



**PA Women's Retreat**  
*Connecting mentors of tomorrow*  
*GodSpeed Events and Lodging*  
7897 South Eagle Valley Road,  
Port Matilda, PA 16870  
**May 17-19, 2024**



**DAY ONE – May 17, 2024**

- 2p.m.-5:30p.m.** Room/bunk CHECK-IN
- 2p.m.- 5:00p.m.** Take a walk on-location OR FISH!
- 5:00p.m.-6:30p.m.** DINNER –  
5-5:30 – Welcome, introductions, and overview for the weekend
- 5:30p.m. – 6p.m.** **Keep Em Wet Campaign** (Kelley Kirsch and Amidea Daniel)– Presentation reaffirming the importance of keeping fish wet during any programming; importance of showcasing photos in print, social media, webpages of fish staying wet during the “photo-shoot”
- 6:00p.m – 6:30p.m.** **Paint the Delaware Pink** (Tentative)– Hear about Beth’s breast cancer story, why she founded “Paint the Delaware Pink”, how it began, and where their program is today. How this special experience is planned and implemented could help you in planning similar events in your community. (Beth Zmijewski)
- 6:30p.m.-8:15p.m.** **Networking/fishing**
- 8:30p.m.-9:30p.m.** **Iron Fly-style competition** movies as background (Tracey McAfoos and Ari Capotis)  
  
DON'T know what “Iron Fly Comps are” CHECK IT OUT - <https://pigfarmink.com/iron-fly-setup-guide/>
- 9:30p.m. - ?** Fireside networking & SMORES

**DAY TWO – May 18, 2024**

- 8:00a.m.-8:30a.m.** **Breakfast**
- 9:00a.m.** **Registration for those who did not stay Friday night**
- 9:30a.m. – 10a.m. Welcome and introductions** (Amidea and Kelly)
- 10:00– 11:00a.m.** **(Virtual program) Making Women Seen and Heard in Recreational Fishing** – Gabriella will introduce participants to ways to draw women into fishing and “hook” (retain) them for life. In this virtual presentation, she will share effective strategies for bringing women in and examples from individuals/brands/game agencies.

Gabriella is a media strategist, journalist and award-winning writer. She specializes in social media management, strategic communications, branding, public relations, marketing, digital strategies, basic photography and videography services.

(Gabriella Hoffman)

### 11:00- 12p.m. Importance of “next step” opportunities

Learn how to build programs that not only introduce participants to skills, but also offer next steps to increase skills, create mentoring opportunities, all while building confidence and connection to resources and one another.

Rose Moore (This Is My Quest)

### 12p.m. LUNCH

### 12:30p.m. – 2:30p.m. – Activities rotation (40 mins)

- Connecting youth and families through fishing – Fishing programs that connect families to your organization. Learn basic activities that you can teach at events and panfish programming. Everything from backyard bass to general agendas for family fishing programming. Amidea Daniel
- Connecting health and fishing - No prior yoga experience needed. Individuals will leave with knowledge and resources that can be shared with others to help improve balance and injury. The connection between yoga, conservation, and fishing is quite strong. This experienced base activity is a great way to see how you and your organization can merge local health and wellness professional skills with your conservation/fishing programs to provide opportunities for local community members. Through this activity, participants learn more about these connections and be led through movements and techniques to foster strength and flexibility that allows you to keep fishing for many years to come. (Kelly Day – local Yoga Instructor)
- Safety and survival in the outdoors – Learn the basics of self help and survival in the outdoors, should you venture alone or with friends. (Rose Moore – This Is My Quest)

2:30 Break

2:45 **Adopting a Network Mindset** – Learn ways to achieve actions working toward a common purpose through a network-based approach. Helping to bring individuals and organizations together for learning and coordinated actions. Setting aside individual or organization interests with the mindset of reaching a purpose for the greater good helps provide longer term impacts for your audiences/projects. (Lydia Martin)

3:30 **Beneficial, native and edible plants that help streams** - Discover edible plants streamside, their importance to aquatic insects, and the watersheds they call home. (Lydia Martin)

4:30p.m. **Networking/fishing time**

6:00 **Dinner**

6:30 **Root for stewardship!** Help your local watershed by potting your very own native plant to take home and plant in your backyard OR plant during a Fall Trout Unlimited streambank planting! (Lydia Martin)

7p.m. **FREE TIME** - Fly Tying; Fishing; Fireside networking

### DAY THREE – May 20, 2024

8a.m.-9a.m. **Breakfast**

10a.m. - ? **Spring Creek TU Women Anglers – Host fishing outing in the area**

11a.m. **Check out time** (Safe travels home!) *OPTIONAL – Go fishing with each other!*