

YOUR SOCIETY, YOUR PROFESSION, and YOU

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President Hendricks, Chancellor Miller, President-Elect Glading, guests, and members of The Wildlife Society. It is a real pleasure for me to have my very first opportunity to appear before you in my official capacity as Executive Secretary at this, your 13th Annual Meeting of the California-Nevada Section. Several life-times seem to have gone under the bridge since we held the first California Section meeting at Davis in February 1954 under Section President Starker Leopold. That meeting followed closely on the heels of an organizing petition signed on December 21, 1953, by 38 of you fellows. Ben Glading headed up a session on upland game, Bill Dill on fish, Everett Horne on waterfowl, and Fred Cronemiller on big game. Enough for nostalgia -- on to the present.

President Hendricks and Program Chairman Haskell asked that I cover a variety of items, which I hope will be included within the title of this presentation - "Your Society, Your Profession, and You."

Your Society is healthy and growing in size at a very satisfactory rate. We now have 8 regions, 7 sections and 32 chapters. We have approximately 3300 voting members and 1400 student members. This compares to about 2600 and 700 at the end of 1963, the year our office was opened in Washington. In addition, we now have about 400 sustaining members and almost 1000 subscribers to our publications. In other words, we now send well over 6,000 copies of our publication on each mailing, and the projection is for at least 7,200 by the end of this year.

There have also been changes financially. Our expenditures were about \$75,000, with an office open less than 5 months in 1963, and they increased to almost \$110,000 by the end of 1965. Our growth rate and our costs have been in proportion during this period. Consequently, the real benefit has to be, and can be shown to be, in increased benefits directly to the members and indirectly to them through professional development and expansion.

Since growth alone is not a complete answer for success and viability, let us look at some other considerations:

Society publications have increased substantially. Size of the Journal of Wildlife Management has increased over 50 per cent in the past three years, and the quality of its contents improves annually. The Journal exceeded 500 pages for the first time in 1963. The Society News has almost doubled in content, and the membership continues to receive one or two Wildlife Monographs in a typical year. Even with this tremendous publication growth, cost to the individual member has remained the same, thanks to support of our Sustaining members. A book on turkey and a completely revised techniques manual should see the light of day before the end of 1967. It is hoped that you will take advantage of these special Society publications.

As more and more chapters are organized, you members of the parent Society will have increased opportunities for more personal contact with contemporaries to exchange views and knowledge on common problems and interests. Such personal contact can pay big dividends to you personally in your own advancement.

In addition, the Society has attempted to bind its membership into a closer fellowship with such physical aids as wall certificates, pocket cards, and membership pins. The Society continues to push for more professional recognition by such efforts as distribution of wildlife conservation career leaflets, the establishment of the Professional Achievement Award, and the Leopold Medal Award Certificates, which will be given for the first time at the annual meetings in Pittsburgh in March.

In some states, Society members have had "an advocate in court" where specific professional-political personnel problems have arisen. I am pleased to report that most of these efforts have been very successful.

Some Society chapters, such as the Minnesota Chapter, take an active part in programs and issues related to their own State conservation agency, and in the Southeast Section committees work jointly with the SE Commissioners on developments of region-wide programming and research. Such efforts most certainly benefit the local chapter or section number through participation and satisfying results.

In a parallel vein, Secretary Stuart Udall, in an article in Bio-Science in 1964, urged conservation professionals to (I quote) "spread the Gospel.. You who know are the only ones who are able to disseminate that knowledge widely. Don't wait to be asked. Offer your information as soon as it is available. Interpret what you know so that your information is understandable and logical to people with practical minds. . . Your interpretations, controversial as they may be, are far superior to unfounded rumor and misconceptions." (End quote)

Your Society provides a vehicle for individual and group communications of the type urged by Secretary Udall. Before the 12th Annual National Conservation Conference in Washington, D.C., last December 8th,

I had the opportunity to encourage a wide variety of national organizations representing the "laity" to utilize professional knowledge and talents of the Wildlife Society at the local level. Among the organizations hearing this suggestion were representatives of the U.S. Chamber of Commerce, The Federation of Women's Clubs, the Garden Clubs of America, the National Association of County Government, and many others. I will continue to be involved with such national organizations to follow through on this program. You fellows cannot help but benefit from such "sales promotion" through your local community. But why wait to be asked? Go home from this meeting and volunteer your professional services. You will all gain.

There is not time to relate in detail or with any sense of completeness all of the office outreach activities on behalf of the profession, though I will cite a few: Service was given on the National awards selections for the National Wildlife Federation - Sears, Roebuck Foundation Awards presented at the January 11th Presidential Awards Banquet in Washington; there has been active participation in the establishment of a new conservation merit badge and the refinement of several others for the Boy Scouts of America. These will not take full effect until December of 1967. The Society is well represented on the Professional Improvement Committee of the International Association of Game, Fish and Conservation Commissioners. Society officers, members, and your Executive Secretary represent you on boards and committees of AAAS, AIBS, National Waterfowl Advisory Committee, National Academy of Science - National Research Council, the International Biological Program, Natural Resources Council of America, National Watershed Congresses, International Union of Game Biologists, International Union for the Conservation of Nature, and many others.

As you may surmise, The Wildlife Society and the profession have an ever-increasing role to play in the conservation and management of natural resources in general, and of wildlife in particular. One recent shining example you are undoubtedly all familiar with is the Advisory Committee to the Secretary of the Interior. The recommendations derived from this committee's studies are now being adopted and carried out by two Bureaus of Interior. I am proud of the fact that Starker Leopold, Past President of the Society, was chairman of this group, and that Society Past President Jack Berryman now heads the recently revamped Division of Wildlife Services within the Bureau of Sports Fisheries and Wildlife, and that he will have the responsibility for developing and carrying out many of the Leopold Committee's recommendations.

I am certain our complete acceptance by the public, and their reliance upon us, will be a long time in coming, as it was with the professions of medicine and law.

Basic operations of your national office are now well enough established that more efforts may be directed into outreach, public relations, and professional promotion. Such efforts may not show as

direct benefits to you individual members, but in the long term they will do more than perhaps anything else to improve the professional respect that all of us would like to achieve with the general public.

Other recent activities of great importance which are somewhat behind the scenes so far as you members are concerned, have included participation in and planning for the Land and Water Conservation Act, the land reclassification programming within the Bureau of Land Management: endangered species analysis with the Bureau of Sports Fisheries and Wildlife: establishment of certain personnel policies within some agencies of the U.S. Departments of Agriculture and Interior: assistance in refinement of hearing procedures by the U.S. Forest Service: detailing a planning manual being developed by the National Association of Counties: advice on structuring wildlife and natural resources leadership and curricula in two large eastern universities. Even Congressional offices are calling for counsel now and then, and I am certain there will be much more of such aid requested in the future.

These examples should indicate to you the widespread activities in which your own profession is involved, and by which you are being represented professionally.

However, that old statement that past experience should be a guide post and not a hitching post still emphasizes that we need to keep up with the times in our profession as well. John W. Gardner, new Secretary of U.S. Department of Health, Education and Welfare and past president of the Carnegie Foundation, recently pointed out one error-of-our-times with which I must agree, for I have mentioned it repeatedly in past issues of the News. "We are so fascinated with technology and specialization in many fields that we are failing to prepare broad-visioned leaders for tomorrow . . . and that we are therefore deprived of those who address themselves to the fundamental issues."

In a similar light, there seems to be a tremendous time lag between type of educational training given in our profession and the actual training requirements for new employment opportunities. As with most sciences, institutions in our field emphasize graduate training for research and then on into more and more specialization. As a result of the passage of the Land and Water Conservation Act, the complexion of job opportunities will change rapidly. According to Assistant Director John F. Shanklin of the U.S. Bureau of Outdoor Recreation, at least 30 per cent of new recreation openings should be filled by those with biological training. In the past our profession has supplied most of the outdoor recreation positions because such recreation has been fairly well restricted to hunting and fishing. This situation has been changing in recent years, for non-consumptive uses are coming to the fore very rapidly. It does not take much self-analysis to recognize that our major training and education efforts are not producing graduates of a broad enough base to meet these new job opportunities.

Still another quick example of this situation is the U.S. Bureau of Land Management. The Bureau is establishing Resource Areas within its District organization. They must be staffed with broad-based personnel. BIM does not have enough within its organization who qualify fully as Resource Area Managers, so in April this year they will be carrying on their own retraining school to prepare some of their staff for these new positions. Only two or three of our universities have developed curricula to meet these needs.

You Society members who have influence with universities and colleges should be looking ahead to additional curricula planning to meet this future need which is already with us. I do not mean to suggest abandonment of training for research, for that need will always be with us, but we must keep up with the professional responsibilities which should be ours. We must increase our efforts to improve training standards within our professional interests and we must increase our effort to have the general public understand the basic principle of resource conservation and management, particularly with respect to wildlife. With the advent of this "new conservation" in which there is a greatly-increased involvement of the general public, it is most important that their action be based on sound facts and ecological knowledge of our natural resources. The parent Society will be doing all it can to keep ahead of the times through the efforts of our Professional Training Committee.

Another arena of professional responsibility is in local participation in conservation problems and progress, which I have already stressed once today. Our by-laws now permit such local participation, circumscribed by parent Society policies. I am hopeful the parent Society will have a policy manual before another year goes by, to assist in these objectives.

In still another area, we need to do all we can to improve our proficiency and efficiency in our professional field. One big step that needs to be taken is the elimination of much duplication in research that has gone on in the past and, much to my dismay, continues today. Think how much more knowledge we could have today if we had been utilizing coordinated research by ecological area studies, rather than by political boundaries. For a long time the southeast part of the country has been using this approach in many subjects, and the northeast is coming along. The time is coming when those who control the purse strings within each conservation agency will decide to run cost analysis of past research and management programs against the results we have achieved. We had better be ready to stand straight and proud under such scrutiny - and it will come! .

Obviously, we must work closely with all people. More of you members long active in our profession can benefit by recognizing that wildlife conservation and management is people communication, people education, and people management. I commend to your reading "People-

ology" by Director Ralph MacMullan of Michigan's Department of Conservation. It appears in the December 1965 issue of News and Views published by California's Department of Parks and Recreation. Last year at the Northeast Wildlife Conference in Harrisburg, Pennsylvania, Governor William W. Scranton expressed this same philosophy very well: "The monumental task in all fields of public service has been in securing public acceptance, and this can only be done by educating and informing the people to the problem involved."

I am certain that you will agree that our whole success as a profession must derive from our working with each other, with related interests, and with the entire populace of which we are also a part. To achieve this most successfully, it behooves all of us to belong to and support the profession which we have chosen as our life's work. This profession has done much for its individual members, and will continue to do even more in the years ahead. You as a member of this profession will be the long-term beneficiary and The Wildlife Society will be in an increasingly stronger position to further the wise management and conservation of wildlife and other natural resources.

I believe that wildlifers have a great and challenging future - let's all get in there and pitch!

Thank you for the privilege of being here before you.