



25  
WILD SALMON CENTER  
45 years



## President's Letter

In the fall of 1997, I sat down with Pete Soverel, a retired Navy captain and renowned steelhead angler, who'd founded the Wild Salmon Center a few years earlier to study and conserve a cluster of steelhead rivers on Russia's Kamchatka Peninsula.

I had been working for Oregon Trout, on what would become the "stronghold" strategy. But I was ready for a change and I made a simple proposal to Pete: hire me as your executive director, and let's work together to build a truly international salmon strategy based on protecting the "last, best" salmon ecosystems around the Pacific Rim.

At Conservation International, where I worked in the 1980s, we had built support for saving global tropical biodiversity hotspots. Why couldn't we do the same for healthy salmon "hotspots," as an alternative to protecting runs already on the Endangered Species List?

Pete's eyes lit up. He told me to go full speed ahead. That afternoon I drafted a memo describing the scientific approach, network, and local support we would need to protect those places. Our first office was my living room and we started with \$25,000 in the bank. Soon, I attracted foundation support and started building a skeleton crew, beginning with Xanthippe Augerot, an international salmon expert fluent in Russian and well-known in Russian scientific circles.

I recently re-read my memo to Pete from 1997 and marveled at how we've not only built out a robust human network and spread the stronghold idea far and wide, but also achieved major conservation wins across the Russian Far East, Oregon, Washington, California, Alaska, and British Columbia.

To date, we and our core partners have put 9 million acres in stronghold watersheds under conservation, including seven new regional or national parks, two dams stopped, and 71 watersheds and major tributaries managed for wild fish conservation in the Russian Far East and Pacific Northwest. We've supported major new wild salmon habitat protection laws in Russia and North America.

Building strong local conservation groups is a cornerstone of our work. We've created or directly supported 17 local conservation groups and coalitions who are fighting every day to secure wild fish and their habitat.

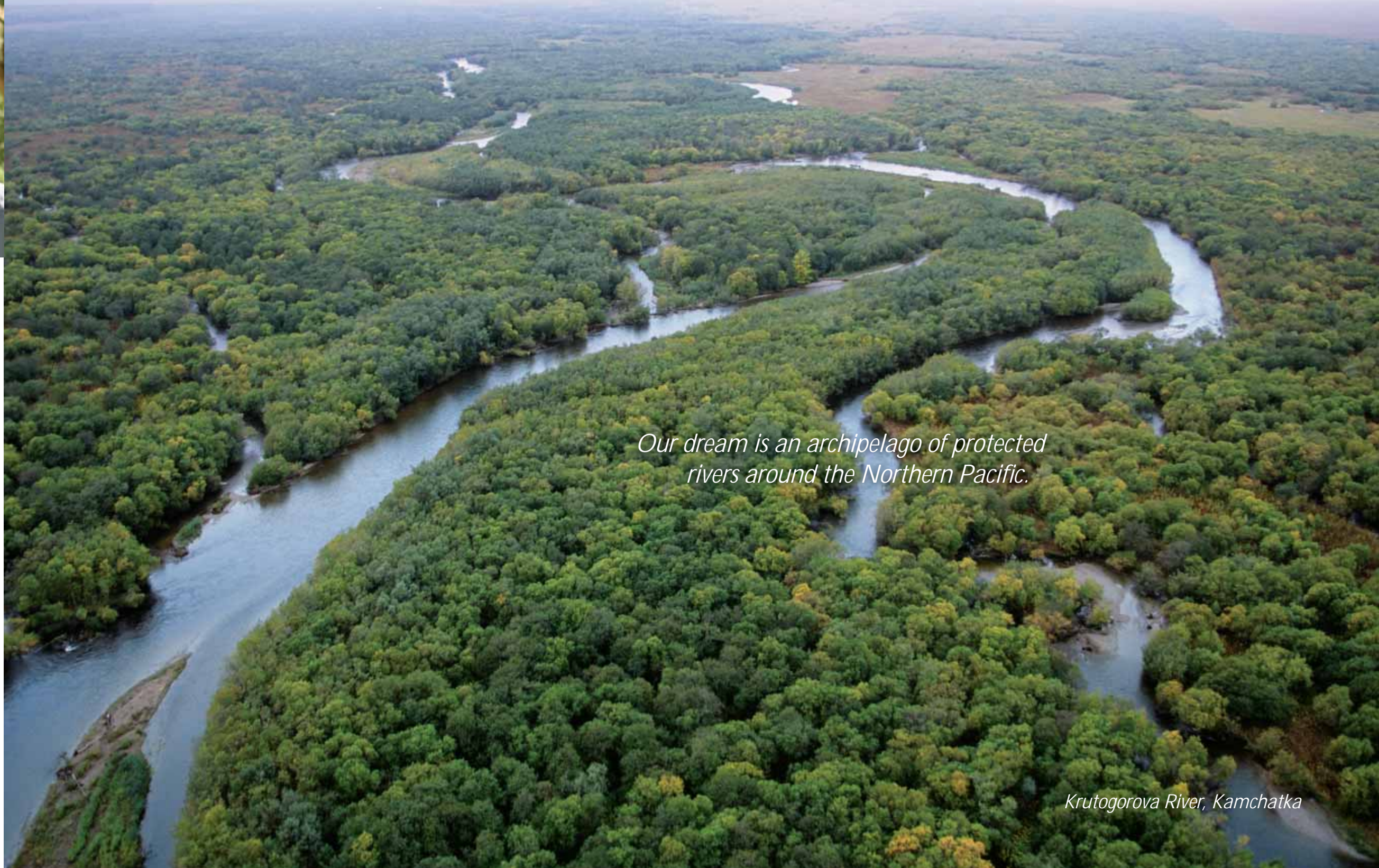
Our strength lies in our deliberate, strategic approach to protecting places and solving problems. That allows us to build strong and durable local alliances, which persist through years and even decades. In that time frame, we can and have accomplished real change.

If the ocean is our planet's lungs, and the rivers its great arteries, then the migrating runs of wild salmon are the nutrients that feed the vast and rich arc of land that extends from California north to Alaska, then across the Bering Sea to Russia and Japan. Our dream is an archipelago of protected rivers, like a necklace of crown jewels, that spans the northern Pacific Rim and feeds the native fauna and local people of each region.

As you'll see in these pages, the dream is taking hold, through the heartfelt persistence of our staff, our partners, our board – and you.

Thank you for making it happen.

Guido Rahr  
President and Chief Executive



*Our dream is an archipelago of protected rivers around the Northern Pacific.*

*Krutogorova River, Kamchatka*



25 years

## 1 Origins

**1992.** WSC founded by avid fly-fishermen Pete Soverel & Tom Pero (below). In 2003 WSC helped Soverel launch The Conservation Angler.



**1994.** Launched Kamchatka Steelhead Project (see pg 29).

**1997.** Guido Rahr joins WSC & introduces the stronghold strategy (see pg 10).

**1998.** WSC's Xanthippe Augerot (bottom left) led first status report on Pacific salmon & steelhead (see pg 10).



**2000.** Teamed with scientists & Russian partners to conduct Rapid Assessments on 16 rivers to determine future sites for conservation (see pg 20).



Photo from top left by date (by Wild Salmon Center unless noted otherwise): Pete Soverel and Tom Pero (Pete Soverel); Steller's sea eagle (Sergei Gorshkov); Science team. Gordie Reeves (Anatoly Semenovchenka); Hoh River. Kamchatka bears (Sergei Gorshkov); Hoh River (aerial support from LightHawk). Kol River; Sakhalin fisheries; Russian youth (Sergei Makeev). Tugur taimen; Greg Knox and First Nation partners (SkeenaWild); Susitna River (Travis Rummel); Oregon coho (Tom & Pat Leeson).

## 2 Expanding to North America



**2001.** Launched Cascadia Program to protect salmon & steelhead strongholds in Oregon & Washington (see pg 18).

**2003.** Established State of the Salmon and brought together international community on salmon issues (see pg 28).

**2004.** Joined Western Rivers Conservancy to protect 10,000 acres on Hoh River (see pg 22).

**2006.** Russian partners established 166,000 acre Vostochny Wildlife Refuge and 544,000 acre Kol River Salmon Refuge (see pg 20).

**2007.** Co-founded the Washington Coast Salmon Partnership (see pg 22).

leading wild salmon and steelhead conservation

## 4 Moving North to Alaska & BC

**2012.** Launched Alaska Program, prioritized fish & wildlife habitat in SW Alaska (see pg 14).

**2014.** Wild Fish Emphasis Areas on 24 Oregon Coast rivers (see pg 24).

**2014.** Russian partners established Shantar Islands National Park & Tugursky Regional Nature Reserve, totaling 1.4 million acres (see pg 20).

**2015.** Partnered with SkeenaWild to protect BC's Skeena River (see pg 12).

**2016.** With Susitna River Coalition defeated major dam project on Alaska's Susitna River (see pg 16).

**2016.** Sakhalin partners launched the 30-watershed Wild Salmon Territory (see pg 26).

**2016.** Kamchatka partner secures ban on driftnets in Russia (see pg 26).

**2017.** WSC leads Oregon partners to help keep the 82,500 acre Elliott State Forest public (see pg 18).

## 5 The Future

**2017.** WSC launches The Stronghold Fund, a new initiative to amplify protection for salmon strongholds (see pg 43).

with partners across the Pacific.

## 3 Fisheries & Forests

**2008.** Launched the Sustainable Fisheries Program (see pg 26).

**2008.** Russian fisheries create marking program for hatchery fish.

**2009.** First Russian fishery certified sustainable by the Marine Stewardship Council, with five additional fisheries certified by 2015.

**2010.** Launched North Coast State Forest Coalition (see pg 18).

**2011.** Russian partners established 84,000 acre Koppi Reserve (see pg 20).

**2011.** Completed identification & prioritization of regional salmon strongholds in WA, OR, ID & CA.

**2012.** Established Conservation areas on Oregon Coast (see pg 18).







2.2 million  
acres of new  
Protected Areas in  
Russia

Dmitry Kovalev



40 rivers  
managed for wild fish  
populations in Russia

Saving Salmon Together

Travis Rummel



2 dams on  
major salmon rivers  
stopped or shelved



Thanks to the help of our partners and support from our donors,  
over 9 million acres of salmon habitat have been protected and 71 rivers  
are being managed for wild fish populations.



7 million acres of  
public land designated  
for conservation in  
North America

Jason Ching



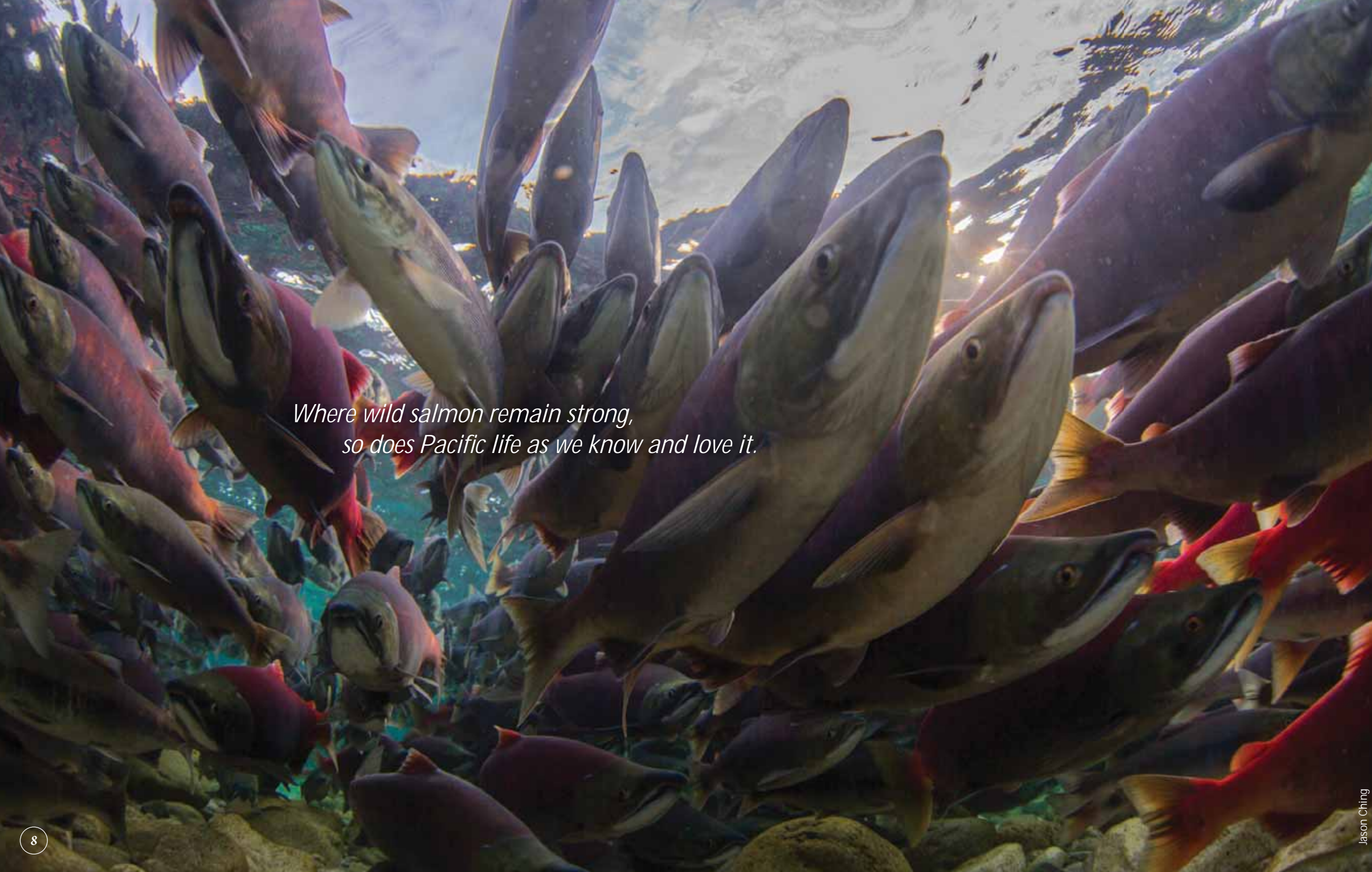
31 rivers  
managed for wild fish  
populations in North  
America

John McMillan



13 organizations  
launched and direct  
support for 12 more





*Where wild salmon remain strong,  
so does Pacific life as we know and love it.*

## Protecting a Way of Life Built on Salmon

What does our vision of success look like? Opening day for sockeye on Bristol Bay is as good a portrait as any. Minutes before the appointed hour, the water is a churn of wake and millions of fish. Hundreds of captains at the helm of dun grey gillnetters are jockeying for the best spots. Crews from all over the West Coast, with fishing bloodlines stretching back generations, ready themselves at the rails. And then, with a silent shockwave, the bewitching hour arrives, and – thwap! – out into the water go the lead buoys and a million miles of net in an instant. The hunt is on for Red Gold – worth up to \$1.5 billion in a good year.

On the beaches, Alaska Native families haul in their catch and prep them for drying racks and smokehouse rafters. Upstream, the blood red waves of escaped fish are already hitting the grizzlies' favorite spots like Brooks Falls, where sockeye are plucked out of midair and consumed in massive hunks. The trout are feasting on the fatty marbles of sockeye eggs awash in the rivers. And fly fishermen have arrived from around the globe to stalk the banks for those rainbows.

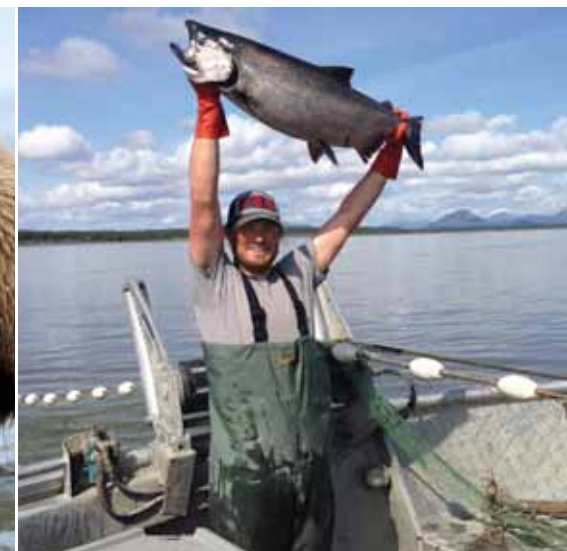
The place courses with fish, and the nutrients and energy they carry.

Wild salmon mean many things to the North Pacific. But in essence they are the key to a whole way of life – for fishermen, for communities, for ecosystems, and the 137 species that depend on salmon, from the charismatic grizzlies and orcas to the lowly but ever important caddis fly. Where wild salmon run strong, so does Pacific life as we know and love it.

It's true from the redwood-lined streams of Northern California to the temperate rainforest rivers of Oregon and Washington. From the Skeena tributary gorges to Kamchatka's wide, braided tundra rivers.

So all of our strategies and tactics point back to one thing: ensuring vitality across this vast geography, by safeguarding wild salmon in their strongholds. When we protect salmon, we nourish an entire region.

Photos from left: Bristol Bay sockeye (Jason Ching); Saving Salmon Together festival, Kamchatka (Evgeny Dort-Golz); Kamchatka bear (Igor Shpilenok); Bristol Bay catch (Perry Broderick).





# Stronghold Vision

With the opening of Russia and the continued decline of salmon in Asia and North America, Guido Rahr wrote to the Wild Salmon Center board in 1997 that there was opportunity and a need for one organization to work around the Pacific Rim to “protect the remaining strongholds for native salmon, before they are at immediate risk of extinction.” The group would also need to “build international support to protect these species and their habitat.”

The board responded enthusiastically, becoming the first worldwide converts to the international stronghold approach. “It knocked off their socks,” founder Pete Soverel said later.

Over the last 25 years, Wild Salmon Center has done many things in the service of strongholds, from the first comprehensive stronghold map to fighting off mines, dams, and poachers.

But winning influential people and organizations over to the stronghold cause was one of the most important things we have done. For two and a half decades, WSC has convened hundreds of scientists and taken industry titans to faraway rivers; spent long hours over maps with bureaucrats and fish heads, and generally proselytized on the topic, from San Francisco to Petropavlovsk. Today, strongholds have become a rallying point for conservation, used by partner groups, senators, governors, and all sorts of salmon advocates and experts around the North Pacific. They are now working together to protect the most productive salmon rivers on Earth.



First meeting of Pan Pacific science experts, 1999

## Mapping the Pacific’s Salmon

Where do wild salmon and steelhead still run? What are the greatest threats to these rivers? In 1998, WSC hired Dr. Xanthippe Augerot to find answers and map them – from one end of the North Pacific to the other. Ultimately WSC partnered with Ecotrust to form State of the Salmon consortium in 2003, which brought together hundreds of international scientists. The joint effort culminated in 2005 with the publication of the *Atlas of Pacific Salmon*, a catalogue of salmon populations and our history of managing (and mismanaging) them. The Atlas’ final roadmap called for smarter stewardship focused around ecosystems instead of political boundaries.



Salmon experts and advocates are prioritizing the most productive Pacific wild salmon rivers.

Scientist exchange, Alaska 2012

### Stronghold Science

1997

Guido Rahr joins Wild Salmon Center and introduces the stronghold strategy.

1998

WSC launches effort to assemble the first extensive report of the biological and conservation status of Pacific salmon & steelhead and partners with Ecotrust in 2003 to form **State of the Salmon**.

2003

WSC spearheads the first IUCN specialist group for salmonids. Assessments of sockeye & taimen prompted important additions to the IUCN Red List of Endangered Species.

2011

WSC convenes North America partners to complete identification and prioritization of regional salmon strongholds in Washington, Oregon, Idaho & California.

2017

WSC expands science network to include 35 universities, research institutions, and agencies, as well as ten participating scholars.



# The Ultimate Ally

Two years ago, our five colleagues at SkeenaWild Conservation Trust in Terrace, BC asked for help: they needed the world to care about irresponsible oil and gas development in the Skeena estuary. Over much of 2016, through professional networks and media stories, we mobilized everyone from international scientists to fishermen from Oregon to Norway to write to the Prime Minister. And we enlisted partners in the Russian Far East to visit Skeena communities to talk about the perils of natural gas terminals. SkeenaWild director Greg Knox noticed new energy among local residents: “They see the world paying attention.” Local legal pressure, combined with international attention, has forced Malaysian oil company Petronas to retool its project in the estuary.

Through the years, we’ve sought out the most effective local partners around the Pacific Rim and helped them amplify and accelerate their efforts.

In the Russian Far East, our scientific surveys set the stage for locally-driven protected areas. On the Washington and Oregon coasts, we have helped partner groups identify and fund high-impact restoration projects. In Alaska, we provide legal and policy advice to local salmon advocates.

As needs arose, we have co-founded new watershed councils, land trusts, and regional partnerships—13 organizations in all.

Wild Salmon Center has learned that the best way to be effective is by thoughtfully and unselfishly serving frontline organizations — as the ultimate ally.



Pete Rand with taimen on Sarufutsu River, 2008

## Japan’s Taimen Forest

In 2008, local anglers and scientists in northern Hokkaido called on WSC’s Brian Caouette to help protect the Sarufutsu River — one of Japan’s last strongholds for giant sea-run Sakhalin taimen. The watershed’s owner, Oji Paper, did not want to sell the surrounding land but was open to a conservation area. WSC joined Oji and local and international conservation groups in designing wetland protections and no-cut forest stream buffers on 6,500 acres surrounding the Sarufutsu. Former WSC fisheries biologist Pete Rand also helped establish a Sarufutsu taimen monitoring program that continues. He reported a stable population in 2017.



Greg Knox and First Nations partners, Canadian Federal Court 2016

### WSC Alliances

2001

Began a 15 year partnership with Khabarovsk Wildlife Foundation, producing three regional and national parks.

2007

Co-founder of the Coast Salmon Partnership, dedicated to the long-term protection of the Washington coast salmon & steelhead.

2009

Establish **Sarufutsu Environmental Conservation Forest** in Japan with Oji Paper and local partners.

2010

Launch the North Coast State Forest Coalition, supporting balanced forest management in Oregon.

2016

Together with the Susitna River Coalition, we help defeat a major dam project on one of Alaska’s premier salmon rivers.

2017

WSC has raised over \$100 million in funds over 25 years directed to our projects and those of our partners like SkeenaWild.



# Proactive Conservation

If keeping rivers intact is our basic proactive approach everywhere, how we do it is highly dependent on the place. Each region has its nuances. Where protected areas and parks opened up as an avenue for stronghold conservation in the Russian Far East, Alaska requires a different approach.

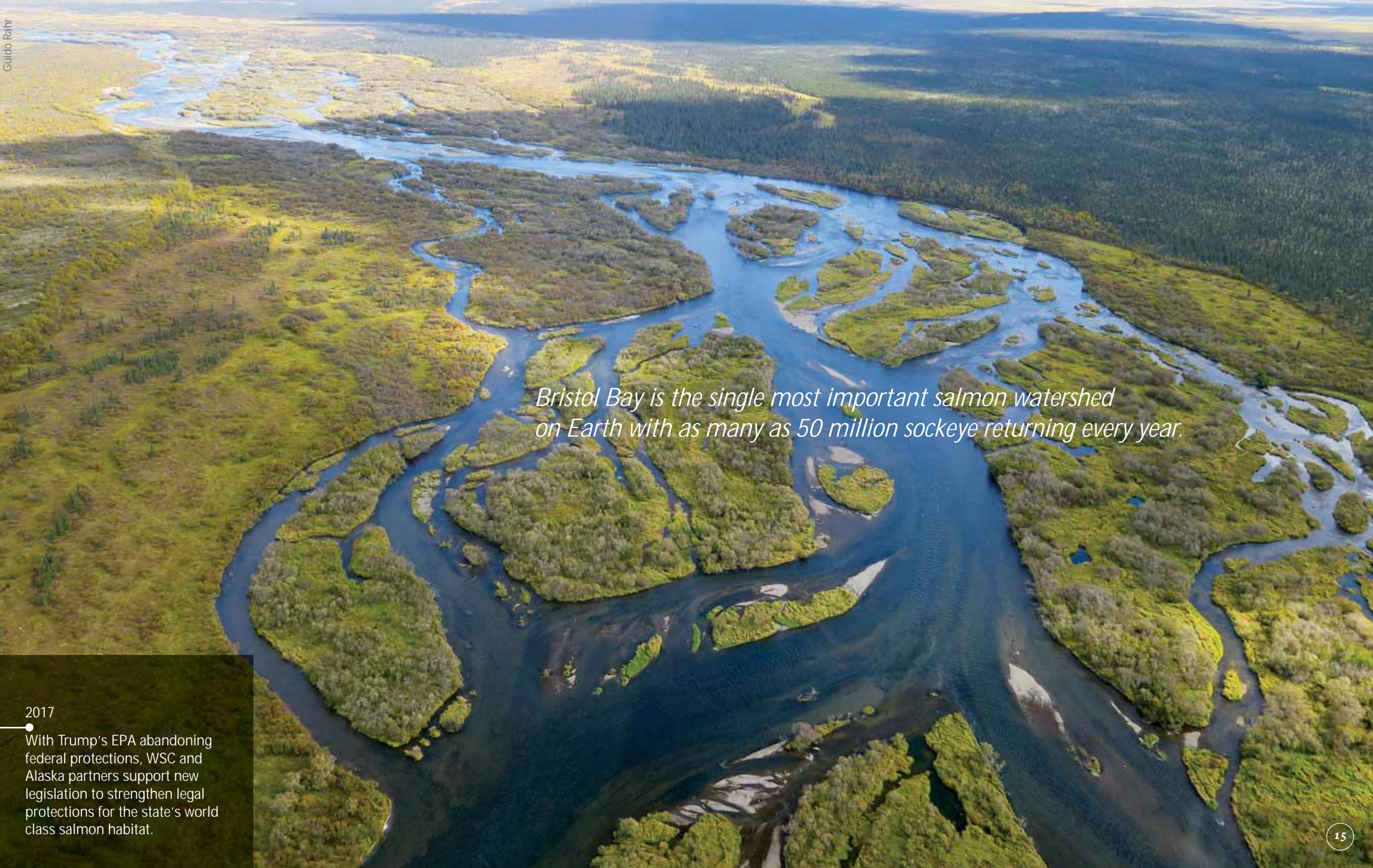
In Alaska, America’s “salmon state,” sixty percent of the land sits in federal hands and local communities value multiple uses on remaining open lands. To protect wild salmon there, we have worked with local allies to craft policy changes that ensure salmon health while allowing economic growth through compatible development.

Whether it’s working with local communities to craft the “Citizen’s Alternative Bristol Bay Area Plan,” or with statewide salmon advocates to modernize development standards around salmon streams, our goal is to prevent the worst kinds of projects, such as the Pebble Mine or the Susitna Dam. Once these mega-developments diminish or even destroy salmon runs, the local salmon culture and salmon-based economies can swiftly fall into decline. And once broken, these interdependent systems are extremely expensive and difficult to restore.



## The Citizens Alternative

In 2013, our Alaska program lead, Emily Anderson, worked closely with Trout Unlimited, local partners, and Bristol Bay communities to create the “Citizens’ Alternative Bristol Bay Area Plan,” which proposed new state management protections in the region. The impetus for this new plan came from Bristol Bay communities’ wide-spread opposition to Alaska opening up millions of new acres of state-owned land in the Bristol Bay region to mining and heavy development – including the proposed Pebble Mine. After reviewing the Citizens’ Alternative, the state issued additional amendments to the Bristol Bay Area Plan and increased the land prioritized for fish and wildlife from 1.2 million acres to 7 million acres.



*Bristol Bay is the single most important salmon watershed on Earth with as many as 50 million sockeye returning every year.*

### Bristol Bay, Alaska

2007

Pebble Limited Partnership proposes a massive gold mine upstream from the world’s largest sockeye fishery.

2012

EPA releases Draft Bristol Bay Watershed Assessment. WSC publishes a comprehensive report on potential impacts of large scale mining to the region.

2013

WSC launches Alaska Program. With partners we create the **Citizens’ Alternative to the Bristol Bay Area Plan**, prioritizing fish & wildlife habitat in SW Alaska.

2014

EPA proposes to protect the Bristol Bay watershed under the Clean Water Act. 65% of Alaskan voters urge the state to reject Pebble Mine.

2017

With Trump’s EPA abandoning federal protections, WSC and Alaska partners support new legislation to strengthen legal protections for the state’s world class salmon habitat.



# Leaving Big Dams in the Past

In 1901, one of the first major dams went up in the Columbia Basin, on the Snake River at Swans Falls. By 1970, there were more than 100 dams in the basin. Salmon runs – once so plentiful that canneries were throwing away fish – had been laid low by overfishing, as well as poor agriculture and timber practices. The dams ensured the wild abundance would never return.

Wild Salmon Center plays an important role in making sure this tragic history of dam building and salmon loss is not repeated around the Pacific Rim.

By sharing that history with partners and communities around the Pacific, by bolstering economies connected to free-flowing rivers, and by organizing against megadams in salmon strongholds, we can lay the foundation for a more hopeful wild salmon narrative.

For three years, we provided policy and campaign support for the Susitna River Coalition, a group of local business owners, fishermen, and citizens. They were concerned about state plans to build the United States’ second biggest dam on the Susitna – home to Alaska’s fourth largest Chinook salmon run – without any fish passage. When the Coalition

brought Governor Bill Walker a letter signed by 16,000 people asking him to cancel the dam in spring of 2016, he responded by shelving the project.

Two thousand miles away, Wild Salmon Center helped Russian scientists and local allies build research and sportfishing programs on Kamchatka’s Zhupanova River, beginning in the mid-1990s. WSC also supported the creation of the Moscow based conservation group Russian Salmon Fund. When state officials later slated the Zhupanova for a large dam, our Russian partners made a convincing case for saving a river that hosts five species of Pacific salmon and rainbow trout reaching 15 pounds. Moscow canceled the dam in late 2015.

Stopping dams is never the final answer to protecting a river. But a strong local and national constituency has been built around the Zhupanova and the Susitna, paving the way for more permanent protections.

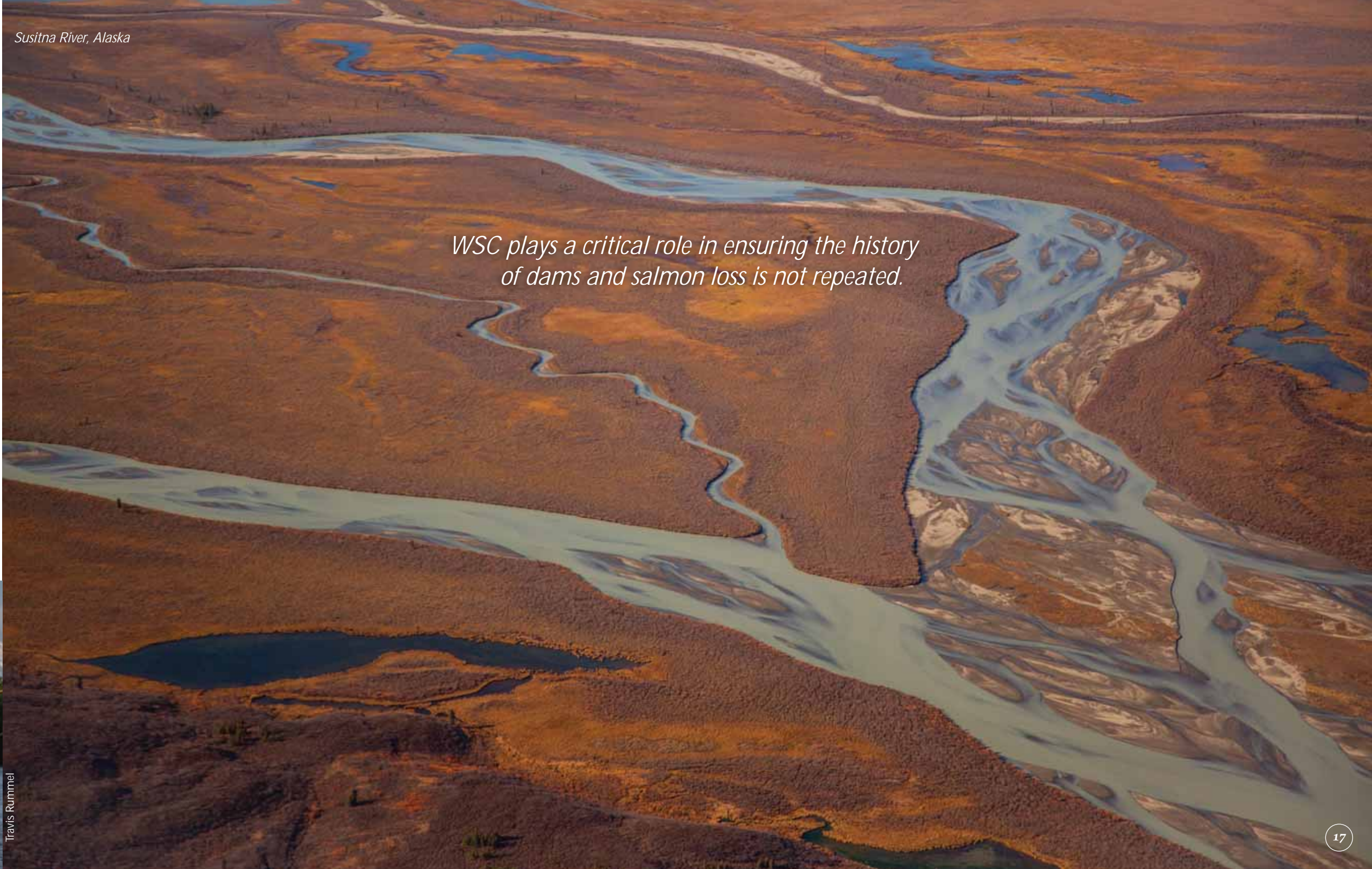
Photos from left: Mike Wood fishing the Susitna (Joshua Foreman); brown bears and fly fishing on Kamchatka’s Zhupanova River (The Kamchatka Project); near the Susitna River headwaters (Travis Rummel).

Susitna River, Alaska

*WSC plays a critical role in ensuring the history of dams and salmon loss is not repeated.*



Travis Rummel





# Defending Public Lands

The Oregon Coast holds some of the best runs of wild salmon and steelhead in the Lower 48.

While many rivers originate on state and federal lands where the headwaters benefit from greater protections, those watershed protections are vulnerable to political change.

In Oregon, we've had to vigorously assert the values of public land for fish, wildlife, recreation and clean water, in the face of pressure to ease watershed protections for increased logging.

By working for a balanced approach to timber harvesting and conservation, we have successfully protected important stretches of the Tillamook and Clatsop State Forests, and defended strong stream protections on 2.4 million acres of federal Oregon and California (O&C) lands, as well as federal lands governed by the US Forest Service.

And this year, WSC leveraged 15 years of Oregon forest policy expertise in the fight to keep the 82,500-acre Elliott State Forest from being sold for increased logging. We spoke out with hunting and angling groups about the Elliott's benefits as an elk hunting site, a major spawning ground for coastal coho, and a public lands gem Oregon couldn't afford to lose. The State Land Board abandoned the sale in May, while agreeing to seek a solution for schools that depend on Elliott revenue.

We will continue to stand up for the full values that public lands deliver, including their role protecting salmon strongholds.



Coastal coho

Tom & Pat Leeson

John McMillan

## North Coast Conservation

On the 518,000-acre Tillamook and Clatsop State Forests between Portland and Pacific Ocean, Wild Salmon Center worked for over a decade to secure special protections for fish and wildlife habitat. WSC spearheaded independent scientific reviews to determine the impacts of increased logging to salmon habitat, including stronghold rivers – the Trask, Wilson, Kilchis, Miami, Nehalem, and Salmonberry. With conclusive data in hand, we formed the North Coast State Forest Coalition, and rallied more than 2,000 Oregonians to the cause. Thanks to these efforts, the Oregon Board of Forestry approved a new designation in 2013, and we now have 140,000 acres in “High Value Conservation Area” status.



*To protect public lands, we vigorously defend their value for clean water, fish, wildlife, and recreation.*

Tillamook Forest, Oregon

### Oregon Coast

1999

WSC launches its Cascadia program and in 2004 joins partners to create a plan for the balanced management of the Tillamook & Clatsop State Forests.

2008

WSC & partners succeed in stopping proposed increases in logging on public land when it is shown to be unsustainable. WSC launches the North Coast State Forest Coalition in 2010.

2013

Through WSC's efforts, Oregon Board of Forestry approves rules for “visible and durable” **conservation areas** on over 100,000 acres of the Tillamook & Clatsop State Forests.

2015

Board of Forestry doubles the width of forested buffers on over 2,500 miles of salmon streams on private land in Western Oregon.

2017

WSC leads Oregon partners to help keep the 82,500-acre Elliott State Forest in public hands.



# Protecting the Primeval

Everywhere they looked on early trips to Kamchatka in the late 1990s, Wild Salmon Center staff saw unbridled rivers ribbon across coastal plains, teeming with six different species of Pacific salmon and several native trout and char species. But ominous developments were shaping up in a land that is home to 25% of all wild Pacific salmon. A 200-mile-long natural gas pipeline and service road were being cut north from the capital Petropavlovsk to the Krutagorova River, giving caviar poachers direct access to some of Kamchatka’s best rivers. In the following years, authorities intercepted a stream of illegal shipments of red Kamchatka salmon roe at the Moscow airport, some hauls as big as 20 tons.

With Russian scientists, WSC quickly ramped up scientific assessments in Kamchatka to figure out the richest rivers to protect first. The Kamchatka regional government responded progressively, creating a salmon sanctuary plan and establishing the world’s first source-to-sea salmon reserve on the Kol River in 2006. We’ve since expanded our assess-plan-protect approach with partners in Sakhalin Island and Khabarovsk. To date, a total of 2.2 million acres have been protected in salmon-focused reserves across the Russian Far East.

The threats of poaching, overfishing, and development live on. But in protected places, local communities and fishermen have a bulwark against destruction, to keep salmon runs strong.



Kol Biostation, Kamchatka 2006

## Kol River Salmon Refuge

One of Wild Salmon Center’s early scientific collaborators, Dr. Jack Stanford, said that the Kol River’s extraordinary productivity could be seen in 7 million salmon that ran up it from spring thaw to the first full freeze – “from ice to ice.”

Following construction of a biostation on the Kol, our collaborative research there with Moscow State University, and the support of the United Nations, the governor of Kamchatka established the 544,000-acre Kol River Salmon Refuge in 2006. The reserve’s permanent status, finalized in 2015, means enduring protections for one of the only rivers in the world where all six species of Asian and North American salmon species live together.

Nimelen River, Khabarovsk – waiting for final approval for regional protected area status.

Khabarovsk Wildlife Foundation

### Russian Far East

1997  
In collaboration with the United Nations Development Project, WSC proposes a **salmon conservation plan** for Kamchatka. With the work of Moscow State University and Kamchatka Fish Agencies, the plan is approved by the UNDP and Russian agencies in 2002. WSC teams with scientists & Russian partners to conduct Rapid Assessments on 16 rivers to determine future sights for conservation. With the dedicated work of our Russian partners, we are half way to our goal of 5 million acres and 12 river systems protected.

2006 Kol River Salmon Refuge

Sakhalin Environment Watch

2006 Vostochny Wildlife Refuge

Sakhalin Environment Watch

2010 Koppi River Preserve

Dmitry Kovalev

2014 Shantars National Park

Mikhail Skopelov

2014 Tugursky Nature Reserve

Mikhail Skopelov

2016 Approval of Federal Fish Protection Zones law



# Cold, Clean Water

Recent hot, dry years and low stream flows have taught us just how important abundant cold, clean water will be for wild salmon and steelhead, to ride out the twin threats of climate change and expanding natural resource extraction.

WSC spent years convening scientific analyses to carefully map top restoration priorities. And more recently, we've begun on-the-ground work with our partners to secure cold, clean flows for Lower 48 strongholds in California, Oregon and Washington.

On the Oregon Coast, we're helping partners restore beavers and their natural wetland building prowess to coastal strongholds in order to help recover Oregon Coast coho. On the Washington Coast, WSC and partners are leveraging large state investments to open up 150 miles of coastal streams that are blocked by culverts and failing roads – direct impediments to young fish seeking upstream cold water refuges in the summer months. And in California, we're working with the Smith River Alliance and California Trout to open up more cold, spring-fed reaches of the Smith and other strongholds. Last year, in one of our biggest habitat wins to date in the Lower 48, Oregon expanded forested stream buffers on 2,500 miles of coastal streams – to keep them cool in summer.

Access to more reliable cold water flows will give salmon in these strongholds the best chance in the future, for the sake of the communities, businesses, and fishermen that depend on them.



John McMillan, Hoh River 2001

## Hoh River Trust

After years of snorkel surveys and scientific analyses to map the most important salmon habitat on the Hoh River, WSC and Western Rivers Conservancy launched the Hoh River Trust in 2003 to protect 10,000 acres of key habitat. By 2010, the Trust and Western Rivers Conservancy had amassed 7,000 acres. Our partners at The Nature Conservancy have protected 3,000 more.

Now, as part of our Connect to Cold Water campaign, we are working to remove 67 man-made barriers on the Hoh, Quillayute, and Queets that block access to key tributaries for rearing steelhead and coho.



Hoh River, Washington

*Cold water gives wild salmon the best chance to survive a warmer future.*

## Washington Coast

2000

A 3 year project to survey & map the most important spawning & rearing habitat on the Hoh River informs a report on protection and restoration priorities.

2004

WSC joins Western Rivers Conservancy to create the **Hoh River Trust** to connect the Hoh from the national parks to the ocean in one conservation corridor.

2013

WSC's Devona Ensmenger helps bring together tribes, state agencies & stakeholders in a new partnership to develop a conservation plan for 3.8 million acres of the coast.

2015

WSC helps secure \$11.2 million in new state funding for 22 priority restoration projects, part of a 30 year plan for the Coast adopted by WA State Governor's Salmon Recovery Office in 2013.

2016

WSC's Connect to Cold Water campaign seeks to open 150 miles of coastal salmon strongholds blocked by culverts and failing roads.



# The Wild Advantage

Wild fish are genetically diverse and naturally selected by the ice ages and warm periods that have punctuated the 15 million year run of the Pacific salmon family. Collectively, they stand better equipped than hatchery-raised fish to adapt to the effects of global warming – from warm water shocks to the impact of ocean acidification.

But wild salmon remain vulnerable to fish raised in hatcheries. Research shows that larger hatchery juveniles can out compete wild juveniles for food. Adults crossbreed with wild fish, watering down their strong genetic stock.

Building on collaborative research and international conferences in 2010, we worked with fisheries managers in the Pacific Northwest and Russia to mark juvenile hatchery fish for better data collection, control hatchery fish releases, and freeze the expansion of hatcheries.

On Sakhalin Island, a hatchery fish marking program now allows managers a true count of wild fish caught each year.

We've also had success with fisheries managers and fishermen in Washington, Oregon, and Sakhalin in declaring certain areas off-limits to hatchery fish – most notably on the Oregon Coast, where the Oregon Department of Fish and Wildlife agreed in 2014 to keep 25 rivers and major tributaries hatchery free for 12 years.

Hatcheries aren't going anywhere. But if we can lessen their impacts and freeze their footprints, we can protect what we see as the “blue chip” stocks in the salmon portfolio – wild fish.



State of the Salmon conference 2010

Sam Beebe  
Ryan Peterson

## Pan-Pacific Hatchery Reform

In 2010, Wild Salmon Center convened hundreds of experts on the topic of hatcheries from Japan, Russia, Canada and the US. The group recognized that the growing demand for seafood worldwide was putting pressure on hatchery managers to increase production. The challenge: how to mitigate this pressure by minimizing interactions between hatchery and wild fish, and also ensure that fishermen don't inadvertently reduce wild salmon populations in the process of harvesting more fish. The following year WSC helped publish a special issue of *Environmental Biology of Fishes* focused on hatchery-wild fish interactions, which laid the groundwork for hatchery reforms we've pursued around the Pacific Rim.

Kamchatka steelhead



Wild fish are the “blue chip” stocks in the salmon conservation portfolio.

### Firsts for Wild Fish

- 1998
- WSC convenes a team of international scientists to assemble an extensive report on status of wild salmon, published in 2005.
- 2008
- Japan's Hokkaido fisheries begin work on wild salmon policy & setting wild salmon escapement goals. Russian fisheries create marking program for hatchery fish.
- 2010
- WSC hosts international conference on the **interactions between wild and hatchery salmon** and works with scientists to publish important research.
- 2014
- Oregon commits to “Wild Fish Emphasis Areas,” creating the largest network of wild salmon & steelhead rivers south of Canada.
- 2017
- WSC works with scientists in Kamchatka and across the Pacific to better understand how genetic diversity and varied life histories create resilient wild fish populations.



# Sustaining Fisheries

Commercial fishermen have been some of our greatest allies in protecting places such as Bristol Bay and the Susitna River. And in the developing economy of the Russian Far East, pioneering companies are also leading efforts to protect fisheries – despite heavy regional seafood demand creating an incentive to overfish.

After Russia emerged as a market economy in the 1990s, we worked to develop cooperative relationships with fishermen owning new commercial salmon leases. We helped them with anti-poaching measures to stop illegal fishing and roe harvesting. And we also worked with them to achieve international certifications through the Marine Stewardship Council (MSC) and other fisheries improvement processes, with the end goal of selling secure, legally caught fish into European and American markets.

In western Kamchatka, the richest wild salmon region in the world outside of Bristol Bay, two commercial salmon companies achieved MSC certification for their catch of pink, chum, and sockeye across a half dozen rivers. Additionally, two Sakhalin companies that went through the MSC process have evolved their own responsible fishing initiative – the Wild Salmon Territory. On 30 rivers in Sakhalin’s east coast, they are fighting damaging development, stopping poachers, prioritizing wild fish, and setting science-based goals for fish reaching the spawning grounds each year. It’s a hopeful sign that conservation is becoming second nature to a new generation of Russian Far East fishermen.

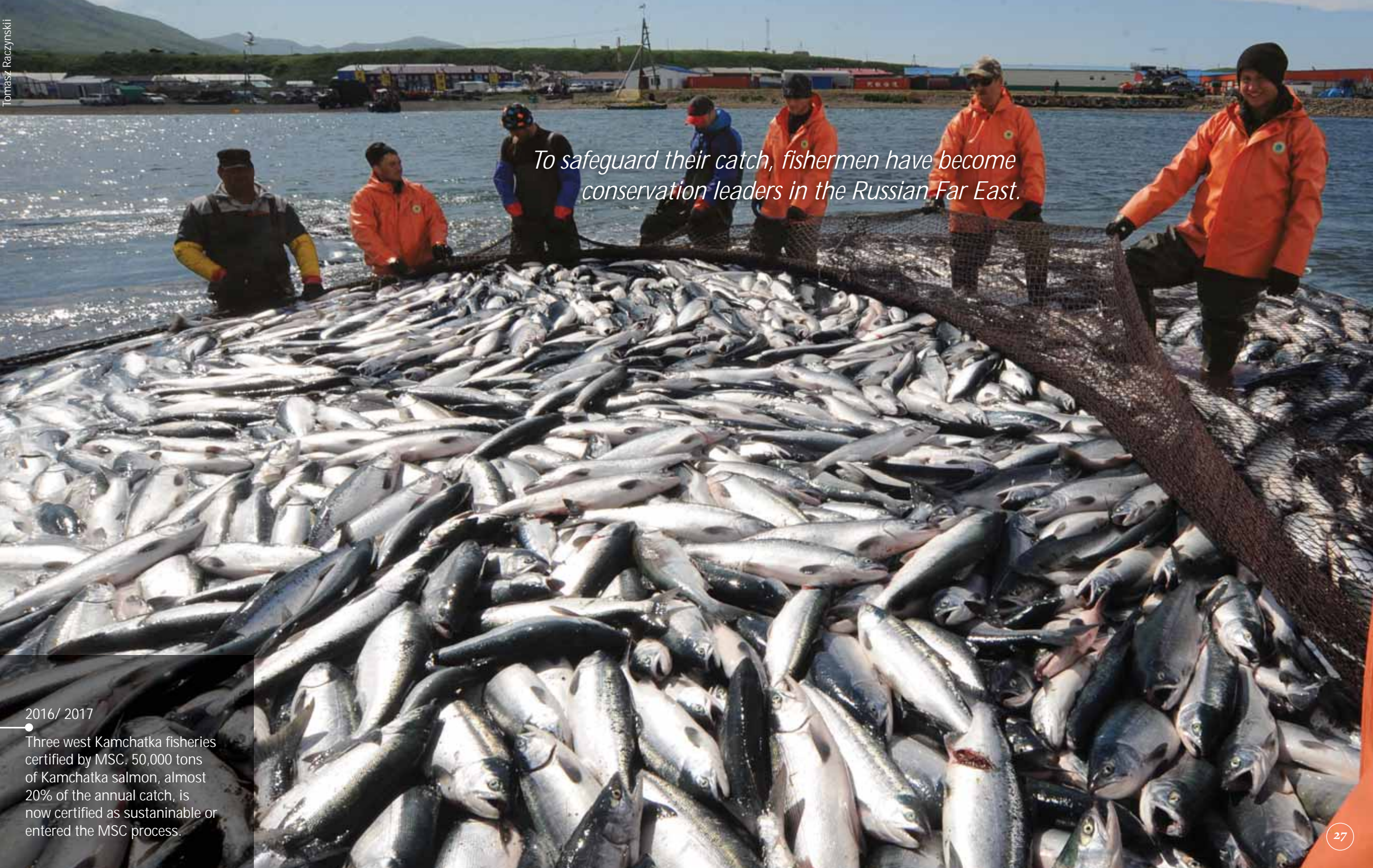


Poachers camp, Sakhalin 2009

Sakhalin Salmon Initiative  
Tomasz Raczyński

## Eliminating Poaching

As local Russian scientists, fisheries managers, and conservationists confronted a growing salmon poaching problem following the collapse of the Soviet Union, they turned to Wild Salmon Center and other international partners for help. In 2001, WSC began directly assisting anti-poaching efforts in Kamchatka, funding helicopter costs and a bonus system for fish wardens with the regional fisheries agency, which confiscated 20 tons of caviar from poachers that year. We’ve since helped set up partnerships across the Russian Far East, which coordinate hundreds of anti-poaching raids a year with local authorities and commercial fisheries. On rivers like Sakhalin’s Langry, large-scale poaching is a thing of the past.



*To safeguard their catch, fishermen have become conservation leaders in the Russian Far East.*

## Improving Fisheries

- 2001 WSC began work with partners in Russia to address the poaching epidemic.
- 2008 WSC launches Sustainable Fisheries program, helping fisheries and markets prioritize legal and sustainably sourced salmon.
- 2009 Work with Russian hatcheries to create first marking program. Over 60% of pink and chum are now marked.
- 2009 First Russian fishery certified sustainable by the Marine Stewardship Council, followed by two more fisheries in 2012.
- 2015 WSC launches Ocean Outcomes as an independent organization dedicated to fisheries work. Russian partner achieves ban on deep sea driftnets.

- 2016/ 2017 Three west Kamchatka fisheries certified by MSC. 50,000 tons of Kamchatka salmon, almost 20% of the annual catch, is now certified as sustainable or entered the MSC process.



# A Knowledge Network

As a picture of northward-marching salmon decline became clear in the early 2000s, Guido Rahr, Xan Augerot and Ecotrust founder Spencer Beebe saw the need for a new Pan-Pacific scientific network, in order to accelerate the rate of science-based conservation. We needed to avoid repeating some of the mistakes that caused the decline of most of America's great salmon rivers and we needed to build on successes in salmon management emerging from places like Alaska.

Through our State of the Salmon program, WSC sponsored first-of-their-kind scientific summits on topics ranging from hatcheries to climate change that brought hundreds of experts together from Pacific salmon nations. Additionally, Wild Salmon Center facilitated exchanges of community conservationists – a total of 50 and counting – through the years. We established several salmon data hubs to track stock status and fisheries improvement projects. And in 2005 we co-published, with Ecotrust, the *Atlas of Pacific Salmon*, still the authoritative illustrated encyclopedia on the Pacific salmon family.

Today, our scientific research network spans over 35 universities, research institutions, and agencies, and includes ten graduate students and postdoctoral scholars working to understand salmon in the face of warming seas and shrinking glaciers and explosive monsoons. And as the only organization working across the entire range of Pacific salmon, we are committed to the idea that knowledge and human connection are essential for protecting this iconic species.

Sam Beebe



State of the Salmon Conference, Interactions of Wild and Hatchery Fish, 2010

2007

Conservation Action Plan, Alaska



2008

Indigenous Fisheries Exchange, Oregon



2013

US Forest Service, Khabarovsk



2014

Sportfishing Exchange, Alaska



2015

Education Exchange, Alaska



2016

Russia Science Exchange, BC



## Exchange of Ideas

2003

In addition to a series of international conferences led by State of the Salmon (established with Ecotrust in 2003), WSC has also hosted over 50 exchanges between Pacific salmon nations covering a range of issues and opportunities: watershed councils, assessing threats, habitat restoration, taimen, protected area management, sportfishing, indigenous fisheries, mapping, and education.

## Kamchatka Steelhead Project

In the novel Kamchatka Steelhead Project, WSC founder Pete Soverel harnessed growing interest from western fly fishermen and international scientists in the newly opened rivers of the Russian Far East. Beginning in 1994, fly fishermen funded and participated in joint research by Russia's Moscow State University, WSC and University of Montana's Flathead Lake Biological Station – catching steelhead on flies, allowing researchers to collect data on the fish, and then releasing them. The project's work on eight rivers in Kamchatka eventually led to dozens of scientific papers and new discoveries, such as the importance of river complexity in promoting the wide range of options for river residence and ocean migration pursued by these adaptive fish.

The angling side of the project spun off in 2003 to Soverel's organization, The Conservation Angler. WSC continues to be involved in Kamchatka steelhead research, working with the Russian Academy of Sciences under an ongoing, high-level collaborative science and conservation agreement between the United States and Russia that dates back to 1972.



Matt Sloat, Kvachina River, Kamchatka



# Investing in Youth

In salmon producing cities and towns, the fish may be everywhere – in the market, on TV, and even drifting in the air in a steady whiff from canning and packing facilities. But it takes a concerted and focused effort to turn these citizens of salmon nations into true advocates, and to groom a few of them into the conservation leaders of tomorrow. Wild Salmon Center has invested in long-term youth education for decades, knowing that it's essential for long-term stewardship of salmon rivers.

We work with educational collaborators to dig deeper into the complexities of salmon, exposing young people to the fundamental way that salmon underpin the health of their home rivers.

Since the early 2000s we have worked with Russian partners to design and implement education programs that have served more than 6,000 kids. The approaches vary, from Sakhalin's Boomerang Outdoor Club, where leaders deploy snorkeling adventures, to a new program with the Russian Salmon Partnership in Khabarovsk that teaches anglers of all ages the merits of catch and release fishing.

In recent years, WSC has extended its educational reach to Alaska, where a pilot program in Cordova gives fifth graders a holistic view of the role salmon play in local economies, ecosystems, families, and broader culture.

Through all of this work, we want to inspire the next generation of wild salmon advocates.



*Salmon Watch program, Kamchatka 2010*

## Educating the Next Generation

In 2007, WSC collaborated with our Russian partners to develop a new “Droplet” program focused on kindergarteners and to adapt Oregon's “Salmon Watch” outdoor education curriculum for Sakhalin youth. We supported teacher training programs for hundreds of teachers at the newly dedicated education center at Sakhalin University, including lectures from ichthyologists, biologists, hydrologists, and aquatic entomologists. The successful program later expanded to Kamchatka, Khabarovsk, and Primoye. WSC's support also included inter-regional exchanges of expertise among teachers, presentations in schools, dissemination of educational materials, as well as exhibitions, forums, festivals, and community outreach programs.



*Wilson River, Oregon*

*We are creating future champions of wild salmon.*

### From Classroom to Field

- 2007** WSC helps develop **salmon education programs** for Russian youth, with over 6,000 kids from 60 educational institutions participating.
- 2009** Salmon Stewardship Summit sends youth from across the Pacific to camp to learn about salmon and environmental stewardship.
- 2011** First annual “Save the Salmon” festival on Kamchatka celebrates salmon culture and promotes education and cooperation.
- 2016** New Alaska education program highlighting the social and economic significance of salmon is piloted with 5th graders in Cordova.

- 2017** WSC's Oregon program has engaged 5,000 North Coast residents, including local teens, in protecting the Tillamook State Forest.



# 2016 Donors

We salute all of you who have supported us over the last 25 years, including those who've been with us for the long haul, year in and year out. You've made our success possible.

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*\*see pg 38, 43*

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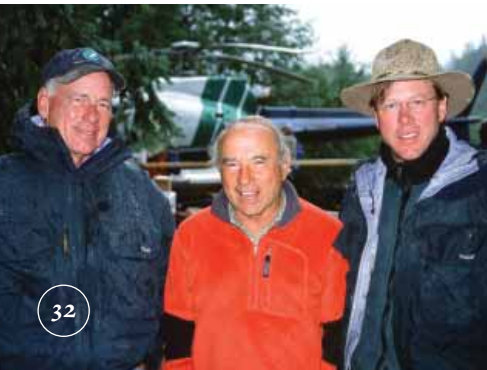
## FUNDER SPOTLIGHT: Moore Foundation

In 1999, Kamchatka was opening up to the outside world and things were changing fast. With caviar poachers materializing on nearly every river and natural resource extraction companies building roads and prospecting across the peninsula, the United Nations Development Program moved to try to conserve some of the region's most spectacular wild places. WSC pushed the international body to include salmon in those conservation efforts, but had little of the financial resources and manpower to participate in scientific assessments and conservation planning.

That's when the Gordon and Betty Moore Foundation stepped up with its first grant to Wild Salmon Center.

The foundation would go on to start its own Wild Salmon Ecosystems initiative and supported the work of WSC and partners in Russia, Alaska, and British Columbia for 15 years. Gordon Moore himself (pictured above) took a personal stake in conservation in the Russian Far East, once offering a simple plea to the governor of Kamchatka: "Please save the fish." It's safe to say that more than any other person or organization, the Moore Foundation helped mold the Wild Salmon Center into the respected and focused Pan-Pacific organization it is today. The foundation's salmon program staff, led by Aileen Lee, helped change the Pacific salmon narrative from one about potentially squandered resources and loss, to one of hope and abundance defended by strong local organizations and people across three nations.

Thomas McGuane, Yvon Chouinard and Guido Rahr, Dean River 2002



Peter Seligmann and Michael Keaton, Deschutes River, Oregon 2004



Vern Paulus and David Wimberly, Koppi River, Khabarovsk 2006



Guide and Aileen Lee, Bristol Bay 2007



Rocky and Reed Dixon, Zhupanova River, Kamchatka 2008



Dave Moskowitz and Jack Stanford, Uttholok River 2006



Ted Turner, Zhupanova River, Kamchatka 2008







# DONOR SPOTLIGHT: Deke Welles

David “Deke” Welles is a thoughtful, revered leader in his home territory of greater Toledo, Ohio. He presided over the family door manufacturing business, Therma-Tru, before its sale in 2003, and he is past chairman of the board of the internationally renowned Toledo Museum of Art.

But he’s most at home on the water, hunting waterfowl and angling for trout.

“I have an A-type personality,” he says. “But when I fish, I live in the moment, lose track of time and always come away feeling refreshed and better—whether I hooked anything or not.”

When Welles met WSC President Guido Rahr, he was drawn to the way Rahr articulated both the threats and opportunities facing Pacific salmon and steelhead ecosystems. He joined the WSC board in 2013 and last year made a leadership gift to The Stronghold Fund.

“The most important feature of The Stronghold Fund is that we will employ it in the here and now. Our challenges in protecting stronghold ecosystems are immediate and we can’t afford to wait,” Welles says.

Welles’ leadership with WSC, the Wetlands America Trust and no less than seven other hunting and angling clubs and organizations is all with the intent of passing wild places—and his passion for them—on to the next generation.

“I hope my legacy will be to get the next generation outdoors, enjoying what I have been so fortunate to enjoy and becoming nature’s stewards and advocates for generations to follow.”

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Justice Sandra Day O’Connor and Guido Rahr, Deschutes River, Oregon 2008



Spencer Beebe, Dean River, BC



Jim Wolfensohn, Zhupanova River, Kamchatka 2010



Jamie Bosworth



Tom Brokaw at the State of the Salmon Conference, Portland 2010

Stone Gossard and Pete Andrew at Bristol Bay event, Washington DC 2011



Jeff Hickman and Joe Furgerson, Oregon North Coast, 2011



Congressman Jared Huffman, San Francisco 2012



Jim Root, Zhupanova River, Kamchatka 2012







CORPORATE SPOTLIGHT:  
**Patagonia**

At Patagonia, conservation and business aren't only compatible – they're inseparable.

As the company built an outstanding collection of outdoor gear and apparel over the past 45 years, Patagonia also developed a corporate culture promoting the protection of wild landscapes and native species through grants, volunteer hours, and gear for environmental groups all over the world.

“Conservation is simply part of our DNA,” says Ron Hunter, Environmental Activism Manager at Patagonia (pictured above). “Communities and companies both rely on a healthy and vibrant environment, so doing what we can to protect it isn't just the right thing to do – it's good business.”

Patagonia's support of Wild Salmon Center began in 2004 with a grant to protect key habitat for Oregon's coastal wild salmon and steelhead populations. Since then, the company has gone on to fund WSC and partner conservation initiatives in nearly every North Pacific region – including Washington, British Columbia, Alaska, and the Russian Far East. Many of these grants were made through Patagonia's World Trout Initiative grants program, which funds groups focused on protecting wild fish and their habitat around the world.

“Healthy waterways and fish populations are excellent indicators of the overall health of these watersheds,” says Hunter. “If we can achieve measurable success there, we know we're making real progress.”

Patagonia's support also includes outreach with their expansive customer base. In 2016, the company amplified a digital campaign by WSC and its partners to protect British Columbia's Skeena River watershed from a proposed liquefied natural gas (LNG) terminal, greatly magnifying the campaign's reach. (The LNG project is now on hold.)

Patagonia's integral role in our success over the years provides a strong example of how proactive business can drive conservation. Learn more at [www.patagonia.com](http://www.patagonia.com).

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C. Robert  
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Crystal Rodriguez  
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Elisa Roiz  
Van Rollo  
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Brent Ross  
David Roston  
Isadora Roth  
Meg Ruby  
Thomas & Anna Rudd  
Samantha Ruimy  
The Leo Model Foundation and Marjorie Russel & Peter Model  
Thomas Russell  
Katie Russell  
Rocko Russo  
The Sage Fund  
John Sager

Ilya Sherpovich, Tugur River, Khabarovsk 2014



Ken Olivier, Oregon Coast 2014

Darcy Morgan Saiget  
Rian Sallee  
Marlene Sapinsley and Hundredth Monkey Foundation  
Kate Sappell  
William Sarratt  
Maria Scanelli  
Jacob Schatz  
Jeff Schillings  
Ulrich Schmid-Maybach  
Dorothy C. Schoonmaker  
Michael Schulte  
Brian Schwind  
Robert and Karen Scott  
John & Dorcy Seethoff  
Peter Seligmann and Lee Rhodes  
Joseph Selle  
Nomi Seltzer  
Gary Seput  
Dimitri Sevastopoulo  
Anne Shaffer  
Steven Shapiro  
Ray Shaw  
Christopher & Eileen Sheldon  
Danielle Sheldrake  
Robert Sheley  
Elizabeth Sheppard  
Ilya Sherbovich  
Harriet Sheridan  
Mark Sherwood  
Joel Siedenburg  
Ted Simmons  
Shannon Simms  
Susan Skinner  
Richard Slinn

Guido Rahr, Harriet Bullitt and Senator Maria Cantwell, Seattle 2015



Barbie Hull

Robert Sloat  
Jason K. Smesrud  
James A. Smith, Jr.  
James Smith  
Christopher Smith  
Joseph Sofhauser  
Fiona Solliday  
David Solnit  
Michael and Diane Soules  
Peter Soverel  
Kenneth Spalding  
James Spencer  
Douglas C. Spieske  
Jeffrey Spurr  
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Stephen Starke  
Abigail Steinsiek  
Robert Stern  
Terry Sternberg  
Celina Stilphen  
Chip Stringer  
Dace and King Stubbs  
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Joe Sugura  
Ethan Sumfall  
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Andrew Swanson  
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OCF's Founder's Fund of the Oregon Community Foundation and Mr. William R. Swindells  
Kay Syrrist

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Eric von der Heyden  
Kurt Wakeling  
Ann Wales  
Schwab Charitable Fund and Brooks and Summer Walker  
Jeffrey Wallenberg  
Travis Walters

Larry Garlick, Olympic Peninsula, Washington 2016



Robert Walton  
Tom and Jenna Warburton  
The Swigert-Warren Foundation and Nani and Robert C. Warren, Jr.  
Thomas Watson  
August & Vivian Weddle  
William F. Weege  
Lawrence Weisberg  
Deke and Hope Welles Fund of the Toledo Community Foundation, Inc.  
Georgia Welles  
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Doug & Cheryl Whyte  
Wildlife Forever Fund  
Carrie Wilks  
M.V. Williams Foundation, Inc. and Bruce C. Williams  
Bob Williams  
Peter Williamson  
Janet Williamson  
Michael Willis  
David A. Willmott  
Angus & Senta Wilson  
J. David Wimberly  
Wyncote Foundation Northwest  
Turner A. Wingo  
Mark Winningkoff  
Dr. Kevin Winthrop  
Frances Wolfson  
Rick Wright  
Mariusz Wroblewski  
Brian Yellin  
Carol Young  
Maddie Zahina

Mark Trenholm recognizing Walt Mintkeski for contribution to Oregon conservation, 2016



Carl Zarelli  
Bruno Zibarth  
Darryl Zimmerman  
Dr. Jill M. Zurawski

Andrew Beldin, Clackamas River, Oregon 2017

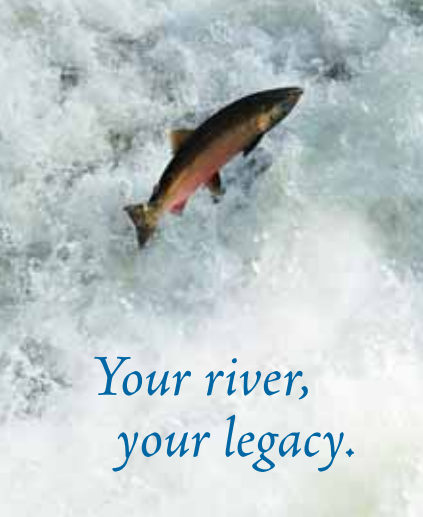


Nick Rowell

**Stronghold Guardians**  
(Recurring Monthly, Quarterly & Annual Donors)

Steven Aguilu  
Charlie Chambers  
David Drouin  
Simon Finney  
Kim Hamilton  
Mark Jacobson  
Margaret Lindley  
Mark Lisac  
Terry Livingston  
Sarah Lonigro  
Susannah May  
Jerry McKnight  
Thomas Pak  
Jason Parker  
Tami Paulus  
David Phelps  
Jeff Reese  
Douglas Rohn  
Brent Ross  
Stephen Starke  
Chip Stringer  
Tye Sundlee  
Sheri Terjeson  
Thomas Toretta  
Peter Williamson  
Janet Williamson





Join WSC's **Stronghold Society** with a planned gift to conserve the rivers that mean the most to you.

**Already including WSC in your estate plans?** Please let us know by contacting Kim Kosa at [kkosa@wildsalmoncenter.org](mailto:kkosa@wildsalmoncenter.org) or 971-255-5562.

More at [wildsalmoncenter.org/donate/planned-giving](http://wildsalmoncenter.org/donate/planned-giving).

*Your river,  
your legacy.*

**Honor and Memorial Gifts**

Anonymous in honor of ENS 100  
Anonymous in memory of Michael Korutz  
Susan Barton-Venner in honor of Tadd Handris

Stephen Blanchard in honor of Monica Blanchard  
Nathan Collin in memory of Ingrid Kacher  
Kristin Cooper in honor of Emma Cooper

Walter & Janet Finkbeiner in memory of Felix Martinez  
Kathleen Flanagan in honor of Tom Lorence  
Esther Lerman Freeman in honor of Asher Lerman Freeman  
Jerrold J. Graber in memory of Joni Lane  
Donald & Karen Grade in honor of Joel Grade  
Sandy Halasz in honor of Dr. White  
Jeanne & Randall Henderson in honor of Doug Ray  
Dr. Laura Hirsh in memory of J34, Southern Resident orca whale  
Raymond Hogan in honor of Fredrica Klein  
Tracy Hyland in memory of Bill Brod & in honor of Bonnie Brod  
Frances Lynch in honor of Kay Jenks and Marion Jenks

Barbara Masi in honor of Brandon Massey  
Rachel Nagler in memory of JD Sakamoto  
Terri Odell in memory of "Wild Salmon" Tom  
Michelle Quon in honor of Rosa Lee Reynolds  
Nancy Redman-Furey in honor of Nathaniel Bruce Furey  
Jessica Starnates in honor of Jaime Panaia & Courtney Rodi

**Gifts-in-Kind**

Alexander Abramov  
Bee Thinking  
Brew Dr. Kombucha  
Bronwen Jewelry  
Chris Burkard Photography  
Koerner Camera Systems  
Outdoor Project

Pacific Rim Winemakers  
Patagonia Portland  
Poler Stuff  
Ruffwear

**Matching Gift Companies**

Apple  
Google, Inc.  
Intel  
Johnson & Johnson Family of Companies Matching Gifts Program  
McMenamin's Matching Gift Program  
Microsoft Giving Program

We deeply regret any errors or omissions. Please notify us at 971.255.5562.

**25 Years of Partnership**

The unwavering, tireless heart and soul of salmon country: our partners, bound deeply to a particular place that they commit to protect. Thanks for all you do.



*Pacific Fisheries Research Center*



*Trout Unlimited*



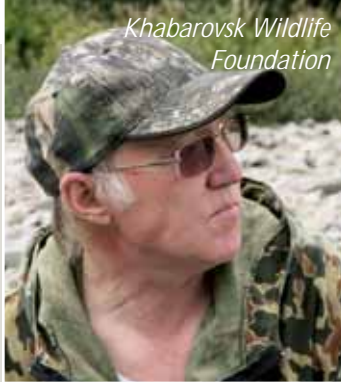
*Sakhalin Environment Watch*



*Saving Salmon Together*



*Marine Stewardship Council*



*Khabarovsk Wildlife Foundation*



*California Trout*



*Susitna River Coalition*



*Quileute Tribe*



*SkeenaWild*



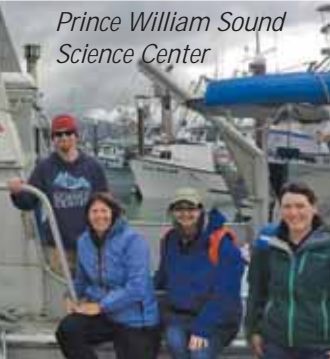
*Oregon Governor's Office and Stronghold Partners*



*Russian Salmon Councils*



*Washington Coast Sustainable Salmon Partnership*

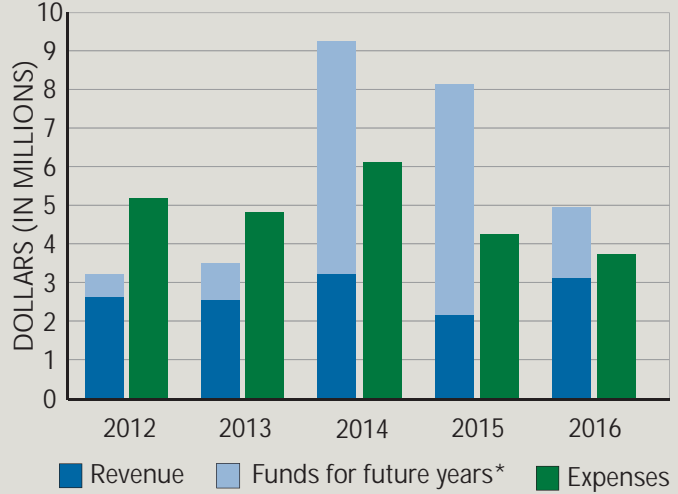
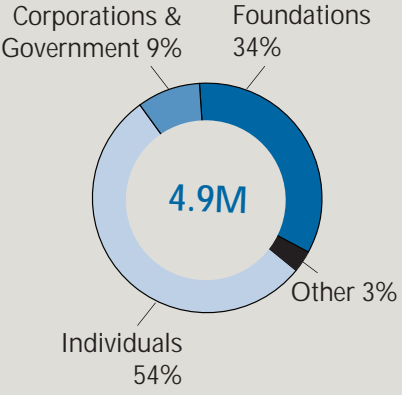


*Prince William Sound Science Center*

**FINANCIALS: Five Year Retrospective**

2016 Revenue: \$4,920,154

Revenue & Expenses 2012-2016



\* Funds pledged during the fiscal year to be spent over future years. This includes revenue for [The Stronghold Fund](#), a new, first-of-its-kind funding vehicle created by WSC to provide reliable financing to conserve the North Pacific's salmon and steelhead strongholds over the next 15-20 years. To find out more, please see page 43.



Charity Navigator has awarded Wild Salmon Center its highest **4-star rating for sound fiscal management**. Charity Navigator evaluates the financial health of 4,000 of America's largest charities.



The Wild Salmon Center has been awarded The Independent Charities' **"Best in America" Seal of Excellence** by the Independent Charities of America and Local Independent Charities of America. This signifies that, upon rigorous independent review, the organization met the highest standards of public accountability, as well as program and cost effectiveness.



WSC has been approved to receive grants through the **1% for the Planet** program.

From top left: fisheries biologist Sergei Zolotukin; WSC staff with TU partners; Dimitry Lisitsyn receiving the Goldman Prize; Sergei Vakhryn, RiverPrize finalist; fishery owners Vladimir Smirnov & Andrei Sukhotin with Jim Humphreys from the Marine Stewardship Council (MSC). Alexander Kulikov, Khabarovsk Wildlife Foundation; Curtis Knight, CalTrout; Molly & Mike Wood, Susitna River Coalition\*; Quileute Tribe representatives\*; Greg Knox, SkeenaWild\*. John Kitzhaber & recipients of Governor's Fund (PC: Andie Petkus); Cossack representative and Uglegorsk public salmon council member, Bolshaya River, Kamchatka; Devona Ensmenger with Miles Batchelder & Key McMurphy of the Washington Coast Sustainable Salmon Partnership\*; Rob Campbell & WSC staff. (\*PC: Barbie Hull).



# The People of Wild Salmon Center

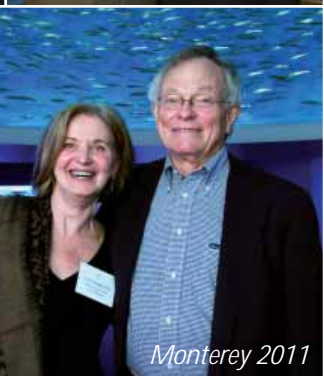
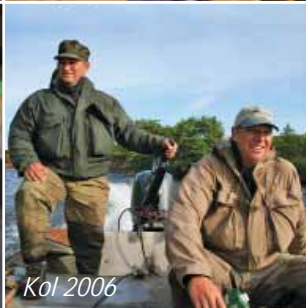
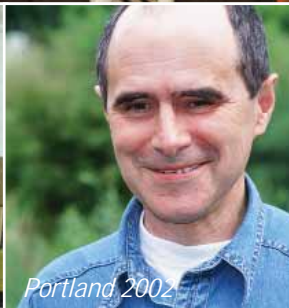
## Staff

Emily Anderson, Alaska Sr Program Manager  
Oakley Brooks, Communications Director  
Devona Ensmenger, Washington Sr Program Manager  
David Finkel, VP of Development & Communications  
Kathy Holler, Chief Financial Officer  
Kacy Holven, Staff Accountant  
Lori Alexander Howk, Sr Media Design Manager  
Kim Kosa, Donor Relations Manager  
Sara LaBorde, Executive VP  
Amea Pacheco, Grants Manager  
Audie Paulus, Development & Communications Associate  
Guido Rahr, President & Chief Executive  
Saul Richardson, Western Pacific Program Manager  
Matt Sloat, Ph.D., Director of Science  
Mark Trenholm, Salmon Stronghold Sr Program Manager  
Bob Van Dyk, Ph.D., Oregon and California Policy Director  
Mariusz Wroblewski, Western Pacific Program Director

**Interns**  
Jenni Denekas, Image Library  
Spencer Daigle, Administration

From the very start, our staff has been committed to building a bridge across the North Pacific, where none existed — connecting disparate salmon regions and nations through science, education, and advocacy.

Wild Salmon Center has been guided by an esteemed group of board members through the years, all closely connected to great rivers around the Pacific. They have selflessly lent their time and wisdom to help us be focused, high-functioning, and durable.



## Board

William R. Swindells, Chairman  
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Frank L. Cassidy Jr.  
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John Childs  
Vero Beach, Florida  
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Asotin, Washington  
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### Emeritus

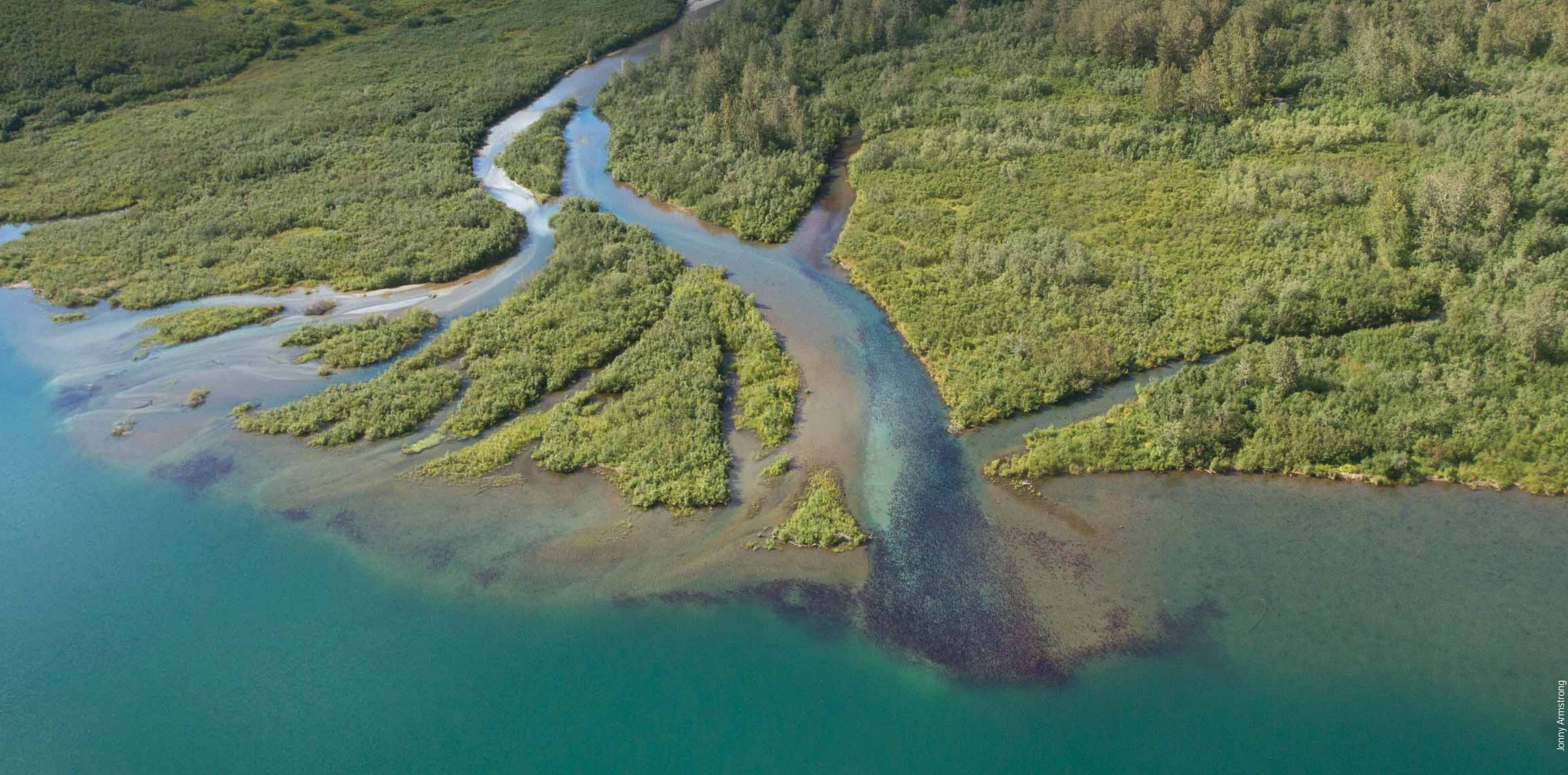
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Cambridge, Massachusetts  
Dmitry S. Pavlov, Ph.D.  
Moscow, Russia  
Peter Seligmann  
Seattle, Washington  
Peter W. Soverel (Founder)  
Edmonds, Washington  
Jack Stanford, Ph.D.  
Polson, Montana

Photo credits: Front cover, Northwest coho fry by John McMillan. Back cover, Bristol Bay, Alaska by Guido Rahr. Any photo not credited copyrighted by Wild Salmon Center.

From top left: WSC Staff 2017 (PC: Kino Crooke). James Lichatowich and Rich Lincoln; Devona Ensmenger. Mark Trenholm; Yuliya Klichkova and Sarah Lonigro. Dave Moskowitz, John McMillan, Xan Augerot, James Starr; Bob Van Dyk (PC: Kino Crooke); Mikhail Skopets; Gennady Inozemtsev; Greg Block and Andrei Klimenko. Trozell Weaver, Kim Kosa, Laurele Fulkerson (PC: Orange Photography); Brian Caouette and Julie Kuchepatov; Dr. Samantha Chilcote, Dave Martin, Nicole Portley; Lori Alexander Howk, Amea Pacheco, Audie Paulus (PC: Barbie Hull).

From top left: John Childs, Emily Anderson, Dave Finkel; Pete Soverel, Dan Plummer, Deke Welles; Nikita Mishin. Michael Sutton (PC: Barbie Hull); Ken Morrish; Ivan Thompson (PC: Barbie Hull); Vladimir Burkanov. Sam Walton; Randall Peterman; Kirill Kuzishchin and Jack Stanford; Bill Swindells and Bill Neukom (PC: Randy Tunnell). John McCosker and Peter Seligmann (PC: Barbie Hull); Dmitry Pavlov, Sergei Karpovich, Oksana Savviatova; Leah Hair and James Ratzlaff (PC: Randy Tunnell).





Jonny Armstrong

## The Stronghold Fund

Wild Salmon Center pioneered the stronghold approach, and over the last 25 years we've become the leading organization conserving outstanding river systems across the North Pacific.

We're the only conservation group either on the ground in each stronghold region, or working in lock-step with local partners to safeguard their home waters.

Despite the progress we've made, resource extraction and climate change are intensifying and the fate of the Pacific's great watersheds will be decided in the next ten to fifteen years.

Our international perspective and proactive strategy puts us in a unique position to face emerging challenges, if we can deepen and amplify our efforts.

Enter The Stronghold Fund – a new initiative to support WSC and our partners – because partner-based conservation yields the best results.

The Stronghold Fund is the first of its kind – a “win-now” resource to protect the Pacific's very best wild salmon, steelhead and trout rivers: the Nushagak, Skeena, Hoh, Umpqua, Smith, and others.

The Fund will provide reliable resources for proactive conservation, such as protected area creation before threats arrive. And it will support time-sensitive campaigns like the effort to stop Pebble Mine, which has entered a new and critical phase.

The years ahead will present challenges to our most cherished places. But we're drawing a line in the sand around the Pacific's most extraordinary rivers, and The Stronghold Fund will help ensure we pass them on to our children and generations that follow.

We are actively seeking individuals and organizations to partner with us on the Fund. To learn more, please visit: [wildsalmoncenter.org/StrongholdFund](https://wildsalmoncenter.org/StrongholdFund).



An aerial photograph of a coastal landscape. A river with a light blue-green hue flows from the upper right towards the center, where it meets a wide, sandy beach. The beach is bordered by green, vegetated land. To the left of the beach, the water is a deep blue, and several rocky islands or peninsulas are visible, some covered in green vegetation. The overall scene is a mix of natural elements: water, sand, and land with various plant life.

## WILD SALMON CENTER

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Portland, OR 97209  
(503) 222-1804

[wildsalmoncenter.org](http://wildsalmoncenter.org)

