

KATMAI CONSERVANCY
Summary of Activities
2018-2019

The following is a summary of activities of Katmai Conservancy (the “Conservancy”) during the year of October 1, 2018 through September 30, 2019.

BBNC Partnership. In May 2019, board members Diane Chung and Barbara Muhlbeier met in Anchorage with Scott Torrison, COO of Bristol Bay Native Corporation (“BBNC”), Mike Sanders, COO of Bristol Adventures, and BBNC Vice President of Shareholder and Corporate Services as well as Conservancy board member, Andria Agli, to propose a partnership whereby the Conservancy would be permitted to place membership information at Katmai Air in King Salmon and in the lodge and dining room at Brooks Camp. The Conservancy also proposed the potential sale of Conservancy products, such as t-shirts, by BBNC and/or Katmai Air. BBNC has agreed to work with the Conservancy. However, the Conservancy’s part-time employee took a fulltime position with U.S. Fish and Wildlife, and as a result the Conservancy had no staff during the 2019 summer season to carry out the actions that would have raised funds for the Conservancy. The Conservancy hopes to secure funding for staff to work in King Salmon and visit Brooks Camp during the 2020 season to raise funds and sell memberships through the BBNC/Katmailand partnership.

Conservancy Logo. Part-time Conservancy employee and artist/graphic designer, Sara Wolman, designed a new logo for the Conservancy in 2019. The logo was entered in the October 2019 Alaska Design competition at the Anchorage Museum, where it won the Gold Award for Logos and Identity Systems.



Continuing Education. Funding through Katmai Conservancy permitted Katmai National Park and Preserve (the “Park”) Superintendent Mark Sturm to attend the Public Lands Alliance (“PLA”) 2019 convention in Denver, CO in February 2019. Conservancy president Barbara Muhlbeier (a PLA board member) and Conservancy treasurer Ellis Bacon also attended the convention which permitted many opportunities for the Park and the Conservancy to hold discussions on topics relevant to Park projects and funding. Mark, Barbara and Ellis attended a number of educational sessions including sessions on federal regulations on expenditures by nonprofit partners of national parks, strategies for supporting a remote public land, financial management, and building partnerships between agencies and their non-profit partners. Federal travel ceilings have prevented employees from attending opportunities for continuing

education in previous years, and Katmai Conservancy is able to fill a portion of that need through its own funds and explore.org funds. The explore.org grant supported conference fees, airfare and hotel costs.



Digital Media Supplies and Equipment. Katmai Conservancy funded the purchase of equipment for media efforts at Brooks Camp, Katmai Coast and other backcountry areas through the explore.org grant. New and upgraded gear produced quality media for the bear cams, park website, social media, publications and other outreach efforts. With other funding from explore.org, the Conservancy paid for wiring for bearcams on the new bridge over the Brooks River that opened in June 2019.

Fat Bear Activities.

(a) Fat Bear Contest and Trademarks. The Fat Bear Contest, created by Park rangers in 2014, is providing opportunities for the Conservancy to raise awareness of the Park and to raise funds. The October 2018 contest received international attention at a much higher level than ever before, thereby indicating that the contest could be a potential fundraiser for the Conservancy and the Park and also indicating that there was a high likelihood of unrelated third parties taking advantage of the contest to profit without any benefit to the Park. Barbara Muhlbeier, a retired attorney, made plans to limit the potential of third-party products by beginning the process of trademarking the “Fat Bear” name in Alaska in January 2019. In addition, Barbara worked with the University of Tennessee College of Law Business Clinic, a non-profit business clinic, to apply for federal trademarks that would give the Conservancy control over the “Fat Bear” name nationally. As a result, the Conservancy has obtained trademarks in Alaska for clothing products, paper and written material products, and a service mark for educational and entertainment services/programs. The process at the federal level is more complex, and the Conservancy has pending federal trademarks for clothing products, paper and written material products, housewares/mugs, and beer, as well as a pending service mark for educational and entertainment programs.

(b) Fat Bear Designs. Part-time Conservancy employee, Sara Wolman, created designs for the 2018 Fat Bear Contest winner, Bear # 409 Beadnose, that was used on a t-shirt and on stickers. Sara then designed in 2019 a Fat Bear Beer can label for an event in Anchorage that was held on October 5, 2019, as well as a poster advertising and celebrating the event. In addition, Sara designed a t-shirt for the 2019 Contest winning bear, Bear # 435 Holly.



(c) Fat Bear Beer Event. The Conservancy partnered with the Anchorage Brewing Company to sponsor a Fat Bear Beer event on October 5, 2019, just prior to the October 8th announcement by the Park of the 2019 Fat Bear winner. Anchorage Brewing Company brewed a special beer for the event and agreed to give the Conservancy a portion of the proceeds. The event was a great success with a large attendance and with sales of Conservancy products. An Anchorage resident donated a number of Native Alaskan art objects for the Conservancy to auction at the event, and the auction raised over \$2,000.



(d) BBC America Programming. BBC America contacted explore.org in July 2019 to express an interest in doing online programming on the Fat Bear Contest with livestreaming the week before the announcement of the Contest winner and all day on October 8th, the date of the announcement of the Contest winner. Explore.org provided BBC America with access to explore.org's bearcam programming, with the Park receiving recognition throughout the programming and with the Conservancy being recognized as a co-sponsor.

(e) Fat Bear Calendar. To commemorate the Fat Bear Contest, Barbara Muhlbeier designed a Fat Bear calendar that was completed after the announcement of the Contest winner. The calendar not only celebrates Bear 435 Holly and other Contest bear contenders, but it is intended to be educational about the Park in general. The calendar includes photos of and brief explanations on other wildlife and vegetation in the Park, as well as noting dates of significance in the Park and Alaska. Prior to the announcement of the Contest winner on October 8, 2019 and within the month after, orders were placed on the Conservancy website for over approximately 300 calendars, with orders coming in from 43 states and Washington, D.C. as well as from Australia, Canada and Germany. Calendar orders are an indication of the popularity of the Contest nationwide and internationally.



Media Specialists/Park Ranger. Over the course of the 2018-2019 fiscal year of the Park, Katmai Conservancy employed, at the request of the Park and through funding from explore.org, six part-time or seasonal media specialists and interpretive rangers.

In addition to regular live chats and play-by-play broadcasts, the Conservancy team participated in 2-hour text chats on the cams twice per week, wrote and presented bear orientations to visitors, created and presented weekly evening programs to visitors, created social media posts, and assisted the explore.org media specialist and technicians.

Two members of the Conservancy media team coordinated “Fat Bear Week” with the Park in September and early October 2019. Naomi Boak and Brooklyn White, who performed both interpretative and media responsibilities during the summer 2019 season, took many of the photos for the Fat Bear Contest with some of those photos later being used in the Fat Bear calendar. In addition, Naomi conducted a number of interviews regarding the Contest both on radio and with the written press, even interviewing with The Times of London.

Outreach in the Local Community.

The Conservancy participated in local community events because it is one of the Conservancy’s highest priorities that the Conservancy become an active member of the local community.

The lack of Conservancy staff prevented the Conservancy from the same level of participation that it had in the summer of 2018 in the local Bristol Bay Expo and the King Salmon Fishtival celebration in July. Sara Wolman, working for the U.S. Fish and Wildlife Service, did distribute Conservancy brochures at Fishtival to promote information and membership.

On September 27 and 28, 2019, the Conservancy co-sponsored a multi-partner event along with the Park, U.S. Fish and Wildlife Service, the Martin Monsen Public Library, and the Bristol Bay Historic Society. The event highlighted the different cultures that make up the Bristol Bay area. Among the presentations were talks on archeological projects in the Park during which the event attendees were invited to participate in identifying old historic photos and film reels. Elders were given flash drives of photos and invited to assist with more photo identification. Another program involved the film “Keep Talking” which follows Alutiig women discovering their language. More than 150 community members attended the event.

CULTURAL CROSSROADS AND CONNECTIONS
A FILM AND COMMUNITY COLLABORATIVE EVENT | SEPTEMBER 27th AND 28th
HIGHLIGHTING BRISTOL BAY CULTURE | WITH MARTIN MONSEN LIBRARY, BRISTOL BAY HISTORICAL SOCIETY, ALASKA PENINSULA AND BECHAROF NWR, AND KATMAI NATIONAL PARK AND PRESERVE
REFRESHMENTS PROVIDED | SEE AGENDA FOR DETAILS

AGENDA
September 27th, 6PM King Salmon Visitor Center
Getting from A to STP: Recent Archeological Survey and Prep in Katmai National Park
Join us at the King Salmon Interagency Visitor's Center for a discussion with Katmai Cultural Resource Manager Diego Calhoun about the park's ongoing archeological surveys, specifically planning for the upcoming West Wilderness Historical Census survey and updated results from the Governor's Drainage Archeological Survey.
September 28th, 10AM-3PM Martin Monsen Library
Becharof Table Camp Storytelling Exhibit
Alaska Peninsula and Becharof National Wildlife Refuges are collecting memories to preserve BBeC Camp at Becharof Lake. We are looking for photographs and stories of people who have spent time there or have participated in special Becharof Science and Culture Camp. We also have many photographs on display and are looking for the stories behind the pictures. Help preserve a piece of Alaska Peninsula history that so many owe a part of.
September 28th, 10AM Bristol Bay Historical Society Museum
Katmai Curator Talk: A Collection of Bristol Bay
Katmai Museum Interpretive Specialist for Katmai National Park and Preserve will introduce people to what types of objects Katmai has in their museum collection and how to access them. She will also share some historic photos of Nabesna, South Nabesna and the park that Katmai has collected over the years. She will bring prints that will be available after her visit at the Bristol Bay Historical Society Museum that conservancy members can receive if they leave and if known, further identify people, places, and landscapes.

Conservancy Opportunities and Challenges. The Conservancy experienced a year in which it took advantage of new opportunities, such as establishing a relationship with BBNC and Katmailand which will allow the Conservancy to reach more visitors to King Salmon and the Park. Another opportunity was the Fat Bear Contest that became so popular in the fall of 2018 that it was necessary to immediately preserve the “Fat Bear” name to forever benefit the Park and not allow unrelated third parties to profit without contribution to the Park. With the Conservancy preserving rights to the Fat Bear name, the Conservancy will produce Fat Bear products that will bring benefit to the Park over the years to come.

The Conservancy’s biggest challenge is to reach a level of income that it can hire staff part-time, to be located in King Salmon and a full-time position to be located in Anchorage. With staff, the Conservancy will be able to pursue higher levels of membership for greater recognition and a steady income stream. The Conservancy would also be able to seek grants for special projects for the Park and for the Conservancy to develop programs in the local Katmai-area community. In addition, the Conservancy would be able to create additional products to sell on its online store and to be involved in more events locally and even nationally.