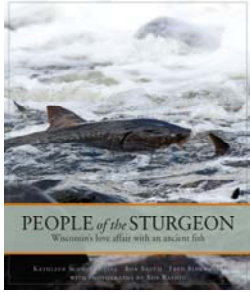


## Sales Sheet

### Wisconsin Historical Society Press

*This title will be advertised in the 2009 MBA Catalog*



#### SPECIFICATIONS

Title of Book: *People of the Sturgeon*

Subtitle: *Wisconsin's Love Affair with an Ancient Fish*

Author: **Kathleen Kline, Ron Bruch, Fred Binkowski, with photographs by Bob Rashid**

Pages, dimensions, ISBN, price: **320 Pages, 8 ½ x 10 hardcover, 215 b/w and color photos, ISBN: 978-0-87020-431-9, \$29.95**

This book looks at the history of the cultures that interact with the Lake Winnebago sturgeon—Native and Euro-American—with attention to private and public conservation efforts, fish-decoy making, and sturgeon spearing.

- Wisconsin's Lake Winnebago is home to the world's largest population of lake sturgeon—book highlights careful DNR management of this population.
- Dozens of color photos by late photographer Bob Rashid.
- Chronicles a regional folk tradition—carving sturgeon decoys.
- Lake sturgeon is the largest fish in the Great Lakes—can grow to 300 pounds and live more than 100 years.
- Entire chapter on Menominee Tribe and their relationship to the sturgeon.
- Chronicles a century of sturgeon management in Wisconsin.
- \$3 million economic impact of sturgeon spearing on the Lake Winnebago region.
- Winnebago sturgeon spearing has been written about in *The New York Times*, *Sports Illustrated*, *USA Today*.
- Companion DVD *Wonders of the Great Lakes* – in which author Ron Bruch is a main contributor.

#### HOW DOES THIS BOOK COMPARE TO OTHERS IN THE GENRE?

- This is the only book on Lake Winnebago sturgeon population
- Other books focus on caviar—*People of the Sturgeon* looks at biology, cultures, and management
- Lavishly illustrated and full color
- Looks at regional folk art—spears and decoys
- This is a book about an ancient fish and unique cultures that have developed around it. It contains history, folk art, Bob Rashid's beautiful photographs, and material drawn from over 60 oral history interviews. No other area in the world has a story like this—it's completely unique to this one region in Wisconsin.

"Part natural history, part oral history, and part environmental history, "People of the Sturgeon" gives readers something that is hard to come by these days: an environmental tale with a happy ending. ... This is a book every sportsman and student of the environment needs to own."

—**Robert F. Kennedy Jr., professor of environmental law, Pace Law School**

#### HOW TO ORDER:

Retail and Wholesale Orders, Returns, Payments, and Customer Service Inquiries:

**Wisconsin Historical Society Press**

**c/o Chicago Distribution Center**

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