

Spring 2011

# HUNTER EDUCATION INSTRUCTORS' NEWSLETTER



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*The men and women who volunteer as hunter education instructors serve as teachers, mentors and coaches. The service they deliver is, quite literally, lifesaving.*

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## Welcome the New Hunter Education Specialist

Carissa Shelton has joined the N.C. Wildlife Resources Commission as the hunter education specialist for the upper Piedmont region. Her duties include providing instruction in hunter ethics and responsibility, conservation and wildlife management, firearms, wildlife identification, survival and first aid, specialty hunting and tree stand safety.

Shelton will serve in District 5, which is made up of Alamance, Rockingham, Orange, Granville, Durham, Person, Caswell, Randolph, Chatham, Lee and Guilford counties.

"I look forward to getting out and working in this community," Shelton said. "I will work to promote hunting and hunting safety. There are so many misconceptions about what hunting really is, and I think it is important for conservationists to communicate truths and reflect an accurate portrait of hunters and 21st century hunting."

Shelton, a Clay County native, enjoys deer, duck and small game hunting, and fishing. An N.C. State University graduate, she is currently completing training for search and rescue technician III certification while field training a Labrador retriever.

"Having been a hunter education instructor in District 9, I know how important the course work is, how big an impression you make on students, and the role you play in the community. I'm counting on the volunteers in D-5 to show me around, help me to get settled. They are the best and I'm lucky to have them."

Shelton was most recently a teacher at Macon County Middle School in Franklin, where she implemented the National Archery in the Schools Program.

"Hunting is one of the safest and most widely enjoyed activities in North Carolina," said Travis Casper, the state assistant hunting education coordinator. "Hunters are the backbone of conservation and we want to encourage future generations. We're glad to have Shelton leading efforts in District 5."

To contact Shelton, e-mail [carissa.shelton@ncwildlife.org](mailto:carissa.shelton@ncwildlife.org) or call (336) 455-0292.



Carissa Shelton

## State Safety Slogan 'Home From The Hunt' Trademarked

The N.C. Wildlife Resources Commission has obtained a trademark for *Home From The Hunt*, the identifying slogan for its ongoing hunting safety campaign.

A trademark is a word, phrase, symbol or design, or a combination of those things that identifies and distinguishes the source of the goods of one party from those of others, according to the U.S. Patent and Trademark Office. A trademark typically protects brand names and logos used on goods and services, while a copyright protects an original artistic or literary work. *Home From The Hunt*,™ or alternately *Home from the Hunt*™, became a trademark effective November 2010.

"Having this trademark will provide the Hunter Education Program and the N.C. Wildlife Resources Commission with some marketing protection and help prevent misuse of the phrase," said Travis Casper, the state's assistant hunter education coordinator. "We've set some lofty goals for hunter safety and this is a key element."

*Home From The Hunt* began as a slogan to promote tree stand safety, with outreach designed to target both hunters and their family and friends. The message became a campaign, with two 30-second broadcast public service announcements for TV stations across the state and a widely distributed poster. Public recognition was excellent, Casper said, and that success led to the phrase being used for other hunting safety objectives.

# New Officers In Place at Wildlife Resources Commission

There are major changes - as in rank - for leadership at the Division of Law Enforcement, which provides the Hunter Education Program in North Carolina. Colonel Dale Caveny has announced the following roster transitions:

Maj. Keith Templeton, supervisor for field operations, retired Jan. 1. His successor is Jack Staley, previously a captain in District 5. Staley will be responsible for supervising a statewide hierarchy of some 200 uniformed wildlife officers who enforce



Major Huebner

the fish and game regulations and boating laws of the state. Staley is a 27-year veteran of wildlife enforcement and brings 19 years of field supervision to the office.

And Chris Huebner has been promoted to major, as supervisor for administration. His predecessor, Maj. David Stokes, retired Feb. 1. As a captain, Huebner served as state coordinator for hunting safety and boating safety, beginning in 2005. A Clayton resident, he will direct and coordinate administrative functions for wildlife enforcement, and oversee statutory duties.

Todd Kennedy has been named captain for District 5, replacing Staley. Kennedy was previously was a lieutenant in the district. He will manage and supervise enforcement operations for hunting, inland fishing and boating, and coordinate boating safety and hunter education programs in the jurisdiction, which includes Alamance, Rockingham, Orange, Granville, Durham, Person, Caswell, Randolph, Chatham, Lee and Guilford counties. Kennedy began his career stationed in Moore County in 1990. He has been stationed in District 5 for the past 15 years.

"I look forward to my new duties," said Capt. Kennedy. "I welcome this opportunity to continue to serve the sportsmen of the area. Along with my fellow wildlife officers, we will work for the best in conservation and public safety here."



Col. Caveny with Major Staley



Col. Caveny with Capt. Kennedy

# North Carolina to Host IHEA Annual Conference in June

The International Hunter Education Association's annual conference will be held June 1 – 4 at Wrightsville Beach. The IHEA is the professional association for 67 state and provincial conservation agencies. Delegates from seven countries and potentially all 50 states could attend. Hunter Education Instructors from North Carolina are welcome to attend, though you must pre-register and space is limited. For information on registration deadlines, fees and requirements, as well as a conference schedule, go to [www.ihea.com](http://www.ihea.com).



**June 1 - 4, 2011**

The N.C. Wildlife Resources Commission, which provides hunting education through its Division of Law Enforcement, will serve as host agency. The selected theme will be "Home From The Hunt™ begins with hunting education," continuing the Commission's broad reaching, multimedia safety campaign using that catch phrase.

Featured speakers include Dave Butz, retired All-Pro defensive tackle for the Washington Redskins who played in three Super Bowls. He is also an NRA Life member, avid shooter, and lifelong hunter. Butz, an outspoken advocate for Second Amendment rights, has done numerous commercials and appearances.

Dr. Jonathan Casper, an assistant professor at NCSU in strategic marketing, will speak on how to reach a target youth audience.

Dr. David Cobb, chief of Wildlife Management with the N.C. Wildlife Resources Commission, will address ethics in modern hunting with "Distinguishing Virtues from Vices." His presentation will examine fair chase practices, how ethical behavior impacts hunting and what exactly makes a sportsman.



# On Target with the State Hunter Education Coordinator

I'm not leaving, so this isn't exactly good-bye. But there are some changes, both for me and for the Hunter Education Program. That's because I have gained promotion to major and now serve as supervisor for administrative operations for the Enforcement division.

I was the hunting education coordinator from August 2005 until February 2011. It was a rewarding and fulfilling time, and we accomplished some important things together. Chief among them was the continued success of the free hunter education courses offered across the state. Enrollment went up, 31 percent in the past five years, bucking a trend in other states for smaller classes, and, overall, the number of hunting accidents went down.

Another big thing was the start of the *Home From The Hunt*<sup>TM</sup> safety campaign. This multimedia effort gained plenty of attention from the beginning. We put a focus on what many would consider a secondary audience – the family and friends of hunters, rather than directly aiming our messages just at active hunters. That approach has worked and we have adapted *Home From The Hunt* for many of the hunting safety messages we deliver.

Then there is the growth of the Youth Hunter Education Skills Tournaments. I think the tournaments have a domino effect in spreading the enjoyment of shooting sports and hunting. It is also rewarding to watch the achievements of North Carolina teams on local, state and national levels. In the past five NRA Youth Hunter Education Challenges, North Carolina teams and individuals have achieved outstanding results, including several junior and senior championships.

So, as the former state hunting education coordinator, let me take this opportunity to say thank you to the Hunter Education Specialists, past and present, for your dedication and hard work. Finally and foremost, my thanks to all the Hunter Education Instructors across the state, you make it happen.



Chris Huebner

## 2011 Becoming an Outdoors-Woman is Already Underway

Becoming an Outdoors-Woman (BOW), the international program of hands-on learning and outdoors experience, is underway with its 2011 schedule of events for North Carolina.

Instruction and participation offered through BOW can include bird watching, camping and backpacking, canoe and kayaking, nature photography, wilderness survival, outdoor cooking, stream ecology, rock climbing, shotgun and rifle marksmanship, and fishing, fly-tying and fly-fishing. Participation is open to women ages 18 and older. Registration is on a first-come, first-served basis, with a fee to cover materials and accommodations costs.

Contact Outdoor Skills Coordinator BB Gillen at (919)-218-3638 or e-mail [bb.gillen@ncwildlife.org](mailto:bb.gillen@ncwildlife.org) for more information or to register.



### Upcoming BOW Events

- **Beyond BOW Fly-Fishing Camping Weekend**, April 1-3, Pisgah Center for Wildlife Education and Davidson River Campground
- **Beyond BOW Advanced Archery**, June 3-5, Johnston Community College and Howell Woods Environmental Center
- **Full BOW Weekend Workshop**, April 13-15, 2012, Eastern 4-H Environmental Learning Center, Columbia

## District Hunter Education Specialists

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# North Carolina Hunter Education Program – Communication and Outreach

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Comments and submissions are welcome.

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North Carolina Wildlife Resources Commission

Hunter Education Program

Be Courteous, Be Careful, Be Seen, Be Safe

Division of Law Enforcement

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