

Winter/Spring 2014

## Ten Years After Message from the Executive Director

**T**en Years. Wow. I don't think we had any concept of that sort of longevity when we started Reel Recovery back in 2003. It was day-to-day, retreat-to-retreat, can we raise enough to add more retreats next year? But each year we added revenue, added retreats, served more men and now, 10 years after, we are stable, strong and certainly *do* envision a long future ahead.

This 10th anniversary year has been outstanding—23 retreats in 18 states, our most ever. With over 1,700 men now having participated, we're well within sight of our 2010 goal - 2,000 men by 2014. Our revenue has grown, our volunteer base is bigger than ever and we're expanding to New Zealand and another state or two in 2014.

When I reflect on these 10 years as Executive Director, I have so many vivid, lasting memories; poignant,

joyous, heartbreaking, funny, powerful gifts that I have received by being a part of this organization.

As a community, we have met hundreds of courageous men coping with their cancer, each of whom, in sharing their stories so openly with us, offered a part of themselves, and we carry each of them in our hearts.

We have met hundreds of volunteers, caring men and women sharing their love of fly-fishing and their desire to help, who have offered a part of themselves to serve others, and every day we are led by their inspiring example.

We have witnessed the generosity of so many supporters—individuals, organizations, healthcare partners, who believe strongly in what we do; they offer what they can as well, and their generosity of spirit is a beacon that we try to follow every day.

We treasure the friendships we have made, and we grieve for the men we have lost. When we lift a vest covered with the names of dozens of men dating back 10 years, we are humbled by the journey we have taken together, the legacy we have created.

I am personally often left groping for words to convey the depth of my own experience over the past 10 years: privilege, honor, gratitude—they're right, but not complete. Then, at a recent event, a past participant gave me a big hug and said



*... generosity, friendship and joy.*

"You saved my life; literally. I love you and I love this organization." And I realized that's the one word that says it all: love. I love these men, our volunteers, our community, and the work that we all do together.

Several years back at our annual Board meeting, we asked ourselves: "What do you want Reel Recovery to be?" My answer was simple: a place where people can be their best selves. In all humility, I truly believe that together we have succeeded in creating that place. Reel Recovery is a place of courage, caring, friendship, generosity, joy. The "better angels of our nature" have alighted in this place. It is a place of love, and we thank you all for making it so.

Be Well! Fish On!



Stan Golub, Executive Director



*A place of courage and caring ...*

# Volunteer Spotlight: Ten Years of Service

Reel Recovery has only two-paid employees, allowing us to spend 90% of our income on Program Services. That's much more than most non-profits, and people often ask "How?" Simple: our volunteers! Some 500 men and women actively offer their time, energy and caring hearts to support our participants all across the country. Whether retreat staff, healthcare partners, foundation partners, event planners or general helpers, Reel Recovery thrives because of their love for our mission and love for our men, and we appreciate ALL of you. In celebration of their extraordinary dedication and enthusiasm, we want to honor those volunteers and supporters who have been with us since our early days, and have continued their caring service for ten years:



**Colorado**  
**Dr. Edward Arenson**  
& Colorado  
Neurological  
Institute



**Colorado**  
**Cancer League**  
of Colorado



**Colorado**  
**Joel Diner**



**Colorado**  
**Dennis Heffern &**  
Kaiser Permanente



**Colorado**  
**Chris Hefner**



**Kentucky**  
**Jerry Benson**



**Kentucky**  
**Mike Lubeach**



**Kentucky**  
**Ruby Gordon**



**Nevada/California**  
**Bob Macias**



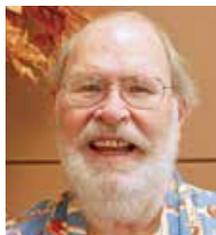
**Nevada/California**  
**Jim Norton**



**Nevada/California**  
**Dick Padgett**



**Nevada/California**  
**Bob Taormina**



**Nevada/California**  
**Pat Williams**  
& Carson-Tahoe  
Cancer Center



**Utah**  
**Kathleen Forsey**



**Utah**  
**Rick Frame & Utah**  
Cancer Specialists



**Utah**  
**Bruce Kaplan**



**Utah**  
**John Kern**



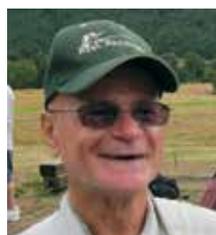
**Utah**  
**Vicky Martinez**



**Utah**  
**Bruce Phillips**



**Utah**  
**Brent Rawson**



**Multi-State**  
**Robert Bernard**



**National**  
**Sharon Feeney &**  
Artistic Promotions



**National**  
**John Wayne Cancer**  
Foundation



**National**  
**Kris Kristoferson &**  
Virtual Stream

# Sharing Their Stories....

Honoring their legacy 10 years later, we offer these favorite quotes from two very dear, founding friends that express the essence of Reel Recovery:



**Stu at our inaugural Retreat, June, 2003**

*"The greatest gift is what you give of yourself. Be Well! Fish On!"*  
Reel Recovery Founder, Stu Brown (1955–2003), Loveland, CO 2003



**Jerry and Stan, Markleeville, CA 2004**

*"I discovered that while fly-fishing, I was in another place. In this place there was no cancer, no pain and no fear."*

Jerry Crum (1949-2008), founder of our Nevada/California Program, Carson City, NV 2003

*"I expected some group discussions and fishing lessons. Instead I had a life changing experience, and will be a better husband, father and man. I made new friends and have a more positive outlook on life. Thank you so very much!"*

**Carl Byrd, Participant Utah 2013**



**Carl (r) and Buddy Brad**



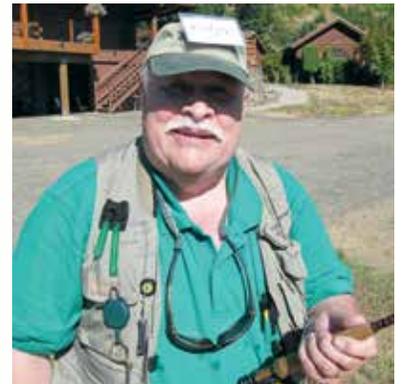
**Michelle and the 2013 California gang**

*"Thank you for bringing Reel Recovery back to Clearwater Lodge. The pleasure was all ours . . . my heart is full and tank is running on high octane after meeting your participants and hearing so many of their stories. They will each have a special place in my thoughts and prayers and I am thankful to have played a small part in their recovery journey. I so appreciate all that you and the buddies give of yourselves to enhance these men's lives; you are each truly remarkable and such a blessing."*

**Michelle Titus, Owner Clearwater Lodge, CA**

*"I cannot express in words how wonderful the experience was for Rodger—he was pretty sick for so long and had pretty much given up and started doing all these things he thought would be needed before he left this earth. In August before the trip he found out he was in full remission after 12 surgeries, etc. as a Stage 4 and then off he went to Fly Fish! After this trip he is "living"; wants to play golf and fish. Thank you and your wonderful program so much."*

**Wife of Rodger B., August 2013  
Oregon Participant**



**Rodger ready to fish in Elkton, OR 2013**



**A "bunch of new friends," Ellensburg, WA 2013**

*"Just wanted to let you know about how great of time I had at the retreat in Washington this last week. I did not know what to expect when I got there. I'm not one to reach out and talk to people I don't know. The retreat has made some life changing things for me. I am leaving with a new outlook on life; I am leaving my fears on the floor of the lodge for everyone to walk all over. I am coming away with a new understanding of life, that the man rules are a bunch of crap, I don't have to act tough, it's ok to cry (we did a lot of that), and it's ok to ask for help and hugs. I don't have many friends and I am leaving with a bunch of new ones."*

**Phil C. Participant, Washington 2013**



## Generous Support in 2013

We thank these major sponsors, and hundreds of other individuals and organizations who joined them in supporting Reel Recovery in 2013. For the TENTH straight year, our revenue has grown, enabling us to conduct the most Retreats ever—23— in 18 states, including a new Retreat in Oklahoma, all completely free to the participants

- |                                       |                                      |
|---------------------------------------|--------------------------------------|
| Bozeman Deaconess Hospital            | Oakwood Healthcare Foundation        |
| Cancer League of Colorado             | Patagonia                            |
| Cedarwood Lodge – Arkansas            | Rocky Mountain Cancer Centers        |
| Celgene*                              | Saint Alphonsus Foundation           |
| Clearwater Lodge – California*        | Saint Luke's – Idaho                 |
| D.A. Davidson & Co.                   | Silicon Valley Bank                  |
| Elyse Pantke White Foundation*        | Snowy Owl Foundation*                |
| Ex-Officio                            | St. Joseph River Valley Fly Fishers* |
| Fort Worth Fly Fishers                | Temple Fork Outfitters               |
| Genentech                             | Thomas P. Waters Foundation*         |
| High Sierra Flycasters                | Three Rivers Ranch – Idaho*          |
| J.A. Wedum Foundation*                | Troutbusters of Missouri             |
| John Wayne Cancer Foundation          | Trout Unlimited – Chapters           |
| Kentucky Cancer Program               | US Bancorp Foundation                |
| Kutak Rock LLP                        | Wal-Mart                             |
| Lower Mountain Fork River Foundation* | Washington Fly Fishing Club          |
| McDaniel Family Foundation            | Williams, Inc.                       |
| McLaren Foundation                    | * new supporter in 2013              |



Team New Zealand

## We're Going Global!

Reel Recovery is heading to New Zealand in 2014! Thanks to Craig Caldwell and his enthusiastic team on the North Island, we will be conducting our first-ever international Retreat March 14–16, 2014 near the small town of Te Awamutu in the Waikato area, about 100 miles south of Auckland. At this first New Zealand Retreat, we'll be training Craig and his team to be self-sustaining for the long-term, and we hope to use this as a model for future international growth.

## Check Out Our Revamped Website

If you haven't visited [www.reelrecovery.org](http://www.reelrecovery.org) in the past year, check it out! After ten years of excellent service from our original webmaster, Kris Kristoferson at Virtual Streams, we asked Haas Designs of Denver to modernize our site, making it more visually exciting, user friendly and easy to update. You'll find our new Blog Posts with the latest news, and Upcoming Events with all the goings-on around the country. And of course our 2014 Retreat Schedule and opportunities to Participate, Volunteer, Donate and Shop!

## 2,000 Men

We have now served well over 1,700 men at our Retreats, and with your help, we should be able to hit the 2,000 Milestone in 2014! 25 or 26 Retreats should get us there for sure, but we need your help to add those couple more Retreats. Please use the coupon below to donate any amount that you can, so we can serve 267 men in 2014 (that's the magic number!).

## Donation Form

Here is my gift of:

- \$75 Please send me a Reel Recovery cotton T-shirt. Unisex sizes: *Circle choice below*  
Size: S M L XL 2XL 3XL
- \$150 Please send me a Reel Recovery logo wallet and CHUMS brand sunglass retainer.
- \$350 Please send me a Reel Recovery/Patagonia Fleece Vest *Circle size below*  
Men's Size: M L XL 2XL  
Women's Size: S M L
- \$700 Please send me a Reel Recovery/Patagonia Fleece Jacket *Circle size below*  
Men's Size: M L XL 2XL  
Women's Size: S M L
- Here's my gift of \$\_\_\_\_\_.  No premium, thanks.

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

Check Enclosed     VISA     Mastercard     Discover

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security code \_\_\_\_\_

Please make checks payable to *Reel Recovery* and mail to **Reel Recovery, 160 Brookside Road, Needham, MA 02492**

**THANK YOU FOR YOUR DONATION**