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Gary J. San Julian
National Wildlife Federation

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Keynote Address: THE IDEAL REALIST: HOW JOB REALITIES SHAPE IDEOLOGY AND THE ROLE OF NATURAL RESOURCE PROFESSIONALS IN TODAY'S ENVIRONMENT

GARY J. SAN JULIAN, *Vice President, Research and Education, National Wildlife Federation, 1400 16th St. NW, Washington, DC 20036-2266*

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Thank you for the invitation to speak at the opening of this marvelous conference. I am indeed honored and privileged to do so. Before I get started in my remarks, I would like to tell you how much I have enjoyed the wonderful hospitality provided by Scott and Jan, and Ron and Mary. I have truly been treated as family and I think that by the end of this conference you all will understand the hospitality of our Nebraskan neighbors.

I am now Vice President for Research and Education for the National Wildlife Federation (NWF)—the world's largest conservation organization. The Federation has 5.6 million members and supporters. In this position, I no longer have a small clientele of a few thousand people. In this position, hundreds of thousands of people watch NWF very closely. We have a real slice of American life in the Federation. Consequently, I have had the opportunity to see things in a broader perspective; I have been forced to broaden my horizons. What I see now causes me great concern. I see changes in the way people look at natural resources, and the way we manage and use these resources. I do not see us passing on the traditions and the values as we once did. I do not think that if I would have looked into a Magic Eight-ball, I could have predicted all the changes that I have seen or that they would have happened this fast. Do you know what a Magic Eight-ball is? It is a ball that you ask a question, turn upside down and read the answer. My son uses it often to find out if we are going to buy an Nintendo, or if peas are going to be served for supper, or if he will get a raise in his allowance. Even that Magic Eight-ball would not have helped me see the speed of change that has come. Although, many of us saw change coming.

In the Durham, North Carolina *Herald*, December 1990, a headline asked the question, "Do you care about animals as companions, earthly sojourners, rather than mere sources of food, clothing, luxury items, and as an entertainment spectacle? If so, will you embrace total vegetarianism, stop buying leather goods, boycott zoos, stop wearing silk because worms may be stressed when they collect it?" I can guess your answer. But what does John and Mary Jones of Apex, North Carolina think? This was a review of a book entitled, *"The Animal Rights Handbook - Everyday Ways to Save Animal Lives."* Its main point is that animal rights is a holistic philosophy of including animals within the ethical framework of SOCIETY. The first chapter tells the reader to go into the average bedroom closet to see fur coats, leather shoes, and wool sweaters. This will show how deeply animal cruelty is embedded into

our SOCIETY and lifestyles. These people are against factory farms such as hen houses, trapping, hunting, and working dogs; 4-H animal raising projects; and biology classes that dissect frogs. This covers, in my estimation, the main fabric of our SOCIETY.

Education Week, February 20, 1991, had this headline, "Campaign Opens New Front in Battle Over Dissection Issue—Said Like Abortion Debate." A national campaign is being conducted by PETA, the "People for the Ethical Treatment of Animals." They want dissections to be replaced by computer simulations, video discs, and any other alternatives to dissections. A Rutgers University animal rights group has offered to help any group to stop dissection through legal action if other options do not get results.

In Pittsburgh public schools there have been 3 in-service meetings, and the topics, as you might imagine, were animal rights. They were trying to outlaw dissection. Pennsylvania is also the state that closes school during the first week of deer season. California has a law that states that students must be offered an alternative to dissection. It is also a state that has banned mountain lion hunting. When I went to California some of my friends said, "People in California are like a bowl of granola, what isn't fruits and nuts, is flakes." Yet SOCIETAL change moves from west to east, and it takes about 10 years. The question is who makes these decisions; who runs the school boards? The simple answer is our SOCIETY.

In 1989, I presented a paper at tne Eastern Wildlife Damage Control Conference to wildlife professionals and animal damage control professionals. The conference was held in Madison, Wisconsin. At that conference I quoted Aldo Leopold, not because we were in his home state, but because early in his career he was a strong advocate of predator control, and later he saw the value of predator/prey relationships. He saw what the reality was and changed.

In 1973, the Wildlife Society wanted more research and training and animal damage control, and there was a strong positive response from the profession. We have more education and training in the area than ever before. Jack Berryman, in a keynote address to the Ninth Great Plains Wildlife Damage Control Workshop said, and I quote, "It is extremely important to participate actively in the professional societies, to attend, participate and present papers at the national and regional meetings—in a word, to come out of our shells and rejoin the professional community." I presented the same message to the Third Eastern Wildlife Damage Control Conference. I want you to form alliances with farmers, doctors, store owners, and others to show the value of your work. I am here to tell you that it is not enough to talk to ourselves. Both Jack and I were speaking as idealists. We said what we thought would work with our profession, but we were too narrow in our focus. You know we could blame PETA, the Humane Society, Defenders, and Greenpeace, but yet they are not the ones to blame. They are only symptoms of a greater problem, and that is a changing SOCIETY. You know, at best, 10% of our population is active in the animal rights movement and this is then-count, not mine. We are watching from the sidelines, at the change in the way people view natural resources. The public is loosing touch with the resources and the land bases that sustain their very life.

Let me relate a true story told to me at a banquet last Saturday by Kay Kubicek, the wife of the Deputy Director of the Nebraska Natural Resources Commission. Kay remarked to a lady that she sure missed farm

fresh eggs because they tasted so good. The lady asked her how can she eat eggs knowing what a chicken eats in a barnyard and where eggs come from. Kay looked a little perplexed and asked the lady if she liked eggs, and she said yes, she did enjoy eggs, but she only ate SUPERMARKET eggs. This gives you a sample of how even some people in rural America really are not in touch with the land base and its resources.

A survey presented at the recent North American Wildlife and Natural Resources Conference revealed some very interesting facts about subscribers to an animal rights magazine relative to the general public. There are no more urban members of the animal rights organizations than there are in the general public. There tends to be more people in this group that live on the coast, and that is not surprising because that is where most of the U.S. population is located. These individuals were well educated and about one-third of them had completed some graduate work. They were mostly white, active in volunteer programs, and many owned several pets. This sort of describes the mainstream leaders of middle American SOCIETY and that is who we must work with if we are to make a difference.

In *USA Today,* the April 10th and 11th issues, there was a full-page advertisement from the Humane Farmers organization to boycott beef that had chemical additives—I would guess it cost over $100,000. *USA Today,* and that ad, goes to the heart of American SOCIETY.

Last week, Supreme Court Justice Kennedy issued an injunction stopping the National Institutes of Health from destroying 2 of the Silver Springs monkeys. Although the injunction was lifted, the publicity on the issuance of that injunction made national news. I dare say, the lifting of that injunction was barely covered.

The reality is that things are not going to change. This type of information to mainstream American SOCIETY will increase.

As natural resource professionals, our credibility and knowledge has been challenged. I do not think it is valued very highly anymore because we have not worked to get our message out. We, in many cases, lack credibility and exposure, because for so many years we believed that what we did was right and we did not have to get the message out to others.

I would like to give you an example. I was at the hearings on wolf re-introduction in Yellowstone. Dr. David Mech was there, and he had made his statement. Basically he said that wolves stay in the woods, they usually do not come out, and they try to avoid people as much as possible. Then Congressman Marlene said to Dr. Mech that he had proof that wolves did come out of the woods, and they attacked horses and cut out the underbelly of a foal not 30 yards from the house while people were watching. He said he had proof of that, and he held up an article that appeared in *Outdoor Life*, and he said he brought a copy to increase Dr. Mech's reading file. That kind of information went into the congressional record.

What kind of job do we do in our own sphere of influence? I ran a camp in North Carolina called "The Fur, Fish and Game Rendezvous." It was picketed by PETA because it had an hour-long class on trapping. I also had classes on outdoor ethics, injured animal care, and wildlife biology. The pickets made all 3 local news networks, yet the value of that natural resources camp for young people did not make any of the news networks. Those people who enjoy fishing often think they are immune to this type of harassment.

PETA picketed a 4-H fishing rodeo in Maryland. It made the news, but the value of the program, "to get kids hooked on fishing—not on drugs," never got through. I believe APHIS-ADC has a new understanding of the joke, "you are going to have a bad day when you find Dan Rather sitting in your office." The truth of the incident about the lion heads in Arizona never got out to the public. Only the bad press got out.

Let me just ask you a personal question—how many of you enjoy fishing? Then I will ask you—how many of you have ever recruited at least 1 child into the ranks of fishing?" The average is only 20% among fishermen who recruit their own children.

You know, I wish I had my son's Magic Eight-ball here. I would turn it upside down—we would know what to do, but I don't have it. I believe we need to continue to talk to our peers as Jack Berryman suggested. I think building coalitions with other groups that have similar values should be done, yet it is clear to me from where I sit now, that it is not enough. We need to get the natural resource message to SOCIETY. We must re-establish the vital knowledge link between SOCIETY and the resources that support them. We must be mentors to youth and not just our own, even though that is sure a great place to start We can no longer afford our idyllic view of the world. We must educate, motivate, and then activate the public. If we do not believe this mission is just as critical to the resource as research of field techniques, then we deserve to go the way of the steel tooth trap or Jim Miller's long, dark, curly hair. We must be technically correct, but we also must get involved and work just as hard to get our message into schools, communities, and mainstream SOCIETY. These people are ready for it and they will listen if we only take the time to deliver the message.

I believe this conference will help you gain some of the tools that you need, but only you can pick them up and put them to work, to create a new reality in our SOCIETY. Thank you very much, and I appreciate the opportunity to speak to you.

This paper was transcribed from an audio tape of Gary J. San Julian's presentation at the Tenth Great Plains Wildlife Damage Control Workshop.