



Sturgeon  
stocking  
Page 7

## Two-headed copperhead snake on display at Salato Center

**S**alato Wildlife Education Center is now home to a two-headed juvenile copperhead. The snake was born in the wild less than a month ago. A Leslie County couple donated the rare snake to the Center for educational purposes after discovering it in their yard Oct. 4.

“I may encounter a two-headed snake in the wild every two or three years but a two-headed copperhead is a first for me,” said Kentucky Department of Fish and Wildlife Resources State Herpetologist John MacGregor. “It is a really interesting animal to have on display and a unique opportunity for the public.”

A two-headed copperhead snake is extremely rare and its life expectancy in the wild typically is short because of physical limitations caused by the mutation.

“One big question is if the throat connects to the rest of the intestinal tract,” MacGregor said. “That is sometimes a problem with two-headed animals; neither head is completely formed, and there is no way they can swallow anything. Sometimes one head works and the other head does not. With this snake, both tongues work, so there is a pretty good chance that both are functional.”

The snake’s well-being is a top priority for the Salato Center’s staff.

As long as it appears to be in good



A press event invited media representatives out to view the two-headed copperhead recently donated to Salato Wildlife Center. Kentucky Department of Fish and Wildlife State Herpetologist John MacGregor spoke about the snake during the event.

health, the snake will be available for public viewing 10 a.m. to noon and 2 p.m. to 4 p.m. when the Center is open. Public viewing times are subject to change.

“Salato is thrilled to host this unique

animal,” said Heather “Teach” Teachey, Salato Center director. “We hope the snake will thrive under our care and be an educational ambassador of a native Kentucky species.”

INSIDE:



**3** Retirements



**5** Campaign pays off



**6** Eagle success



**R**andi Kim Owens (above) of Pulaski County was drawn for a cow elk permit in the 2017 Kentucky Elk Hunt Drawing. With the help of her guide and her family, she was able to locate, cleanly harvest and successfully recover a cow elk, yielding a freezer full of meat for the family for the coming year. Owens shared this about her hunt:

"I just want to say that my experience in the 2017 Kentucky elk cow hunt was a fantastic dream come true! I filled my tag during early morning on opening day with



Ryan Boyers, of Boone County, recently paused with his son at a public fishing and hunting site in Northern Kentucky where a Conservation Officer's vehicle was parked, in order to snap this photo and share his feedback. "My son Corbin, 4, showing his support for the fine officers of conservation. Thanks for your service guys. I truly value our outdoor heritage and appreciate all the work you do."

a 351-yard, one-shot kill. She was an extra large cow weighing nearly 750 lbs. What a blessing it was for the privilege to hunt elk in Kentucky!"

The Kentucky Elk Hunt Drawing randomly selects a set number, or "quota," of applicants for the year's hunting seasons. The blind, computerized drawing process is conducted by a third-party contractor and regularly audited for transparency.

The elk hunt application period is January 1-April 30 each year, with the drawing conducted and results posted in early May.

\* \* \*

Shannon Brown from Shelby County wrote to commend the Department's Conservation Officers for their boating patrol work on Lake Cumberland during Labor Day holiday weekend. He previously communicated his appreciation for KDFWR's enforcement activities during Independence Day and other holidays:

"Awesome job on Lake Cumberland this weekend. Thank you for keeping us safe and staying out late on the lake. Thanks again!"

\* \* \*

Sharon Vance, Jakes Day Coordinator for the Double Eagle Chapter of the NWTF, wrote:

"Dear Commissioner Jemley, Our National Wild Turkey Federation Double Eagle Chapter of Georgetown, Ky., greatly appreciates you and everyone who was responsible for once again allowing us to have our 2018 Jakes Day at the KDFWR

Dear Mr. Whittle,

Thank you so much for the opportunity to come to camp, it was one of the best weeks of my life. My favorite activity was probably archery, actually I think I loved them all, especially the class you taught it was amazing going on the trail there, I saw wild turkey feathers every where! I wish I could have got into dissecting the owl pellets. I might see you again soon because I'm entered in the raffle for dove hunting. I hope to see you again next year!

your friend,  
Sophia Hollenkamp  
(St. Joseph School)

See "Mail," page 3

## RETIREMENTS



Connie Morton, administrative assistant at Sloughs Wildlife Management Area, retired recently after 29 years of service with the department. Morton is presented with a plaque honoring her years of service by Wildlife Division Director Steve Beam.



Kentucky Fish and Wildlife Conservation Officer, Capt. Richard Skaggs retired in September. He worked in the sixth district. Skaggs, right, served with the department for 20 years. He is presented with a plaque for his years of service by Lt. Damon Foster.

### “Mail,” continued

Veterans Memorial Wildlife Management Area. We are very grateful to be able to use this beautiful land and excellent site for our annual outdoor youth event.

Thanks to the KDFWR and our many other donors, supporters, volunteers and exhibitors it was a huge success again this year! We have 384 kids who participated in the many fun-filled and educational activities and more than 400 adults who attended.

We want to extend our very special

thanks to the following people who helped us to prepare for and/or who were one of our awesome exhibitors:

- Dave Frederick, public lands biologist
- Eric Smith, manager of Veterans Memorial WMA, and technician, Douglas Vine
- Law enforcement officers: Matthew Hartley and Rufus Cravens
- Joe Lacefield, private lands biologist
- Jeff Crosby, biologist, and David Baker, assistant biologist, Central Fishery District
- Salato Wildlife Education Center: Tiffany Laracuate, educator and volunteer

coordinator, and volunteers: Heather Teachey, Diane Mortenson and John Tanner

- Kentucky Hunter Education Association: Justin Hamilton, coordinator - Region 4, and Rafaelito Fraden, Jr., certified instructor

Again, we thank you all for the tremendous support that you give us not only for our Jakes Day, but throughout the year. We very much appreciate the outstanding job that the KDFWR does each and every day for wildlife and for us, the citizens of the commonwealth of Kentucky.”

## KDFWR Fall Golf Scramble

**E**ight teams of KDFWR employees, retirees and relatives competed in the annual KDFWR golf scramble on Sept. 14 at Wild Turkey Trace in Lawrenceburg, KY. Dan Stoelb, Joseph Zimmerman, Tom Van Arsdall and Mitchell Boles shot -8 to win first place.



### FINAL RESULTS

- 1st:** Dan Stoelb, Joseph Zimmerman, Tom Van Arsdall, Mitchell Boles  
**2nd:** Ben Robinson, Eric McGinnis, Tim Wiard, Robby Lear  
**3rd (tie; scorecard playoff winners):** Kevin Rexroat, David Bruce, Willie Clifton, Pete Besant  
**3rd (tie):** Shane Carrier, Larry Estes, Patrick Younts, Loren Clark

### Closest to the Pin Winners

- Robby Lear: Hole #4  
 Keith Wethington: Hole #8  
 Tony Pritchard: Hole #13  
 Dan Stoelb: Hole #15

### Longest Drive Winner

Mitchell Boles

The winners of the 2018 KDFWR golf scramble are, from left, Mitchell Boles, Tom Van Arsdall, Dan Stoelb and Joseph Zimmerman.



## PRESIDENTIAL SECURITY DETAIL


Kentucky Fish and Wildlife conservation officers worked security detail during President Donald Trump's October visit to the Richmond area. Some 41 officers provided security services during the event. Pictured in front of Marine No. 1 are, from left, Major Larry Estes, Sgt. Tony Dunker and Colonel Eric Gibson.

## Case study in the power of marketing – email campaign yields \$218,000 in revenue

KDFWR's Marketing Division has capitalized on numerous outreach platforms since the division's inception in 2009. These platforms include: ads in traditional media such as print, radio and television; direct mail; key shows/expos; and new media (digital Internet ads, social networks and email). Evaluation of its marketing efforts has been an important element of optimizing the impact of the division's relatively small budget and staff.

The results from a recent email marketing campaign aimed at reactivating lapsed fishing license customers demonstrate the substantial impact of these marketing efforts. The 2018 summer holiday fishing campaign resulted in \$218,000 of increased revenue from license sales to more than 7,200 customers.

The campaign was comprised of two waves of email messages designed for 150,000 lapsed customers who had email addresses on file. Lapsed customers were those who had purchased fishing licenses in at least one of the previous five license years but not in 2018. (For reference, the total number of lapsed anglers during this 5-year interval was about 900,000. "Churn" is huge among anglers, who may drop in and out of participation any given year based on a variety of factors including weather, household relocations, health and fishing access.) The two waves of emails were administered in the weeks




### KY Reactivation Emails

#### PURPOSE

- Reactivate lapsed anglers
- Promote sales & participation
- Provide current fishing information to consumers

#### OVERVIEW

- Emails sent to anglers who purchased in previous five years but not in the 2018 license year
- Emails sent: 151,000
- Two messages sent prior to:
  - Father's Day
  - Independence Day
- Emails contained:
  - Link to renew license
  - Holiday/gift reference
  - License year message
  - Links to key info- where to, tips, etc.



#### RESULTS

- Average open rate: 30%
- Click-throughs: 3%
- Conversion rate: 3%
- Total license sales: 7,203
- Generated **\$218,000** in revenue!

#### LEARNINGS

- Reinforced positive experience with email marketing
- Be more consistent with lapsed customer emails
- Further research images & content to refine messages

For questions and more information, contact Brian Clark at [brian.clark@ky.gov](mailto:brian.clark@ky.gov)

preceding Father's Day and Independence Day, respectively. During this timeframe, license sales volume is typically low, following the spring sales peak and with the onset of hot weather. The primary call to action in each message was renewal of fishing licenses, but links to fishing access sites and other important information were included in the emails to help prospective return customers plan fishing trips in Kentucky. Email marketing software allows tracking, and thus evaluation, through

generation of statistics on rates of message delivery, opens, and click-throughs on links included in the messages. Chip Quarles (Engineering, Infrastructure & Technology Division) provided essential IT support through the Department's extensive license database system, providing data queries to undergird the two waves of emails and the evaluation. Brian Clark (Marketing Division) subsequently shared how-to's and results from the successful campaign in a webinar hosted by the Recreational Boating and Fishing Foundation (RBFF), which partners with states and industry partners to promote fishing and boating participation in the U.S. The webinar featured success stories of recent email marketing campaigns from Kentucky, Georgia and Virginia, and attracted an online audience of about 100 marketing and public relations specialists from fish and wildlife agencies nationwide. RBFF also published bulletins summarizing the states' campaigns and distributed a video link for the [webinar](#) to its list-serve audience. These resources were well received by other fish and wildlife agencies, as KDFWR's Marketing staff has received numerous inquiries for details about implementing similar campaigns in other states.

## Kentucky bald eagle nest numbers continue to grow

**W**idespread declines in the eagle population in the mid-1900s resulted in the bald eagle vanishing as a breeding bird in Kentucky during the 1960s. However, the number of bald eagle nesting territories in Kentucky has steadily increased since the 1980s, due to the banning of DDT in 1972 (U.S.) and a nationwide re-introduction effort in the 1970s and 1980s. The bald eagle was officially delisted from the federal list of threatened and endangered species in August 2007, though still protected by the Migratory Bird Treaty Act and the Bald and Golden Eagle Protection Act.

Kentucky's nesting bald eagle population grew at a rapid pace from 2007–2016. The number of occupied territories jumped 315 percent from 48 in 2007 to 151 in 2016. There were some years with brief lulls in growth, presumably due to severe spring storms. The positive trend con-

tinued in recent years with 163 occupied nests in 2017 and 174 in 2018. New nesting territories were recorded in 2018 in Nicholas, Pulaski, Lewis, Green and Mason counties. Bald eagle nests are becoming more abundant in central and eastern Kentucky.

Statewide bald eagle nest monitoring will continue for several more years and some amount of nest monitoring will be required for post-delisting, Endangered Species Act monitoring until 2027.

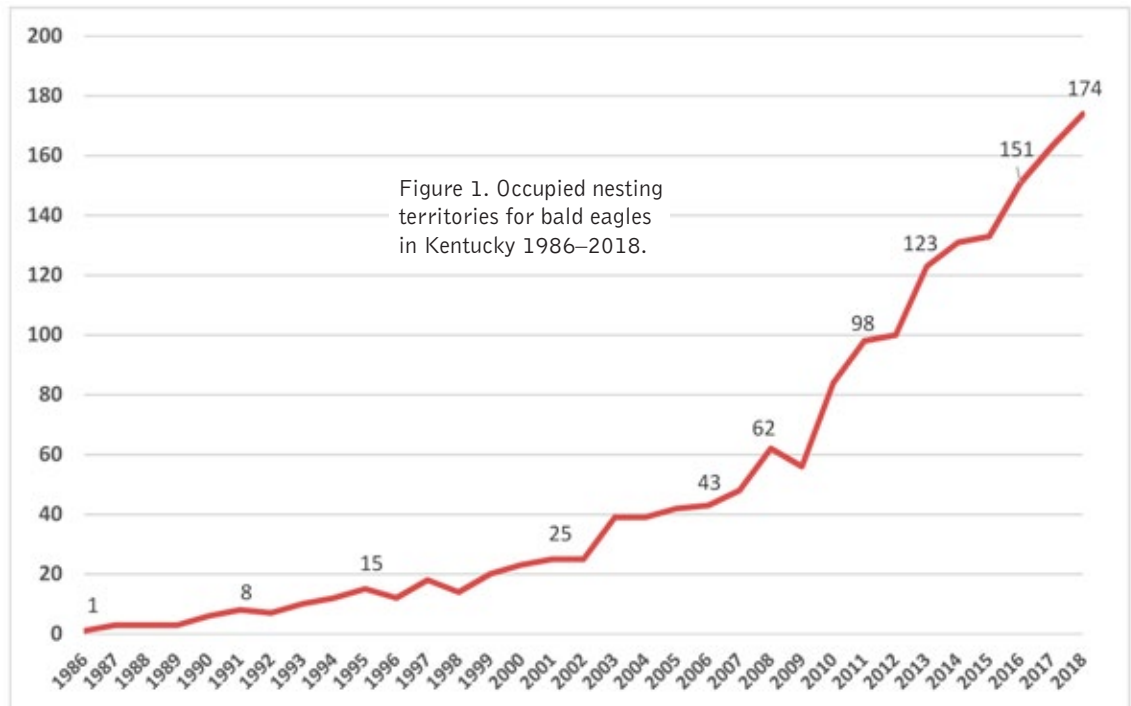
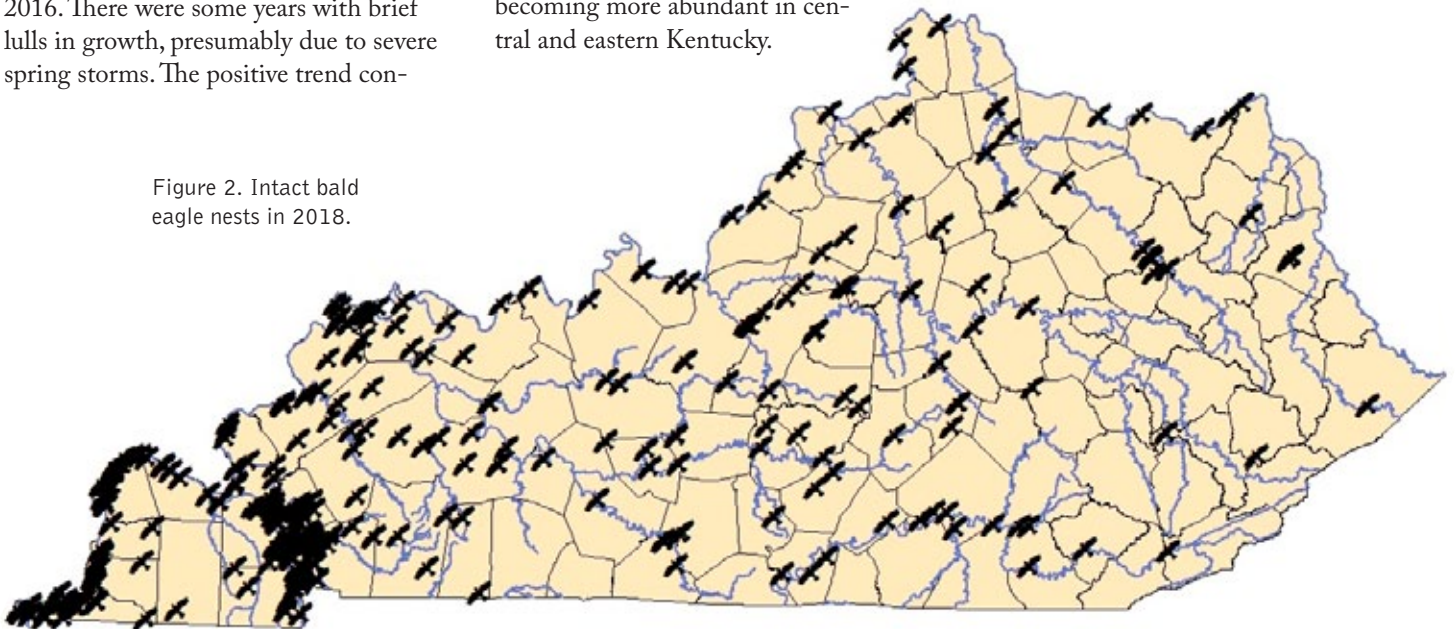


Figure 2. Intact bald eagle nests in 2018.





Top: Stephanie Brandt teaches students about Lake Sturgeon. The tubs contain juveniles. At left: Marcy Anderson, Adam Cecil and Travis Williams unload sturgeon for students to release. Below: Matt Thomas assists students with the release.

## Corbin High School students help with Lake Sturgeon stocking

For the past 10 years, Fisheries Division staff have involved students from Corbin High School in the annual stocking of Lake Sturgeon at the Mouth of Laurel boat ramp in Whitley County. On Aug. 30, students in an Environmental Science class learned about the Department's Lake Sturgeon restoration program and assisted biologists in the release of 3,000 fish in the Cumberland River.

This year, the Pfeiffer Hatchery produced about 9,000 Lake Sturgeon, which were stocked at the Mouth of Laurel River and in the Big South Fork at Alum Ford.

Prior to stocking, all fish were marked at the hatchery by removing scutes 3-4 on the left side of the body to indicate their year class.

Since April 2008, more than 50,000 Lake Sturgeon have been stocked in the Cumberland River above Lake Cumberland in an effort to restore the species to its former native range in Kentucky. Angler capture reports along with the Division's trotline sampling efforts indicate that many fish representing multiple year classes are surviving and growing.





## Wildlife forestry in action

After a long, winding drive south through the hills of southeastern Kentucky and Tennessee, a group of Kentucky Department of Fish and Wildlife Resources' Wildlife Division staff arrived on the Catoosa Wildlife Management Area in Tennessee. At around 80,000 acres of mostly forested habitat, Catoosa is one of the Tennessee Wildlife Resources Agency's (TWRA) premier and largest. KDFWR staff were there to see and discuss how TWRA foresters manage timber on about a quarter of that acreage to improve habitat for a variety of upland wildlife species. Attendees included biologists and foremen from the Northeast and Southeast Regions, Farm Bill biologists and Upland Game program staff.

There is a growing recognition among wildlife managers that commercial forestry practices can be beneficial for wildlife habitat improvement. A mix of commercial logging and noncommercial cutting create a variety of forest growth stages, leading to more food and cover for game and non-game wildlife. Often the focus of timber management is to improve the growth of young oak trees, which do flourish in heavy shade. A sequence of timber stand improvement work, cutting and prescribed fire can foster healthy oak forests for the future. KDFWR biologists are working to

increase the pace and scale of forestry work on WMAs and to deliver forest management technical assistance on private lands. Thus, the need for ongoing education.

TWRA has been active in "wildlife forestry" work for nearly 40 years, and Catoosa WMA has been a model for forest management. In the 1970s and 1980s, increased timber harvest provided dense, young hardwood stands favored by ruffed grouse. Then in late 1990s, following a pine beetle outbreak that killed southern yellow pines across the region, TWRA foresters salvage-cut the dead pines. This converted the formerly closed canopy oak-pine forest to open oak woodlands and savanna with lush grasses and wildflowers among the scattered remaining oak trees came. The area now provides the most extensive example of conditions European settlers encountered on the Cumberland Plateau in the late 1700s.

KDFWR staff were able to observe several current and past forestry demonstration areas, such as clearcuts, shelter-



wood cuts and the oak savannah project. Each of these practices have their own unique benefits for wildlife and issues associated with implementation. Dwayne Robinson and Brian Chandler, foresters for TWRA, detailed their experience managing forests for habitat. They outlined many pitfalls associated with these practices, from administration hurdles all the way to reactions of sportspeople, but also many benefits, such as the increased hunter access resulting from the road building needed for loggers to get timber out.

KDFWR staff learned a great deal from the managers of Catoosa. With this valuable information in mind, biologists on public and private lands are one-step closer to successfully implementing new tools to manage more acres for wildlife in the Commonwealth.



## Mercer County Youth Deer Hunt

The 2018 Mercer County Youth Deer Hunt got 12 youth and their adult volunteers, serving as the youth's personal hunting guides, out in the field during October's youth weekend. The annual outing, which was started several years ago by Kentucky Fish and Wildlife conservation officer Jason Wells, began the weekend Friday evening at the Mercer County Fish and Game Club clubhouse for education and safety training that would end Saturday afternoon with the youth receiving their Hunter's Education Orange Card. After learning firearm safety, hunting ethics, and shot placement the guides loaded their hunters up to take to the woods to put that knowledge to use. Saturday night's hunt resulted in eight harvested deer. Sunday's cold rain put a little bit of a damper on the day's hunt but one more deer was harvested, despite the unfavorable conditions.



## WATTS COMPLETES LEADERSHIP ACADEMY

Kentucky Fish and Wildlife Conservation Officer Lt. Greg Watts recently completed the National Association of Conservation Law Enforcement Chiefs' National Leadership Academy. The mission of the National Conservation Law Enforcement Leadership Academy (NCLELA) is to provide the practical skills and knowledge needed by those in executive-level conservation law enforcement leadership roles in local, state or federal agencies. Watts is the first Kentucky Conservation Officer to attend and graduate from this nationally recognized training academy. Watts, center, is pictured with Randy Starks, chief officer of the NACLEC training council, and Eddie Henderson President of NACLEC.



Kentucky Fish and Wildlife employees participated in the 50th anniversary celebration of Grayson Lake. Jimmy Woods and Rob Lewis spoke about the changes in the lake and management area during the last 50 years. Many children attended the event exploring different aspects the wildlife management area has to offer.

## Grayson Lake celebrates 50th anniversary

**G**rayson Wildlife Management Area Biologist Jimmy Woods teamed up with Farm Bill biologist Rob Lewis to represent the wildlife division at the 50th anniversary celebration of the creation of Grayson Lake in Carter County.

Woods and Lewis drew from their experience and education to speak with the public about a wide variety of topics, including: how succession has changed the

ecology of Grayson WMA since the lake was created; how prescribed fire is used to help maintain areas in early stages of succession or to set back succession; and why forest management is important to maintaining species diversity.

Woods and Lewis also spoke with several people about the Kentucky Wild initiative and providing funding for species that they care about without necessarily

purchasing a hunting license.

Many younger people, along with a number of WMA users and surrounding landowners, expressed interest in wildlife management at Grayson Lake WMA.

Brian Clark, with the Department's Marketing Division, provided handouts and informational pamphlets to make the event a success.

## Union County Safety Day for fifth-graders

**D**uring the 23rd Annual Safety Day in Union County this year, 169 fifth graders from the four elementary schools in the county learned about outdoor/water safety, electrical safety, oil well safety, ATV/UTV safety, livestock safety and fire safety. The students are broken up into groups and rotate through the different stations.

As part of the safety day, a mock

ATV accident is played out. Local fire and rescue respond to the accident scene in front of the grandstands. Lights, sirens and the voice of the narrator explains to the students the steps involved to save the victim. Finally, the Life Flight helicopter lands and whisks the victim away.

In addition to the safety demonstrations, the students were treated to a

hayride and lunch. This year, Information and Education staff Clay Brummal and Bill Fannin taught the outdoor/water safety portion, while Higginson-Henry WMA staff Carrie Blake was in charge of the hayride and Curt Divine moved equipment and straw bales for seating. This event is a highlight of the students' fifth-grade year.

## Ronnie Rich Memorial Dove Hunt

This year's annual Ronnie Rich Memorial Dove Hunt was Aug. 31 through Sept. 2. The event, which takes veterans out in the field, is made possible through the efforts of the Kentucky Department of Fish & Wildlife, Riverbend Whitetails and Wild Wing Lodge.

This year four veterans and one veterans program coordinator volunteer participated. With no costs to participants, numerous sponsors supplied a full set of camo, dove bucket, ammunition, licenses, meals, lodging and locations to hunt for all participants. The weather was hot and a moderate amount of doves were in the area.

Day one proved to be a slow day with



42 doves and eight pigeons killed. Day two proved to be the best with the group harvesting a five-man limit quickly on the morning hunt. The retrievers were busy and the hunters were happy.

At the conclusion of the event awards

were given for the first dove killed, the first pigeon killed and the first limit filled. Prizes included chairs, thermacells and game washing buckets. All participants departed looking forward to dove hunts in the near future near their homes.



## A SUCCESSFUL YOUTH WEEKEND

Kentucky Fish and Wildlife conservation officers Benjamin Fisher, Lucas Hurt and Lee Keith took several children out during the October Youth weekend. All children involved in the weekend hunt harvested a deer.