

HISTORY

Challenge Chapter of Trout Unlimited

The founders of The Challenge Chapter were trout fishing companions who also met to tie flies in the off season. It was at one of these tying sessions that the idea of forming a new chapter of Trout Unlimited originated. The purpose was to aggressively raise money for the purchase of equipment and materials to enhance the conservation of cold water fisheries in Michigan. This group had the know-how and facilities for publishing trout angler guidebooks to various rivers as their primary revenue producing venture. These and other projects which have been supported by the Challenge Chapter are described in this history.

Although all these gentlemen had served as officers and/or directors of The Paul Young Chapter, they saw the need for a new chapter of about thirty members from Oakland County who would meet once a month and each member could choose a project to work on, but all members were expected to contribute. And, most importantly, it would give the new chapter control of where the monies generated would be allocated.

For the record, The Challenge Chapter has always continued to support The Paul Young Chapter through good attendance at their twice yearly money making banquets and cooperating on many joint projects.

At the time of our founding, The Paul Young Chapter exceeded 600 members from Mt. Clemens to Downriver to Ann Arbor and Flint. There were also so many different interests that the time to start a more focused new chapter had arrived. As

membership in Trout Unlimited continued to multiply, many other new chapters were formed in Michigan.

The decision to start a new chapter was made at the Bloomfield Hills home of J. Reed Alexander in February 1972. Present were Brooke Bennett and W. Tudor Ap Madoc of Clarkston; Milton Coulson of Birmingham; Walter Bromley of Bloomfield Hills; and Dave Soule and Paul Beebe of Rochester. Messrs. Alexander, Coulson and Ap Madoc each anted up \$50.00 for operating expenses and the production of "Trout Angler Guide Books" for the Black, Sturgeon and Pigeon Rivers respectively was soon underway.

By the end of 1972 the "Trout Angler Guide Books" and a five-page booklet titled "How to Start Tying Flies" had generated a net profit of \$541.19.

The first general meeting was held in early 1973 at the magnificent structure located at Woodward Avenue and Long Lake Road, the home of Mac Manus, John and Adams Advertising Agency. This arrangement was made by Milt Coulson who was Executive Vice President of the agency. We have been fortunate enough to be able to meet at this central location in all the ensuing years through several agency name changes to the present name of D'Arcy, Masius, Benton & Bowles.

Charter members at this first meeting were Walter Bromley, J. Reed Alexander, Mickey McGuire, Carleton Smith, T. W. Van Winkle, and T. Edwuardo Garcia of Bloomfield Hills; Peter Merrill of Franklin Hills; Brooke Bennett, Steve Werner, Robert Ward, W. Tudor Ap Madoc, and W. Clark Lynn of Clarkston; Milt Coulson, Colin H. John, Jr., and John J. P. Long of Birmingham; Dave Soule and Paul Beebe of Rochester; and Wil Averil of Utica.

FIRST PROJECTS

In 1973, our second year, with Trout Anglers Guidebooks printed for the Pigeon, Sturgeon, and Black rivers respectively, it was time to upgrade the sales effort. Advertising and publicity items were placed in "The North Woods Call", the Detroit newspapers, and "Michigan Trout". Orders started to pour in. Each "Guide" consisted of a four page 8 1/2" x 11" folder with attractive covers, the center spread of which was a reproduction of the DNR County map of the area, a text consisting of about 24 pages of copy and two full color Geological Survey Maps of each individual river size 44" x 42 1/4" flat folded to 8 1/4" x 11". These charts detailed every aspect of the river and its surroundings. The text itself included a history of the area, stream notes, sectional maps, access sites and fly hatch schedules. Although many members contributed, the lion's share of producing these Guides was performed by Tudor Ap Madoc, historical research and Author; Milt Coulson, Editor; Mickey McGuire, layout and artwork; and Dave Soule, production with T. W. Van Winkle, Reed Alexander, and Walt Bromley very active in the field work.

Two other projects were started this year, namely the production and sale of Trout Unlimited Name Tags and the manufacture and sale of Christmas Cards. By year's end sales amounted to \$3900.38 with expenses of \$1008.59, leaving a balance of \$2891.79. The time had arrived to put some of the profits to good use, and our first donation of \$50.00 went to The Michigan Environment Protection Foundation to help in the fight to protect Pigeon River State Forest.

Later in 1974, The Chapter was approached by Professor Ray White of Michigan State University asking assistance in purchasing highly sensitive

equipment for stream research to be done by Masters and Doctoral students. The Chapter agreed to provide monies for the acquisition of laboratory quality temperature and velocity equipment at a cost of \$4000.00. Because of the size of this request, Messrs. Alexander and Coulson each donated \$1000.00 toward the project.

In this same year, Mr. Hollis Halladay with the permission of his dear friend, Martha Marie, the widow of Paul Young, had 396 copies of Mr. Young's book on fly fishing reprinted. Mr. Halladay asked The Chapter to use its marketing know-how to sell these books. He was reimbursed \$792.00 which was his actual cost, and the books sold out shortly at a substantial profit.

Early in 1975, The Chapter was sold out of our primary money maker, the Trout Anglers Guidebooks. It was necessary to edit, up-date and reprint the Pigeon, Black and Sturgeon River Guidebooks respectively as well as to start work on two new Trout Anglers Guidebooks for the Manistee and Pere Marquette rivers respectively. The Manistee was published before year's end.

During 1975 The Chapter received no requests for funds and at year's end the books showed sales of \$3959.22 and expenses of \$1778.67, leaving a balance of \$2180.55.

In 1976 time and about \$300.00 was expended to produce the Spring issue of "Michigan Trout", and the "Trout Angler's Guide to the Pere Marquette River" was introduced for sale. Again the prime movers were Tudor Ap Madoc, Mickey McGuire, Reed Alexander, Milt Coulson, and Dave Soule.

That summer The Chapter was approached by the Leon Martuch Chapter of Midland with a request to provide funds for the purchase of scientific equipment to measure and record water levels to be used in extensive trout habitat improvement

work being done on the Cedar River. A donation of \$1500.00 was made August 2, 1976.

Sales for 1976 were \$2064.01.

The primary activity for 1977 was editing, updating and reprinting all five stream "Trout Angler's Guide Books" for the Pigeon, Sturgeon, Black, Pere Marquette and Manistee respectively.

Also, an additional donation was made to The Martuch Chapter in the amount of \$600.00 for their Cedar River Project.

THE SPECIAL CONSERVATION FUND

This same year, The Chapter voted to set up a separate fund for the support of more general conservation-oriented causes (we had agreed that the original Special Conservation Fund should continue to make donations restricted to the purchase of scientific instruments or other physical equipment and materials used in conservation projects.) To help start the new general fund \$500.00 was transferred from the Special Conservation Fund.

Also, \$3000.00 was transferred from the Special Conservation Fund checking account into a savings account with the same name in order to realize whatever interest might be earned on the money.

Sales for the year amounted to \$2324.46.

In 1978 sales of the "Trout Angler's Guide Books" dwindled and no new profit generating opportunities presented themselves.

Professor Ray White of Michigan State University requested that a grant be made for wetsuits and other equipment for use by graduate student Andy Nouffer

toward completion of his thesis on trout habitat which included studying which types of recently constructed stream improvement structures were preferred by trout. A check for \$940.00 was processed.

Sales for the year amounted to only \$248.10.

FLY TYING CLASSES

Although most of the minutes of the monthly meetings for 1979 are missing, this was the year that The Chapter embarked upon an excellent revenue producing project, namely teaching fly tying at the Adult Education night school program at Kimbal High School in Royal Oak. In order to make the classes more effective and add to the profits, The Chapter produced a 68 page plus cover 8 1/2" x 11" instruction manual entitled "The Challenge of Fly Tying".

Also, a supply of materials and tools was purchased and made available for sales at each class session.

In 1987, the class was moved to The Cranbrook School in Bloomfield Hills and finally in 1989 to Seaholm High School in Birmingham. This program remains highly successful thanks to the active support of many Chapter members.

Also in 1979, \$341.00 was contributed to a Michigan State University Study of trout cover usage done at the Grayling Fish Hatchery.

PROJECTS DURING THE 1980's

In 1980 The Chapter contributed \$500.00 to National Trout Unlimited to be used in the production of a brochure.

In January 1980 Milt Coulson gave a brief summary of the Conservation Fund through 1979. Contributions to various organizations were \$7,200.00. The latest grants provided for two portable fish shocking units given to The Martuch Chapter for use on the Clam and Rifle rivers.

This same year marked the signal project which involved the restoration of and lithographic print series of "Fishing the Au Sable", an oil painting by the world famous Ogden M. Pleissner. The first step was getting permission from the present owner, the Department of Natural Resources, which had received the painting through the generosity of the J. L. Hudson Company Collection. It was also necessary to negotiate a contract with Mr. Pleissner. When the print run was completed, Tudor Ap Madoc personally made the trip to Vermont where each of 275 copies were autographed by Mr. Pleissner. At \$375.00 per copy, this has been a very profitable venture.

In April 1981 graduate student David Cozad attended a chapter meeting to present his reasons for a grant of \$4000.00 to obtain an underwater video camera in order to study territoriality of brown and brook trout in the North Branch of the Au Sable near the Nash Camp. His masters thesis would be enhanced by viewing trout that were not disturbed by human intrusion. The Chapter spent \$3670.00 for a submarine camera and placed it on loan to Central Michigan University for Mr. Cozad's use.

In 1982 The Chapter purchased a video camera recorder to supplement the equipment in the temporary care of Mr. Cozad. Although the cost of this equipment isn't available, Milt Coulson reported at the November meeting that The

Chapter had purchased a total of about \$10,000.00 worth of equipment for use in the study of trout or trout streams since The Chapter was founded.

At the July 10, 1983 meeting it was reported that the total monetary outlay for engineering and materials for the sediment removal and restoration of prime trout habitat at the Whippoorwill site on the Au Sable Mainstream about one mile downstream from Stephan Bridge cost \$1584.86. The Chapter membership performed much of the labor on this project which required moving tons of rock, logs, timbers and sod into place to deflect the current into its original flow with the use of bank stabilization, islands, and wing dams.

In March of 1984 Dave Leonhard, Dave Soule, Tudor Ap Madoc, Steve Werner and Milt Coulson made a set of two video tapes showing the steps used in tying the 18 flies described in the manual "The Challenge of Fly Tying ". Although the videos were made primarily as a teaching aid for the Adult Education Program, they are also continuing to be sold in good numbers packaged with "The Manual" at retail.

In August of 1984 the Clinton Valley Chapter requested that consideration be given to furnishing a Jet Pump to facilitate the building of habitat structures on Paint Creek. A Jet Pump draws water from the stream via a 2" fire hose, adds pressure and discharges via a hose and one inch pipe which quickly makes holes in the streambed for vertical timbers.

Challenge Chapter spent \$640.91 for this assemblage and set up a program whereby any chapter of TU can rent the rig at a very nominal fee.

In January 1986 The Chapter was asked by Jan Fenski, regional DNR fisheries biologist, to consider tackling the source of much sand flowing into the Au

Sable River at the Pine Road Public Access site, now known as the Spite Road Access Site. The location of this site is on The Holy Water one mile downstream from Stephan Bridge.

In June 1986 Trout Unlimited awarded The Order of the Grayling to the family of Milt Coulson at the state council meeting. Milt passed away on October 17, 1984 and shortly thereafter the Chapter's Conservation Fund was officially renamed the Milton F. Coulson Jr. Memorial Conservation Fund.

In September 1986, Tudor Ap Madoc, after getting permission from the widow of author Dr. Hazen L. Miller, arranged for the ninth printing of the book entitled "The Old Au Sable". The Chapter has enjoyed brisk sales of this edition over the ensuing years.

The Pine Road sand slide is a thing of the past thanks to The Chapters elbow grease and a \$6000.00 outlay. Stairs, railings, fencing top and bottom, sodding and planting have not only stopped the erosion but have beautified the setting. Much of the labor contributed by members was connected with Chapter Outings at Whippoorwill Lodge on the Au Sable.

In March of 1987, John J. P. Long, having donated the text and cover design for a book entitled "Emergence Schedule a Complete Guide to Matching the Insect Hatches of Michigan Trout Streams", reported that the first 1000 copies were off the press. By 1994, the book was in its fifth printing and had shown a net profit of over \$20,000.00. As of this writing, the book continues to be reprinted and is a best seller.

Also in 1987 "The Trout Angler's Guide to the Au Sable River" was produced as a chapter project under the leadership of Tudor Ap Madoc. Much of

the research was accomplished in conjunction with the outings at Walter Bromley's Whippoorwill Lodge. Due to the fact that hydrographic maps were not obtainable, the format was changed to an 8 1/2" x 11" plastic bound book. The historical section was greatly expanded and enhanced under the guidance of professional artist, Mickey McGuire, using the latest layout techniques and the inclusion of more unique artwork and excellent photography. Map renditions showing the entire watershed were produced by Dave Leonhard and Pat Gossman using aerial photographs because no accurate maps of the river system were available at the time. Then sections of the map were broken down to illustrate the area of the access sites with directions and pertinent facts being described on the facing page. Pictures of the river at several access sites was a new innovation. Later a pocket was added to the back cover to hold DNR County maps along with other pertinent data.

This same year, The Milton F. Coulson Jr. Memorial Fund financed and the members performed hands on labor for the following projects: The Pine Road Access; steps down to the Manistee River near Deward; greenbelting at the end of Deerheart Valley Road upstream from Chase Bridge on the South Branch of the Au Sable River, and greenbelting at Dam Four on the North Branch of the Au Sable River three miles south of Lowells. Again, much labor was performed in conjunction with The Chapter outings at Whippoorwill and Wa Wa Sum.

For 1988 the members took part in the massive tree planting project sponsored by the George Mason Chapter of Trout Unlimited of Grayling.

June 21, 1989 minutes: At the request of the DNR, The Chapter donated \$812.00 for an underwater recording thermometer in conjunction with a Paint

Creek project having to do with a proposed bottom water draw under the dam at Lake Orion.

The Chapter donated \$700.00 for Dynamite to be used by Gateway Chapter Trout Unlimited Gaylord for Beaver Dam removal.

Also \$750.00 was donated to the Clinton Valley Chapter Trout Unlimited toward completion of the bottom draw piping at Highway M-24 dam in Lake Orion.

A solicitation from Michigan State University asking the Chapter to supply backpack shocking units was approved.

Sales at a discount for retail resales for 1989 amounted to \$4556.40. Sales figures for the new chapter project of renting and staffing a booth at the Midwest Fly Fishing Expo at Southfield are not recorded.

As we end the 1980's, let the record show that the three yearly weekend outings that combine conservation work projects with fishing and companionship were of great success.

At Whippoorwill Lodge, on the banks of one of the best stretches of the Au Sable Holy Waters, the main even is an open air bonfire cookout. While at Wa Wa Sum, on the Au Sable at the Whirlpool, the full course Lobster Shore dinner is the main attraction. Finally, the weekend at Woodland Springs north of Mio features the pursuit of giant rainbow trout at a magnificent full-service private club thanks to Julio Mazzoli and Robert Wittbold.

The Chapter also continued its yearly affiliation with the Adult Education Program at Seaholm High School by teaching Fly Tying classes.

RECENT PROJECTS

In 1990, the Chapter received a request for money for a major project at Wa Wa Sum Compound near Whirlpool Road Access on the Au Sable mainstream by Michigan State University research people, and \$2350.00 was approved for Dry Suits, masks and accessories.

Also in 1990 a check for \$396.00 was made out to Bernie Fowler of Grayling to cover materials used by the Au Sable River Guides Association to fix an erosion site on the South Branch of the Au Sable River just upstream from the mainstream.

In 1990 publication sales at discount to retail stores amounted to \$2,169.20 and book sales at the Fly Fishing Expo amounted to \$1200.00. Direct sales from advertising response, the Fly Tying Class, and other sources are unrecorded.

In 1991 funds and labor were donated for improvements at The Knight Property on the Au Sable Mainstream just upstream from Wakeley Bridge. This included stairways, new paths and floating gravel on roadways and parking areas.

Also in 1991, with inventories running low, it became necessary to start work on the production of the new 8 1/2 x 17 format "Guides" for the Pigeon, Sturgeon, Black, Manistee and Pere Marquette Rivers respectively.

The conversion to the new book vs. folder format necessitated new historical research, the taking and collecting of photographs, the surveying of all Access Sites, interviewing many local anglers as well as the appropriate Federal and State conservation and fisheries personnel. Once again, many chapter members contributed to the project; however, the real workload fell on the shoulders of Dave Leonhard, Chairman; Pat Cauley, Editor; John Long, Author; and Jim Zyla, mapmaking, layout and production. Thus, after several months effort, Guides to

the Pigeon and Black were completed, and work was in process for Sturgeon, Manistee and Pere Marquette.

Access Sites photography was performed by James Campbell, a wildlife artist & professional photographer of Saginaw, working with and as a favor to John Long.

For 1991 sales were:

Publications at discount to retailers	\$ 5,693.85
From other sources	unrecorded

For 1992, the major chapter project consisted of the task of completing the updating, rewriting and production of the Trout Angler's Guide to the Sturgeon, Pere Marquette and Manistee Rivers. Once again, the major part of the workload was performed by Dave Leonhard, Chairman; Pat Cauley, Editor; John Long, Author; Jim Zyla, mapmaking, layout and production; and James Campbell, photography.

This year also witnessed the embracing of the chapter's third very large cold water fisheries project, namely the Art Kerle Bank Erosion Site.

In addition to the grant of \$8013.01, a number of members moved several tons of rip-rap into place during the work and play weekend outings at Whippoowill Lodge and Wa Wa Sum.

For 1992 sales were:

Publications at discount to retailers	\$12,450.20
Publications at Fly Fishing Expo	\$ 6,480.00
From other sources	<u>unrecorded</u>
	\$18,930.20

For 1992 grants were:

Michigan Environmental Trust	\$ 1,000.00
Michigan Council Trout Unlimited	\$ 1,000.00
Art Kerle Property Stream Improvement on Au Sable Mainstream near Pine Road	\$ 8,013.01
Huron Pines Resource Conservation & Development Council, Inc.	\$ 2,500.00
Pere Marquette Watershed Council	\$ <u>60.00</u>
	\$12,573.01

The highlight for 1993 was celebrated when the membership received the "Chapter of the Year Award" from the Michigan Council of Trout Unlimited.

In keeping with our "Challenge" to protect, preserve and restore cold water fisheries for Michigan, a further grant of \$822.72 was expended on the Art Kerle Project. Also, the fourth super grant amounting to \$7238.21 was made to Huron Pines Resource Conservation and Development Council, Inc. Site 27 at Headquarters Road Campground on the Au Sable Mainstream.

Once again, a group of members contributed labor at both sites as part of the Whippoorwill Lodge and Wa Wa Sum outings.

For 1993 sales were:

Publications at discount to retailers	\$15,440.40
Publications at the Fly Fishing Expo	\$ 2,988.00
From other sources	<u>unrecorded</u>
	\$18,428.40

For 1993 grants were:

Pere Marquette Watershed Council	\$ 160.00
Michigan Council Trout Unlimited	\$ 1,500.00
Anglers of the Au Sable	\$ 225.00
Art Kerle Property Project	\$ 822.72
Huron Pines Site 27 Headquarters Road Campground Au Sable Mainstream	\$ <u>7,238.21</u>
	\$ 9,945.93

MORE FUNDING FOR RESEARCH AND REPAIR

In 1994 the fifth, sixth and seventh super grants were made, and as usual, members contributed work parties as part of the yearly outings.

The chapter also renewed its support of institutions of higher learning, especially for work being done in advanced degrees associated with cold water fisheries.

In this regard, a grant in the amount of \$1590.00 was made to Tammy Newcomb, MS, Graduate Research Assistant, Department of Fisheries and Wildlife, Michigan State University, for the purchase of ten Stowaway Temperature Recording Devices for her Ph.D. project on the Betsie River, Benzie County, Michigan.

For 1994 sales were:

Publications at discount to retailers	\$19,024.61
Publications at Fly Fishing Expo	\$ 1,908.00
From other sources	<u>unrecorded</u>
	\$20,932.61

1994 grants were:

Art Kerle project	\$ 369.81
Pere Marquette Watershed Council	\$ 20.00
Tammy Newcomb master's degree thesis project on the Betsie River	\$ 1,590.00
Site 62 Mainstream Au Sable Oringer Property upstream from McMaster's Bridge	\$ 3,000.00
Sites 23-24 Mainstream Au Sable River Rayburn Tract	\$ 6,849.60
Site 30 Au Sable Mainstream Burton's Landing	\$ 6,625.21
Michigan Council Trout Unlimited	<u>\$ 250.00</u>
	\$18,704.62

Also in 1994 The Chapter made the production of "The Trout Angler's Guide to the Boardman River" a major project for the year. Starting with an organizational kickoff breakfast meeting at Ranch Rudolph in the early Spring, hundreds of hours were spent in the watershed vicinity until the text, maps and photographs were turned over to the printer in the late Fall. Deb Mazur, Editor; John Long, Author; and Jim Zyla, mapmaking, layout and production are to be commended on a job well done. The photographing of the access sites was professionally taken by Michael Caparon of the Martuch Chapter, working with and as a favor to John Long.

In 1995, the eighth and ninth super grants were made. As usual, work crews from the annual weekend outings added the Chapter's personal touch toward the completion of these projects.

1995 sales were:

Publications at discount to retailers	\$20,017.20
Publications at the Fly Fishing Expo	\$ 2,808.00
Publications & Prints from Advertising to individuals	\$ 3,373.00
From other sources	unrecorded
From Fly Tying Classes	<u>\$ 977.00</u>
	\$27,175.26

1995 grants were:

To George Mason Chapter to do Sites 13, 28 and 76 on the Pine River	\$ 5,000.00
Sites 41, 49, 50 and 51 Au Sable Mainstream 3/4 Mile downstream from Wakeley Bridge	\$ 5,000.00
Michigan Council Trout Unlimited	\$ 1,750.00
Michigan Environmental Trust	\$ 1,000.00
Paul Young Chapter Trout Unlimited	\$ 420.00
Pere Marquette Watershed Council	<u>\$ 10.00</u>
	\$13,180.00

The first major chapter project for 1996 was to staff a booth at the Midwest Fly Fishing Expo in March with sales of books in the amount of \$1980.00

CONSERVATION '96

The May Whippoorwill Lodge Outing was a busy one. The members worked in cooperation with the Paul Young Chapter on the Au Sable mainstream in building retaining structures to stop bank erosion which also served as sheltering lies for trout. Our group also helped in planting Cedar trees on the island at the juncture of The Mainstream and The North Branch. A section of river was also cleared of trash.

The July Wa Wa Sum Outing featured work at The Spite Road Access on The Mainstream, with planting of grass seed, repairing eroded areas, and picking up trash. Work crews also removed debris at Burton's Landing.

SECOND ANNUAL RIVER CLEAN-UP

The Anglers of the Au Sable held its second Annual Clean-up of the Au Sable River on Saturday, September 7. A group from our Chapter joined over eighty members of "The Anglers", local Grayling-area supporters, and members of other groups in the day-long effort covering three branches of the river.

Workers gathered at pre-assigned sections to wade for several miles to collect debris in large potato bags. These bags were then left on log jams to be picked up by a cadre of riverboats and canoes floating the river later in the day.

Enough trash was collected from the river, its banks and log jams, to fill a commercial dumpster truck.

1996 revenues were:

General Merchandise Sales	\$19,295.00
Fly Tying Class Sales	\$ 1,946.00
Expo Sales	<u>\$ 1,959.00</u>
	\$23,200.00

1996 grants were:

Au Sable River Sites 10c, 75, 76, 77, and 85	\$ 3,731.00
Au Sable River Sites 19(SB), 25, 57, and 68	\$ 3,000.00
Anglers of the Au Sable	\$ 6,000.00
Michigan Fly Fishing Club	\$ 350.00
Huron River Fishing Association	\$ 500.00
Pere Marquette Watershed Council	\$ 12.00
Paul Young Chapter TU	\$ 420.00
Clinton River Chapter TU	\$ 250.00
W.B. Mershon Chapter TU	\$ 25.00
State Council TU	<u>\$ 1,500.00</u>
	\$15,788.00