



# WESTERN NATIVE TROUT INITIATIVE

## 2017 Small Grants Program *Final Report*

### Arizona & New Mexico Trout Unlimited Chapters “Get To Know Your Native – Gila Trout”

The project plan for developing an Gila trout poster was submitted for a WNTI grant, a \$1,500 grant was approved in July 2017, and the project has now been completed.

#### Summary of the Project

The Gila trout poster grant request followed the approval of a similar WNTI grant in June 2016 for the “Get to Know Your Native – Apache Trout poster” project.

A project plan for the Gila trout poster was developed prior to the filing for the WNTI grant and the project started shortly after confirmation of the grant approval. An Arizona and New Mexico Trout Unlimited chapter committee developed the poster content by utilizing the book *Trout and Salmon of North America* written by Dr. Robert Behnke and illustrated by artist Joseph Tomelleri as a reference.

An agreement with the graphic designer, Jeremy Carlson of [www.jeremycarlson.com](http://www.jeremycarlson.com), was then entered into for design of the Gila trout poster, referencing the design of the Apache trout which he designed in 2016.

The permission to use the Gila trout artwork, from the *Trout and Salmon of North America* book, was obtained from the artist Joseph Tomelleri for a modest fee.

The designer provided an initial draft of the poster which was reviewed by the committee. Changes were returned to the designer and a final poster design was approved. No additional fees were required for reworking a third revision.

Logos were obtained and approved for each conservation organization and federal and state agency shown on the poster. Each stakeholder shown on the poster was consulted for input, suggestions and ultimate approval before submission was made to the printer.

The map of original areas and waters which the Gila trout occupied were confirmed with federal and state agencies in Arizona and New Mexico.

Competitive printing quotes were researched during the design process (costs, shipping, timeline, etc.). Upon approval of the poster, the designer provided the appropriate final art resolution files for the printer.

## Education and Outreach

The poster is being distributed to raise awareness of the native Gila trout in Arizona and New Mexico. The outreach effort and plan is to educate the public about the Gila trout, a unique fish that is only native to Arizona and New Mexico. This effort to raise awareness coincides with the conservation activities that are underway in both states.

The project partners that have agreed to distribute the poster throughout Arizona and New Mexico are listed below.

- Arizona Trout Unlimited Chapters ( Zane Grey, Gila, Old Pueblo, and Grand Canyon)
- Gila Chapter 780 of Trout Unlimited
- New Mexico Game and Fish Department
- Arizona Game and Fish Department
- Audubon of Arizona
- Trout in Classroom
- Tonto National Forest
- Coconino National Forest

The posters have been distributed to our project partners and also shared at: outdoor expo's, local boy/girl scout troops, upcoming Trout Unlimited Western Regional Rendezvous, and other local non-profit groups that share Trout Unlimited same passion for conservation in Arizona.

The goal is to reach diverse organizations and communities – especially classrooms, youth groups and governmental agencies that have a direct impact on the environment with their planning and decisions.

As mentioned in the application request, the poster is an important addition to the *Southwest Native Trout Strategy* announced in April 2015 by Trout Unlimited. The poster will also be a significant contribution to the Arizona Game and Fish Department (AZGFD) Partnership Waters Program and the 2018 Annual Native and Wild Trout Conference ([www.az-tu.com](http://www.az-tu.com)).

The poster was provided for posting with additional information on the WNTI website at <http://www.westernnativetrout.org/gila-trout>. Our desire is to develop a successful program for educating and promoting the Gila trout in Arizona and New Mexico.

The Arizona and New Mexico chapters of Trout Unlimited thank you for your support on this project.