



APRIL 5, 2021 • VOL. 1

REEL NEWS

The latest news from Women Anglers of Minnesota



PRESIDENT'S PEN

by Michelle Morey | president@womenanglersmn.com

Hello members - old and new! I started my role as president this January. In order to fill the very big shoes of our former president, Kristen Merwin, we've built up the board to 16 dedicated members. Our main focus this year is Member Engagement, which is a challenge with Covid restrictions, but I feel like we're still off to a great start. We launched an educational Speaker Circuit on our WAM Members Only Facebook page which has been both interactive and informative. We're also highlighting members each week on Facebook to help you get to know each other. Our Ice Queen Tournament had almost 1,100 participants making it the largest all-women tournament in FishDonkey history! Our members-only Ice Tournament had 130 participants and utilized Hub Lakes and a live Facebook feed throughout the day to help members feel connected. Lastly, our Master Angler Program is rocking and rolling with 115 submissions since our contest year started June 1st, 2020.

The board is working really hard to provide lots of exciting activities, which we've highlighted in this newsletter. I encourage you to get involved - it's up to you to take the first step. Whether that's posting on Facebook, signing up for your first tournament, coordinating a meet-up, or joining a committee, getting involved is the best way to meet people and get the most out of this club.

IN THIS ISSUE

**BOARD OFFICER AND
DIRECTOR UPDATES**

TOURNAMENT NEWS

UPCOMING EVENTS

**MASETER ANGLER
PROGRAM NEWS**

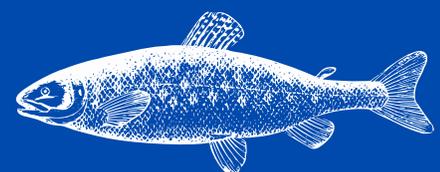
WEBSITE UPDATES

**STAYING
CONNECTED**

**FUNDRAISING
CAMPAIGNS**

**WAM STORE
UPDATES**

2021 SPONSORS



MEMBERSHIP NEWS

by Co-Directors Pat Hauslein & Liz Colsen

Membership@womenanglersmn.com

Spring is busting out all across Minnesota, and so is our membership. When I joined in March 2018, there were about 350 members. Just this month, we have crossed the 900 mark. We added 300 members in 2020 and have already added 132 since January. But you might be asking yourself, "What does that mean for me?" For one thing, it means as a group, we are having a huge impact on the industry. We are able to influence product trends and also offer more and varied discounts from guides, resorts, vendors, and sponsors. With over 900 members, we also hope that you can find fishing partners in your area. On our WAM website, there are two ways to find WAMMIES. There is a map that you can zoom into the area you're interested in and there is also a member directory (use the "Advanced Search" function). We encourage you to update your profile on the website so your WAMILY can find you. Don't forget to make sure to join our WAM Members Only Facebook page too! With more members throughout the state, look for more small group meet-ups in your area or set one up yourself. Reach out to anyone on the Board if you want some ideas or help. And don't forget to refer your friends, neighbors, and ladies you see at the boat launches to WAM. Each quarter, we will give a prize to the member who has recruited the newest members as well as to the person with the most new-member recruits for the year. To help you out, Angie Craig has designed a WAM referral card you can print out and put your name on to pass out (See "Files" tab in Members Only Facebook Group). Lastly, membership surveys will be coming out soon to solicit information regarding membership engagement, programming, and ideas for our organization as a whole. Your input will help us plan the path for this amazing club.

Happy Spring and stay safe!

THANK YOU TO OUR DEDICATED BOARD OF VOLUNTEERS WHO PUT IN COUNTLESS HOURS TO MAKE THIS ORGANIZATION A SUCCESS!



2021 ICE TOURNAMENT

by Liz Colsen

The annual Ice Tournament was held February 27th, 2021. Although we were not able to gather in person, the virtual platform was quite successful. Over 130 members fished using the FishDonkey phone app, and there were so many impressive fish caught! The list of the winners is below with the top 5 fish in each category. The perch derby was new this year, and I think it is here to stay. What a day it was for our WAMily! The Hub Lakes were well attended by WAM members and we even got to fish with family and friends this year. Our West Metro contingency had a party on the ice with hot dogs and a firepit! So much fun was had by all! The #IceShackSnacks2021 competition was a success with some delicious treats made. We started small with our first virtual silent auction, but we had some amazing items to auction off and were able to raise over \$6000 for WAM. This was WAM's first virtual silent auction, but it won't be our last! Keep your eyes open for our open water tournament silent auction in June as it is shaping up to be full of great prizes! If you want to watch the livestream of the event, you can find it on the Women Anglers of Minnesota YouTube channel by clicking [here](#).

The tournament would not be possible if it weren't for our amazing club sponsors: CLAM, RLVNT, Explore Alexandria, Omnia Fishing, and DSG. Also, many thanks to the companies that donated to the ice tournament: Lake Osakis Guide Service, Tuned Up Custom Rods, Cabelas, and KMDA Inc. Next year, we plan on being back in person in Alexandria. It is going to be a BIG event!

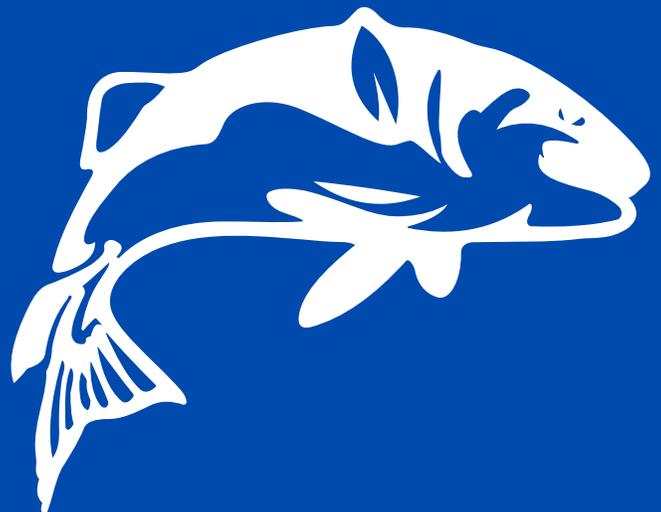


Women's Virtual Ice Fishing Tournament

FEBRUARY 27TH, 2021

TOP FIVE WINNERS!

CRAPPIE	RACHEL NORSTREM	13.75"
	STEPHANIE BEATY	11.5"
	ESTELLA DRAHEIM	11.5"
	ANDREA WELTER	10.25"
	LINDA KIKOS	10"
NORTHERN PIKE	CORBIN HEIMSNESS	42.5"
	JENNIFER BERG	36.5"
	MINDY O'CONNOR	36"
	TRACI KNOWLTON	33"
	DHARMA RUSSELL	32.5"
SUNFISH	KATIE HALVERSON	9.5"
	STEPHANIE BEATY	9"
	JESSICA REAVES MILLER	8.75"
	RENEE BETTENBERG	8.75"
	GAIL GOSS	8.75"



THE HUB LAKES



"SNACKLE BOX" BY TONYA DOYLE



WEST METRO HUB - LAKE INDEPENDENCE

**WAMILY
FUN!**



NORTHWEST HUB - STAR LAKE



NORTH METRO HUB - BLUE LAKE



SOUTHERN HUB - MADISON LAKE



BEST DRESSED WAMILY

FISHING GUIDE EXTRAVAGANZA

VIRTUAL FUNDRAISER - THURSDAY, APRIL 22ND TO MONDAY, APRIL 26TH

**ARE YOU TIRED OF
FISHING THE SAME LAKE?
WANT TO LEARN THE
LATEST FISHING
TECHNIQUES?
INTERESTED IN
TARGETING NEW
SPECIES? WANT TO
CATCH BIG FISH?**

These are all great reasons to bid on a guide trip and support WAM at the same time!

Get ready for WAM's first Fishing Guide Extravaganza online fundraiser starting Thursday, April 22nd to Monday, April 26th.

Our goal is to get 30 to 50 guides and fishing legends to donate a trip for our members and the general public to bid on, and we are already halfway there!

Grab a friend or family member to bid together and share the cost of the trip.

Our goal is to raise \$10,000, and we've got some big names that have already donated: Dave Genz, Tony Roach, Scott Merwin, and Chris Granrud. We are accepting guide trips from all over the country since so many Minnesotans like to travel during our colder months. Guide trips can be donated by clicking here.



Are you tired of fishing the same lake? Want to learn the latest fishing techniques? Interested in targeting new species? Want to catch big fish? These are all great reasons to bid to support Women Anglers of Minnesota.

WHAT: An online fundraiser that allows you to bid on a fishing guide trip of your choice for a great cause!

WHEN: Bid anytime from 9:00 am April 22 to 6:00 pm April 26, 2021.

WHERE: Bid online at www.32auctions.com/WAM2021

WHO: WAM members and non-members are encouraged to bid

THANK YOU TO OUR GUIDES
for their generosity in donating these trips and for supporting WAM!
Winning bidders will work directly with guides to coordinate trip details.

Women Anglers of Minnesota is a 501(c)3 nonprofit that brings women and children into the sport of fishing. With a 45 year history and over 850 members, we offer an educational, safe and supportive environment that seeks to educate and connect anglers of all experience and age levels.

HEADQUARTERS: RIVERSIDE RESORT

OPEN WATER TOURNAMENT

June 4th-5th 2021, Horseshoe Chain, Richmond, MN



The poster features a blue background with a green and white wave pattern at the bottom. On the left is the circular logo for the Women Anglers of Minnesota, which includes a fish and the text 'WOMEN ANGLERS OF MINNESOTA'. The main text is in a white, bubbly font. A green horizontal bar contains the multi-species list. Another green bar contains the entry fee information. The bottom section features logos for DSG, Blackfish, and RLVNT.

43rd Annual
**Open Water
Tournament**
June 5th, 2021

Horseshoe Chain in Richmond, MN
Headquarters: Riverside Resort

Multi-Species: Sunfish, Crappie, Bass, Northern & Walleye

**Over \$10,000
in Cash Prizes!**

\$115 Entry Fee - WAM Members Only

for more details or to become a member
visit womenanglersmn.com

sponsored by

DSG **BLACKFISH** **RLVNT**

IT'S A GO! We are so excited to let you know that the 43rd Annual Open Water Tournament is scheduled for June 4th and 5th on the Horseshoe Chain in Richmond, MN. Headquarters for the tournament will be the Riverside Resort. Up to 150 anglers will compete for over \$10,000 in total prize money. Cash Prizes will be awarded for 1st through 5th place for sunfish, crappie, bass, walleye, and pike. The WAM Slam title rolled over from the 2019 tournament, so there is \$2500 to the angler who enters qualifying fish in all 5 species. There are so many ways to win that both new and experienced anglers have a chance. Thanks to our tournament sponsors Blackfish, RLVNT and DSG Outerwear, this will surely be a memorable event. Registration is open and can be accessed on the website. For more information, contact the Tournament Directors Stephanie Lawson and/or Erika Blegen.



Ready... set... let's do some TRIPS!!! I know for many of you members, this last year was very tough. Not being able to gather and see friends has been hard, but this year we are hopeful! We would like to announce some upcoming dates for events.

- We will be doing a Fly Fishing 101 class in late May, and registration for this will be coming very soon. This class will be available on two different dates to keep the class sizes smaller out of respect and safety for class instructor Hillary Pennella.
- We also hope to do a Launch on Mille Lacs in July!
- In addition, Mark your calendars for Saturday, September 11th for our 6th Annual Border Battle with our sisters from Wisconsin Women Fish. This friendly competition takes place on the Best Dam Fishing Float on the mighty Mississippi, and it's always a blast.
- Lastly, I'm so excited to announce that this September 23rd- 26th, we will be partnering with Agency Bay Lodge on Leech Lake for our fun fall trip! Save the date, ladies, for all of these fun events coming in 2021!

Be watching for event/trip registration announcements on our Members Only Facebook page, and we're so excited to see you all again soon!

- Angie Fasbender -
trip@womenanglersmn.com




Youth Director is a new position for us, and we have a few exciting things in the works.

Buffalo Days

Sturges Park, Buffalo, MN

June 19th, 9-1:30 pm

This is a fun event for kids to learn about fishing. They expect between 500 - 1,000 kids, so they could really use our help! They will have clinics set up for kids to try out different techniques and are even giving kids the opportunity to fish off the pier. WAM has been a part of this event by helping with donating fishing rods, cash donations, and volunteering at some of the clinics. They are looking for volunteers from our group so if anyone is interested, please contact me (Amy Munsinger), Youth Director.

We are also excited to host two virtual tournaments for kids this year! First up is Kids Gone Fishing in May and Jiggin' With Kids will take place in July.

Spread the word to family and friends as registration is currently open on the FishDonkey app.

Kids Gone Fishing Derby \$12

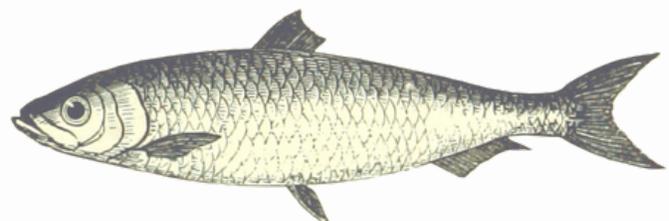
May 22 until May 30th

10 & Under and 11-16 years of age.

There are 2 categories for a chance at a cash prize: 1st, 2nd, or 3rd place for each age group. Best stringer of 5 panfish (sunfish, perch, crappie) and Best 3 stringer of Bass (Large and Small mouth & Rock). Also, youth anglers have a chance to win with the wackiest bait and a Facebook vote on the best shore clean-up picture. There will be 30+ prize drawings for simply entering a fish too.

Amy Munsinger

youth@womenanglersmn.com



Social

We started something new last fall with our speaker circuit. Twice a month, we bring on a guest speaker that goes live on Facebook to discuss fishing topics in a Q&A format. If you haven't attended one of these events yet, check out the "Events" tab on the Members Only Facebook page. Next up:

- April 7th - Fishing Canada with Brett McComas
- April 13th - Fishing Canada with Eric Laubupa
- April 27th - Kristine Fischer - Kayak Fishing
- May 11th - Member Linda Conder
- May 25th - Matt from Mahigan Outdoors on Trout Fishing

You can find the previous speakers on our Members Only Facebook page under "Media" in the middle section, and then videos.

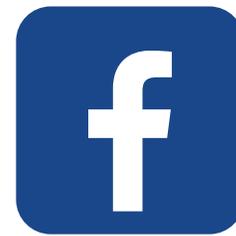
We have hopes of having an in-person Fall fundraiser event and other social gatherings too, so stay tuned for more details in the coming months.

Dawn Lavigne Social Director -
social@womenanglersmn.com

WAM Slam Challenge

New this year! This challenge is designed to celebrate your big fish catches all open-water season. We hope you get out with other members or friends and family that specialize in species that are new to you. We also will be adding educational pieces along the way. This challenge compliments our Master Angler Program with all of the three-point-level fish qualifying for a coveted Master Angler pin. Whether you're setting personal goals for yourself or trying to compete as a top contender, this challenge has something for everyone. The question is, are you up for it? Register today at FishDonkey and be sure to click "Going" on the WAM Slam event page on the Members Only Facebook page for any updates.

Erika Blegen - Tournament Director
tournament@womenanglersmn.com



WOMEN ANGLERS OF MINNESOTA

WAM SLAM CHALLENGE

ALL SPECIES ALL SEASON
APRIL 17 - OCTOBER 31

PRIZE LEVEL BASED ON POINTS EARNED + CASH PRIZES FOR TOP 3 COMPETITORS

ARE YOU UP FOR THE CHALLENGE?!

SPECIES	1 POINT	2 POINTS	3 POINTS
SUNFISH	8"	9"	10"
CRAPPIE	10"	12"	14"
PERCH	8"	10"	12"
LARGEMOUTH	17"	19"	20"
SMALLMOUTH	17"	19"	20"
MUSKIE	28"	35"	42"
NORTHERN	26"	32"	37"
WALLEYE	18"	22"	26"
CATFISH (FLATHEAD OR CHANNEL)	ANY	20"	25"
STURGEON	ANY	30"	54"
TROUT (INLAND-BROOK, BROWN, RAINBOW)	ANY	12"	18"
TROUT (LAKE)	ANY	25"	30"
STEELHEAD	ANY	23"	28"
SALMON (KING, COHO OR PINK)	ANY	18"	23"

ONLY YOUR TOP FISH PER SPECIES COUNTS

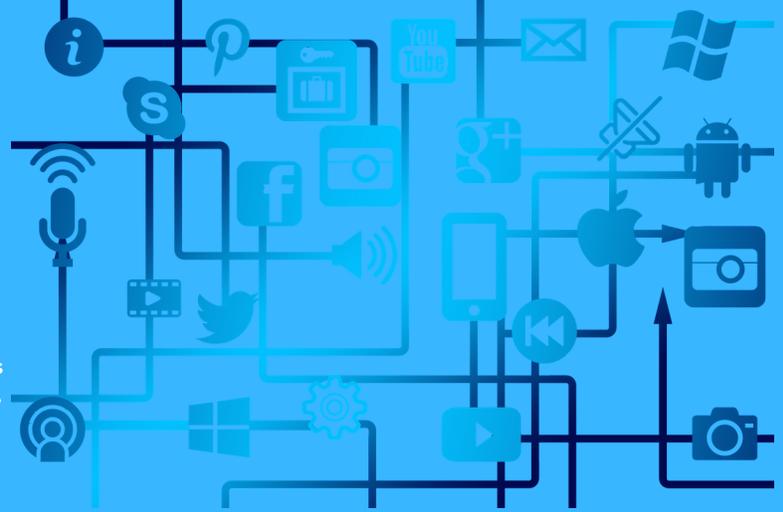
FISHDONKEY REGISTER ON FISHDONKEY - \$29 WAM MEMBERS
PRIZES AWARDED FOR 5, 10 AND 20 POINTS

A FRESH NEW WEBSITE

The Women Anglers of Minnesota website received a fresh new look in 2021, and we are excited to continue its evolution. Brand new pages, new content, and new features will be rolled out gradually throughout the year, and we are excited to continue attracting brand new members to WAM and continuing to bolster our programming for existing members. Make sure to mark your calendars as new upcoming events are announced so that you don't miss any of these exciting updates. We will be working hard to make sure our website is as inclusive and as user-friendly as possible, so please feel free to shoot me an email or message if you have any ideas or suggestions. If you have any issues with the website or are having difficulty seeing the content, please reach out to me directly so that I can help address your issues swiftly. Tight lines, ladies!

Nikki Bently

Marketing@womenanglersmn.com



Fundraising

This year is going to be a great year for fundraising, but we need your help! Do you have a personal connection to any type of business? It does not have to be fishing related. Think of your favorite products or something you would like to win at a silent auction or general raffle. We will accept any kind of donation or send us a message and we can follow up with an email or personal call. We have a growing membership with a huge network, so let's use those connections to make us stronger.

Sponsorships make our group known! Do you know of a business that could possibly sponsor our group? Big or small, it all helps so we can continue to support our member programs and give back to the youth in our communities.

We also have big news coming soon! We hope it will be the biggest fundraiser ever had for Women Anglers of Minnesota! It's going to be exciting, and it will take all hands on deck to make it happen. Watch for details coming out this summer. Britanne Peterson & Tracy Welsh Fundraising@womenanglersmn.com

HOME WAM LOGO STORE EVENTS DONATION REQUEST

Log In

WOMEN ANGLERS OF MINNESOTA

Join WAM Gift Membership

Enter search string

Women Anglers of Minnesota is a 501(c)3 nonprofit that supports women and children in the sport of fishing. With a 45-year history and over 900 members, we offer an educational, safe, and supportive environment that seeks to connect anglers of all experience levels and ages.

FISHING GUIDE EXTRAVAGANZA
Virtual Fundraiser 4/22-4/28

2021 Fishing Guide Extravaganza Virtual Fundraiser
Support WAM by participating in this year's exciting online auction for a variety of fishing guide trips. Shake up your fishing game by bidding today!
[Learn more!](#)

Guides
If you'd like to donate a fishing guide trip, please [learn more here](#) and make sure to fill out the [submission form](#). Thank you!

2021 WAM SLAM Challenge
Take your angling skills to the next level and test yourself in the ultimate multi-species event with the 2021 WAM SLAM Challenge. Participate for the whole season and see how many points you can put on the board. Learn how you can get in on the action and become a 2021 WAM SLAMMER!
[Learn more here!](#)

WAM 43rd Annual Open Water Tournament
Open water is on the horizon and it will soon be time to break out our open water angling gear! WAM is excited to announce that the 43rd Annual WAM Open Water Tournament will be celebrated on the Horseshoe Chain in Richmond, MN this year, so mark your calendars, and start organizing your gear for this fantastic annual tradition. Registration coming soon.
[Learn more here!](#)

3rd Annual Open Water Tournament
June 04, 2021
Horseshoe Chain in Richmond, MN
Headquarters: Wapato Resort

NOT A MEMBER YET? SPONSORS AND PARTNERS

MASTER ANGLER PROGRAM

If you've been on Facebook, you're sure to have seen member photos with their Master Angler Fish. This program provides a species-specific pin for a member who catches and releases a qualifying fish based on length. This program is also used to determine our Angler of the Year and Rookie of the Year awards. For all of the details or to submit an application for a pin, log in to our website and find the details under our Member Portal page.



Two quick photos are required:

1. You with the fish
2. Fish laying on a legal tape measure with mouth closed

The fish must be released. Contest year runs from June 1 - May 31.
To submit your entry or view all of the rules, log in at womenanglersmn.com

MASTER ANGLER SPECIES & LENGTH

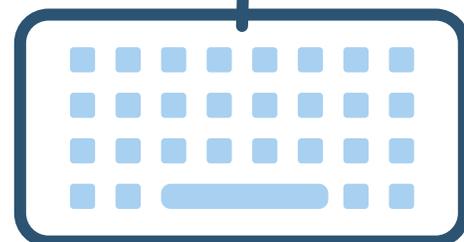
Core Category			
Bluegill	10 inches	Musky	42 inches
Crappie	14 inches	Northern Pike	37 inches
Largemouth Bass	20 inches	Walleye	26 inches
Smallmouth Bass	20 inches	Yellow Perch	12 inches

Specialty Category			
Catfish-Channel	25 inches	Trout	
Catfish-Flathead	30 inches	-Brook	15 inches
Sturgeon	54 inches	-Brown	18 inches
Salmon		-Rainbow	18 inches
-King Chinook	29 inches	-Laker	30 inches
-Coho	23 inches	-Steelhead	28 inches
-Pink	18 inches		

HOW TO STAY CONNECTED:

The majority of our communication and activity happens through our Members Only Facebook page. However, we understand that not everyone is on Facebook, and we're working hard to provide other avenues to communicate. Here are your options:

- Private Facebook page - WAM Members Only is our private Facebook page and where the majority of our communication takes place.
- Public Facebook page - Women Anglers of Minnesota has 8,200 followers. It provides a means for WAM to reach the larger angling community as well as our friends and family who follow us.
- Instagram - Women Anglers of Minnesota has 1,426 followers. We admit this needs some work, but it's there!
- Website - womenanglersmn.com is being updated! It also includes the Board Minutes under WAM News if you want to find out what we are currently working on.
- Wild Apricot App - This app is tied to our website and lists members, upcoming events, and your tickets. It can be downloaded at the app store.



HOW WE BEGAN

WOMEN ANGLERS OF MINNESOTA

was incorporated in November 1977. The group, since its inception, has welcomed all female anglers, from beginner, to pro fisherwoman and anyone in-between.

WAM was founded by Sue Gynild, Bev Bollifer, Sybil Smith, Phyllis Larson, Leslie Norman, Kay Hedlund, and Ariel Hale. While fishing the 7th Annual Muskies Inc. Tournament in 1977, the group's founding mothers pondered whether there were more women out there like them. Women who liked to fish, wanted to learn more about fishing and how to steward the environment to ensure fishing for future generations. From those ponderings, WAM was born.

Why do we need a separate fishing organization for women? Because most women grew up with the notion that fishing, like football and finance was a boys only activity. Sometimes the fellows took us along to fry the fish, but we weren't expected to know anything about tackle, structure, baits or boats. "Now we have discovered that fishing is FUN, and we intend to become the best anglers in the state! This means learning how to fish, where to fish, and when to fish. It also means learning how to care for our environment to ensure fishing fun for future generations of women anglers!"

- Sybil Smith (WAM's 1st President)

Heather Rau
Historian



Leslie, Bev, Jan, Sybil and ? 1978

WAM STORE UPDATES

Things have been flying out of the store which is awesome! Thank you so much for your support. With every purchase we give back any profits to you the membership, free gear for events, or just add to the fundraising total for WAM fundraising activities. This is such a great way to support WAM.

Summer items to look forward to....

Hats...Visors...Bucket hats...5" Decals... Slime Rags...Patches...
Leather Patches...Lanyards...and some casual resort wear! Can't wait for you all to get in on some amazing summer stuff!

Chanda Gebhardt



SPONSORS





2021 SPONSOR OPPORTUNITIES

Women Anglers of Minnesota is a 501(c)3 non-profit that supports women and children into the sport of fishing. With a 45-year history and over 900 members, we offer an educational, safe and supportive environment that seeks to connect anglers of all experience levels and ages.

Sponsor Level	PLATINUM \$5,000	GOLD \$3,000	SILVER \$1,500	BRONZE \$750
Option to go LIVE on our Facebook Page Twice a Year to Promote your Business/Product				
5 of your Facebook Posts Shared to Our Public Page				
NAMING SPONSOR for TWO of Our Tournaments				
Product Highlights on Our Members Only Page				
3 of Your Facebook Posts Shared to Our Public Page				
Year-Round Recognition on Our Website's Home Page				
NAMING SPONSOR on One of Our Virtual Tournaments				
LOGO PLACEMENT on Member Jerseys				
Recognition on Our Facebook Public Page (8,700 followers) and Private Member Page (over 900 members)				
Recognition on Our WEBSITE SPONSOR Page				
Option to Offer Member PRODUCT DISCOUNTS				

In addition to member programs, our charitable outreach focuses on kids' fishing clinics, tournaments, scholarships, high school fishing teams and providing rods & reels.

If you are interested in sponsoring, please email vp@womenanglersmn.com

THANK YOU TO OUR 2021 SPONSORS AND PARTNERS!

Their support is an important part of our success!

Do you know an organization that would like to become a sponsor? vp@womenanglersmn.com for more details. Any and all contributions are much appreciated!