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## PRESS RELEASE

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### **Wisconsin Conservation Congress commends Department of Natural Resources effort to address recruitment and retention**

**Poynette, WI.** – The Wisconsin Conservation Congress (WCC) is pleased to learn that the Wisconsin Department of Natural Resources (DNR) is exploring the creation of an outdoor skills recruitment and retention center which will focus on promoting the education and training of long-term mentors for hunting, fishing, and trapping.

“The Conservation Congress is pleased that the DNR is refocusing some of their education efforts specifically on recruitment and retention of hunters, anglers, and trappers through this unique opportunity with the MacKenzie Environmental Center,” said Rob Bohmann, Chair of the Wisconsin Conservation Congress. “The Wisconsin Wildlife Federation has done an outstanding job promoting general outdoor education at the MacKenzie Center over the years, but we see a tremendous amount of value for conservation in this new opportunity to concentrate educational efforts on outdoor skills related to hunting, fishing and trapping.”

This facility would be one of the first of its kind in the nation to focus on training long-term mentors for recruiting adults, families, and mentors into hunting, fishing, and trapping. In addition, the MacKenzie Center is ideally located in close proximity to southern Wisconsin population centers.

“We look forward to working closely with the Department and our many other partners in conservation to ensure the success of this exciting venture and continue passing on our rich outdoor heritage.”

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As established by Wisconsin State Statutes, the Wisconsin Conservation Congress is officially recognized as the only natural resources advisory body in the state where citizens elect delegates to represent their interests on natural resources issues on a local and statewide level to the Natural Resources Board and the Department of Natural Resources. Their mission is to represent the citizens of Wisconsin by working with the Natural Resources Board and the Department of Natural Resources to effectively manage Wisconsin's greatest asset, our abundant natural resources, for present and future generations to enjoy.