  - About a mile away so it required transportation service
  - If using a field beware of potential risks!
  - Off site parking requires liability insurance if on private property.





# Rentals and photo documentation

## Rentals:

- Outhouses (including handicap models), tables, chairs, canopies, sound system, stage, etc.

## Photo Documentation:

- Photo release forms are necessary for any pictures that allow the viewer to identify the individual(s)





# Educational Activities

## All age levels

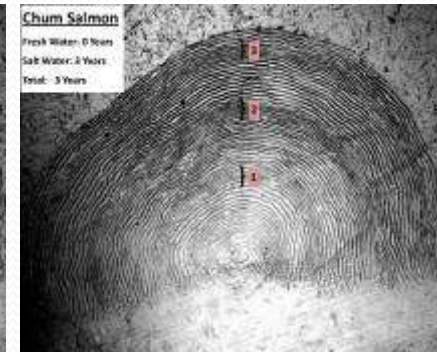
- Gyotaku (fish printing) – real specimens or rubber
- Salmon life cycle bracelets
- Story telling
- Salmon life cycle miniature golf

## 4<sup>th</sup> grade & beyond

- Salmon scents homing game
- Scale aging challenge
- Radio telemetry hide and seek



# Educational Activities





# Educational Activities

- Partners sometimes provide activities (beyond the typical hand-outs) but prepare several of your own.
- Communicate with partners to avoid duplication
- Hatchery tours are no-brainers
- Provide activities for a wide cognitive/age range
- Borrow ideas from others
- Develop you own activities



# Investment

- Around \$7,000
  - Outhouses (don't forget handicap models), shuttle service, banners, flyers, canopies, photographer, liability insurance for off site parking, transportation for traveling aquarium and “Fin” the fish, etc

Don't let this number scare you. Not all are necessary

- Off site parking/shuttle/insurance
- Transport of large items
- Photographer
- Extensive publicity

# Investment Return

- 34 Partners
- Over 60 volunteers
- Over 400 volunteer hours
- Over 500 visitors to this remote hatchery
- Smooth as silk thanks to solid planning



# Sources of knowledge

- **Dan Magneson** – Quilcene NFH
  - 360 765-3334
- **Corky Broddus** – Leavenworth NFH
  - Salmon Festival (> 20 years running)
  - 509 548-7641
- **Scott Hamelberg**– Colman NFH
  - Salmon Festival (> 20 years running)
  - 530 365-8622

# Special thanks to our partners!

- Burke Digital Pix (Photographer-PT)
- Friends of NW Hatcheries
- Hood Canal Salmon Enhancement Group
- Jamestown S'Klallam Indian Nation
- Jefferson County Department of Public Works
- Jefferson County Sheriff's Office
- Jefferson County Weed Board
- Leavenworth National Fish Hatchery
- Long Live the Kings
- Lower Elwha Klallam Indian Nation
- NOAA Fisheries
- North Olympic Salmon Coalition
- Olympia Fish Health Center
- Olympic National Park
- Port Gamble S'Klallam Indian Nation
- Port Ludlow Fly Fishers
- Port Townsend Marine Science Center
- Quilcene Fire and Rescue
- Quilcene High School Boosters Club
- Quilcene Lions Club
- Quilcene School District
- Reeves Excavating & Land Clearing, Inc.
- Skokomish Indian Nation
- US Bank, Quilcene Branch Office
- US Forest Service
- USFWS Abernathy Fish Technology Center
- USFWS Columbia River Fisheries Program Office
- USFWS Regional Office, Portland, Oregon
- USFWS Retirees Association
- USFWS Washington Maritime NWR
- USFWS Washington Fish and Wildlife Office
- Washington Department of Fish and Wildlife
- WA State University Extension-Beach Watchers
- Windemere Hood Canal Realty-Quilcene