



# POW WOW

Bimonthly newsletter of the Pennsylvania Outdoor Writers Association

April / May 2007

## Your spring adventure awaits ... at the Butler County conference

Inserted into this issue is the form you've all been waiting for, to register to attend the spring POWA conference, **May 17 - 20**. Please be sure to make your hotel reservation right away and to indicate on the registration form which "**Day at the Park**" activities you would like to participate in. Patti Jo Lambert, of the **Butler County Tourism & Convention Bureau**, has asked us to give her an idea how interested we are in doing some of these activities. For instance, there is no sense in her making arrangements to have the horses at the site, if POWAers aren't going to ride. But if enough of you want to take the trail ride, the mounts will be saddled and ready.

On page 7, you'll find Patti Jo's description of "Day at the Park." Maps to the event's site, McDanel's Launch on Lake Arthur, in **Moraine State Park**, will be at the POWA registration table at the host hotel, the **Day's Inn** (reservation info and driving map also on page 7).

Maps to other conference venues will also be at the registration table, such as to the **Outdoors Tour** (description below) on Friday morning and to Saturday's breakout at the **Butler City Hunting and Fishing Club**.

To recap and update from last issue, on **Thursday** (May 17), we have dinner reservations for 5 p.m. at the **North Country**

**Brewery**, in Slippery Rock. The hotel is providing a shuttle van. The hospitality room/meet your guides gathering will start back at the hotel at 7 p.m.

**Friday's** (May 18) activities include spring gobbler hunting, coordinated by Carl Mowry and the **Pa. Chapter of the National Wild Turkey Federation**, and fishing at Lake Arthur (catch-and-release bass, panfish, walleye and maybe striped bass) or trout fishing in local streams (Slippery Rock or Neshannock creeks), arranged by **John Mahn**.

A special newsmaker Friday activity is the "**Get Into the Outdoors Tour**." Read about it, the spouses tours, and the seminars and other conference events, on page 8.

*Like PowWow's full-color covers? Thanks to Battaglia Printing, Brookville, for doing this for POWA at no extra charge. See back page for their contact information for printing needs.*



*Above, hummingbird moth and blazing star wildflower at the prairie at Jennings Environmental Center. Right, the entrance to the prairie trails. Below, Dr. Doug Austen, Executive Director of the Pennsylvania Fish and Boat Commission, will be a seminar presenter.*



Photo of Dr. Austen by Linda Shiner; other photos this page courtesy Butler County Tourism



## POWA Events Calendar

Photo by Bob Steiner

**April 1:** Petition process starts for candidates wishing to run for POWA 2007-08 elections. Details in POWA constitution, Article V, page 75 of member directory.

**May 1:** Deadline for supporting members to pay their dues.

**May 15:** Deadline for petition candidates to mail election petitions to Nominating Committee Chair Don Feigert.

**May 17 - 20:** Spring POWA Conference, Days Inn, Butler. Contact: Linda Steiner, Conference Coordinator. Co-host: Butler County Tourism and Convention Bureau. Registration form and info for making hotel reservation in this issue.

*Sign up for spring gobbler hunting at the Butler conference - see registration form, insert to this issue.*

**June 15:** 2007-08 election ballots mailed to all Active POWA members.

**July 31:** Deadline for Active members to return election ballots to Exec. Director.

**July 31:** Postmark deadline for submission of "Pass It On Award" entries to Awards Committee Chair Joe Gorden. Information on the contest is on the back cover of this issue.

**August 1:** Deadline for 2007 Youth Outdoor Education Fund grant requests to be mailed to Committee Chair Kermit Henning.

**October 18 - 21:** Fall POWA Conference, Hotel Carlisle, Middlesex. Kermit Henning and Gerry Putt, Co-chairs. Watch future PowWows for more information and the registration form.

**2008 Spring Conference:** OPEN. Conference Chair or Coordinator and site needed. Contact Exec. Director.

**2008 Fall Conference:** OPEN. Conference Chair or Coordinator and site needed. Contact Exec. Director. **-PW-**

## Fall 2007 POWA Conference will be in Carlisle

Mark your calendars now to join POWA in Carlisle, for the fall conference. Dates are October 18 - 21, at the Hotel Carlisle (formerly The Embers), on Route 11 in Middlesex.

Since these dates are later than customary for the fall conference, we will be able to have some fine Friday activities for you, including a variety of hunting and some terrific fall fishing for bass and trout. With the famed limestone trout streams in this area, as well as the Susquehanna River, the fishing will be tremendous. As far as hunting goes, the possibilities are endless. Archery deer, early muzzleloader antlerless deer (with required license), small game or waterfowl -- take your pick. If shooting sports are your passion, we will have skeet, trap and sporting clays available.

With the almost total switch from film photography to digital, storage and organization of digital images is a concern. Our own expert, **Betty Lou Fegely**, will solve all your problems. Other seminars are aimed at craft improvement, as well as great story material that is out of the ordinary. As a professional in this business, you just can't miss this one.

One word about the spouse's program -- yummy! We have a very special program arranged for you, but we aren't giving away any secrets. Just make sure you come prepared to taste and sample. Of course, we are also close to Hershey, Gettysburg (both of which have great factory outlet malls), as well as Middle Creek Wildfowl Management Area and much, much more.

Breakout day will be close -- at a very well-equipped local club. Handy for members and supporting members as well.

Keep tuned for more information in upcoming newsletters. For now, make sure you reserve the dates and plan on attending.

-- **Kermit Henning and Gerald Putt**, Co-chairs

# PowWow

April / May 2007

Bi-monthly publication of the Pennsylvania Outdoor Writers Association, Inc., a non-profit professional, educational organization. Items published in POW-WOW do not reflect the opinions or endorsement of POWA.

[www.paoutdoorwriters.com](http://www.paoutdoorwriters.com)

### POWA Executive Director

Patty Burdge - 814-328-2301  
P.O. Box 21 / Brookville, PA 15825  
E-mail -- [powa\\_ed@yahoo.com](mailto:powa_ed@yahoo.com)

### POWA Officers 2006-07

**President - LINDA STEINER**

P.O. Box 207 Cooperstown, PA 16317  
814-374-4759 / [linstein@galacticis.com](mailto:linstein@galacticis.com)

1st V.P. - RON TUSSEL

2nd V.P. - HARRY GUYER, JR.

Secretary - JOANNE ZIDOCK

Treasurer - ROBERT HILLIARD

Board Chair - RUSS ENGLEHART

Board of Directors (term ending):

CHARLIE BURCHFIELD ('07); BOB

BALLANTYNE ('07); JERRY HASSINGER

('08); BOB LOLLO ('08); CHRIS BERG

('09); FRANK FELBAUM ('09).

Sup. Mbr. Rep. - CONNIE YINGLING,

Maryland Office of Tourism Development

Parliamentarian - JOHN SWINTON

POWA Historian - GEORGE DOLNACK

PowWow Editor - LINDA STEINER

POWA Legal Counsel -- METTE, EVANS

& WOODSIDE, Harrisburg, Pa.



### IN THE NEWS

Spring Conference '07 .....	1,7,8
Calendar of Events .....	2
Fall Conference '07 .....	2
President's Message .....	3
Craft Improvement .....	4,5
Market News .....	6
Harrisburg Show Auction .....	9
Supporting Members .....	10
Executive Director's Report .....	11
Members in the News .....	11
"Pass It On Award" .....	12

### Member contributors to this issue:

Linda Steiner, Patti Jo Lambert (Butler Co. Tourism & Visitors Bureau), Kermit Henning, Gerald Putt, Bob Frye, Tracy Watt (POWA Webmaster), Freddie McKnight, Connie Yingling (Maryland Office of Tourism Development), Bob Ballantyne, Patty Burdge.

### SEND POW WOW CONTRIBUTIONS TO

POWA Exec. Director Patty Burdge

P.O. Box 21 / Brookville, PA 15825

FAX: 814-328-2308

E-mail: [powa\\_ed@yahoo.com](mailto:powa_ed@yahoo.com)

© Copyright 2007 by the Pennsylvania Outdoor Writers Association, Inc.

# President's Message

by Linda Steiner



## Treasurer Face Changes:

POWA has two members to thank, relating to the Treasurer position.

One is **Rob Hilliard**, who served us so ably the past several years. Rob's work commitments have expanded greatly in the last year -- promotions have an up and a down side -- and he has resigned as POWA Treasurer.

We welcome back **John Street**, who was the "Immediate Past Treasurer," as the board appointee to fill out the remainder of this year's term. John's experience not only with POWA's finances, but also as a professional in the financial consulting field, will be invaluable to the organization. We appreciate John stepping up to the task when asked.

\* \* \*

## Virtual Board Meeting:

POWA tried a new way of holding its board meetings, this winter, by going to a conference call. We may not do all of the interim board meetings this way, but when a February weather event cancelled the scheduled face-to-face board meeting on February 17, we had to readjust.

The infamous "St. Valentine's Day 2007 Ice Storm" hit just before our meeting and, although the roads weren't bad here in northwestern Pennsylvania, e-mails and phone calls the Friday before from the eastern section revealed the mess the highways were in there.

As it became difficult to get sufficient numbers of board members together for another meeting in February or March, **Exec. Director Patty Burdge** suggested a conference call. She has experience with this and walked POWA through its maiden voyage in the technology.

The call cost POWA about \$200 and was a great time -- and gas -- saver for board members, as well as being less than that budgeted for the meeting (\$500). With this

savings, we can have a virtual board meeting in the summer, if needed, and still stay on good financial footing.

\* \* \*

## Meeting Minutes on the Web:

Because the winter interim board meeting could not be held until March 17, the minutes could not be published in this PowWow. However, you will still be able to read them before the spring meeting.

The minutes of the board meeting will be posted on the POWA Web site -- [www.paoutdoorwriters.com](http://www.paoutdoorwriters.com) -- and I'll ask Patty Burdge to e-mail the membership when they are up there for review. For those who do not have Internet capabilities, a copy of the board minutes will be posted at the spring conference registration table.

The minutes of the fall POWA membership meeting were published in the October/November 2006 PowWow. You will be asked to approve those minutes at the spring membership meeting. If you didn't save your PowWow, read the minutes in the online version of the issue, on the POWA Web site, in the Members Only section.

\* \* \*

## Getting New Members:

POWA is only as strong as its members. This is an old chestnut that applies to us as well as to many other organizations, but it's no less true. The natural attrition of members -- as they retire, as they move into other fields of endeavor, etc. -- means there should be a healthy flow of new members coming in.

For the last several years, this hasn't been true. POWA has tried and is trying several options for encouraging you to bring additional outdoor communicators into the fold, including the "Sponsor 3; Yours is Free" promotion. By this, if you sponsor three new members -- apprentice, active and/or supporting -- during the course of the POWA year, your membership is free for the next year. That's a \$60 value.

So if you're not already thinking about who among your outdoor media connections doesn't already benefit from POWA membership, and should join, the financial reward should be an incentive.

I say "should," because it evidently isn't. We have had few applicants since the fall meeting. A special Membership Development Committee (a.k.a. Membership Recruitment, but I think "Development" is more descriptive) is trying to spread the word about POWA among already working outdoor writers.

We are asking the editors of some of

our favorite outdoor publications to forward letters of invitation and information to selected writers, photographers, artists, etc., whose work we see and admire in the publication. A sample letter was prepared that invites the individual to take a look at what POWA offers and to consider making application to join.

So far these are the POWA members and the magazines: **Vic Attardo** (Pennsylvania Angler & Boater), **Bob Ballantyne** (Pennsylvania Outdoor Times), **P.J. Reilly** (Pennsylvania Game & Fish), **Steve Sorenson** (NWPA Outdoors), **Ron Steffe** (Pennsylvania Outdoor News) and **Bob Steiner** and me (Pennsylvania Game News).

If you'd like to help expand the potential member pool by mining your favorite outdoor publication as a source and would like to see the sample invitation letter and sample letter to the editor, contact me at [linstein@galacticis.com](mailto:linstein@galacticis.com).

\* \* \*

-PW-

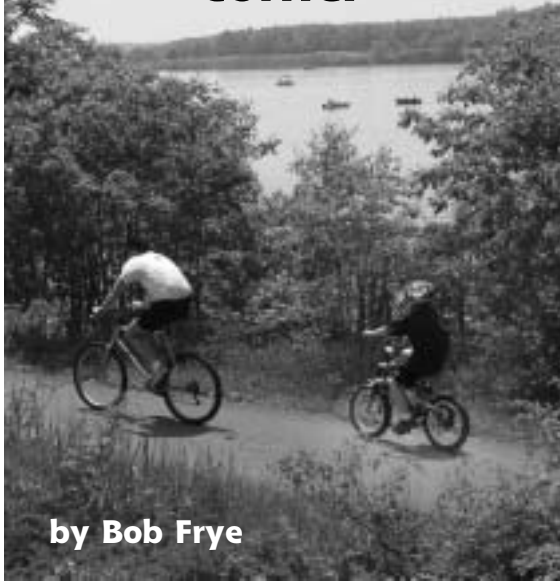
## POWA Election Notice

As per the POWA Constitution, Article V, the membership is notified that the Nominating Committee has chosen a slate of candidates for the 2007-08 election.

Candidates are one each for First Vice President, Second Vice President and Treasurer and two each for the two board seats that will expire this year. The current First Vice President is next year's President Elect; the current President becomes next year's Chairman of the Board. The Secretary and Parliamentarian positions are appointed by the President. Don Feigert is chairing the Nominating Committee this year. Committee members are Don Carey and Jerilynn Schumacher.

This notification to the membership begins the petition process. From the POWA Constitution: "Additional candidates may be nominated by petition containing the signatures of a minimum of twelve (12) active members in good standing. The Chairman of the Nominating Committee MUST receive petitions within forty-five (45) days immediately following the postmarked date on the issue of PowWow in which the Nominating Committee states the selection process has been completed."

# Craft Improvement Corner



by Bob Frye

*Pedaling the paved bicycle path is a popular pastime at Moraine State Park. See the park during the spring conference.*

## Asking the hard question: Not easy, but necessary

If the late Jim Ansell had been a canine, he would have been a bulldog. A longtime Waterways Conservation Officer for the **Pennsylvania Fish and Boat Commission** in Fayette County, he was the definition of tough. Don't get me wrong, he was fair. But he knew the law and expected everyone else to know and obey it, too.

At a retirement party in his honor, at South Connellsville Rod and Gun Club, that became a bit of a roast, someone remarked that Ansell would have arrested his own mother if she had polluted a stream or kept one fish more than her limit. "Yeah, but I might not have cuffed her," the gruff Ansell said.

I laughed, along with everyone else in the room. And the truth is, I always enjoyed working with Jim and considered him a friend. As a reporter, though, I think back to that story and recall something that I learned from Jim, too. That is, no matter what, we've all got jobs to do.

Writers — despite what some people think about the "media" -- are human beings. We want to be liked as much as anyone else. And as outdoor writers in particular, we share a passion for our subject with the very people we tend to interview. They're often the kind of people we'd spend a week in deer camp with or take to our favorite trout stream.

But our job is not to make friends, necessarily. That can happen. I can think of several sources I've dealt with over the years that I'm close with on a personal level. But first and foremost, our job is to serve our readers and the resource. With that in mind, here are a half dozen bits of advice I'd offer for dealing with sources in the pursuit of a story.

**Don't try to become part of the story:** I can recall a situation just a few months ago, during the recent elections, that gave me pause. A candidate had called a press conference to discuss his views on the outdoors. A number of outdoor writers were invited. The candidate made his case for being elected, then opened the floor to questions. He got some very good ones.

Unfortunately, a couple of the writers were seemingly so star-struck that they spent their time asking the candidate what they could do to help him get elected. Now, if they supported his positions and wanted to work on his campaign, that's fine. We all believe in certain things. And we all go into any story with our own biases. But if you're going to report on a story, you have to put those opinions aside to do it. You can't be the story and report on the story at the same time.

**Always ask the tough questions:** It's easy to say you're going to ask the hard question, the potentially embarrassing question, if the source is someone you don't like. But what if he or she is someone you've always respected? What if you're afraid that asking it will hurt your friendship?

To be fair, you have to ask it anyway. That doesn't mean you have to be confrontational. You can take a devil's advocate kind of stance: tell your source, OK, this is what the people who disagree with you are thinking, how would you respond? But ask the question. As a conservation officer, Ansell was willing to arrest his mother. As a writer, you have to be willing to question yours. If you aren't, your credibility as a fair reporter will deservedly take a hit.

### **Worry about one story at a time:**

As an editor in a past life and as a writer now, I know we all wrestle with a common problem. We perhaps know that there's a hard question that should be asked, or a sensitive story that we should pursue. We also know that, if we ask the question or go after the story, we risk losing someone who has been a good, reliable source for us. The only solution? Do it anyway.

Newspapers and magazines and even TV and radio shows have been around for a long time. They'll still be around in one form or another long after you and I -- and all of our sources -- are long gone. If we weaken one story by failing to ask a hard question simply because we're afraid it will make our jobs tougher in the future, we effectively weaken all of our stories. That could mean a source will refuse our phone calls entirely in the future, or say that he'll only respond to e-mailed questions. But they often come back around. And if they don't, there are other sources out there.

**Explain your sources:** It's a basic tenet of journalism that you have to present both sides of an issue. Too often, though, reporters fall into the "he said, she said" trap. That is to say, we quote someone on one side of a debate, run to someone we know falls on the other side, get them to say something, then are done with things.

The problem is, one of those sources -- be it a scientist or a lay person -- may have plenty of evidence to support his case. The other source may have nothing more than an opinion. If we present them as equals, just to say we've covered both sides, we may get our story past an editor, but we really haven't served the reader. Question your sources. Ask them how they know what they know. Ask them what their opinion is based on. Challenge them to convince you.

A source without a lot of credibility may not like that, especially when you explain his qualifications -- or lack of them -- in print. But we have an obligation to make sure the reader knows who we're interviewing and what his background is.

**Press the issue:** Imagine you're dealing with a sensitive story. Rumor has it that a government official is using agency money and equipment to build a pavilion in his backyard. You decide, or an editor asks you, to pursue the story.

You could call the official in question right away and ask him directly about the  
(continued on page 5, bottom)



Technology  
Craft  
Improvement  
by POWA  
Webmaster  
Tracy Watt

The most important part of Web site design is content. Content must be dynamic, current and relevant to the Web site purpose. If you don't have appropriate content, who cares what it looks like?

Assuming the content is good, it should be laid out with consideration for readability, navigation and aesthetics.

### **AESTHETICS**

Define the purpose of your Web site and who the expected visitors will be. This process helps develop the character of the site and can help lead to appropriate color choices, banners and navigation buttons.

By following the suggestions below with regard to navigation and readability, Web site aesthetics should fall in place.

### **NAVIGATION**

Before beginning the actual design of a Web site, it's best to sit down with pen and paper to draw out how it will work. Decide what pages there will be, then how the pages will link to and from one another.

For a simple Web site, the main navigation is usually across the top or down

the left side. It should contain links to the most important site pages, including Home, News, Buy or Join, About and Contact. Also, be sure to create a hotspot link to Home on top of the site logo.

The navigation structure should be consistent from page to page throughout a Web site (with a few exceptions), which is easily accomplished by creating and using templates. Across the bottom of each page, there may be links to "small print" items, such as a privacy policy (required if gathering personal information from visitors) and terms and conditions of use. An additional link back to the Home page is often placed at the bottom, as well.

Once this basic groundwork is complete, it's time to gather text and pictures and begin the Web design project in earnest.

### **READABILITY**

Don't post the great American novel on your Web site. Web surfers aren't prone to read full length, beautifully written paragraphs. Surfers are skimmers. Tease them with bullet points, short excerpts, pictures, reviews, etc. If you feel an overpowering urge to post an entire article or chapter on your Web site (or if you need to), don't place the entire thing on one page with a mile long scroll bar down the right side. Post just a screen full, then use a hyperlink to the remainder of the story.

Another thing I've seen on some Web sites is big, bold sans-serif text, centered down the middle of a very long and busy page of bright colors and exclamation points

-- very uninviting and hard to read.

Use left justification for most text. Also, computer screen resolutions are good enough now to not blur the friendly 10 to 12 point serif text we have all grown to know and love from our print counterparts. Don't be afraid to use it on your Web site. The only caveat might be if you expect a majority of your visitors to be techies using PDAs or other hand-held Web browsing devices. If your readers' screen space is tiny, best to stick with an 8 to 10 point sans-serif font.

Other considerations are font color and background. One has to be easily legible on top of the other. Again, you want your surfers to be able to skim over the information -- not have to search for it among the trees. If you want to use a picture for a background image, consider using it as part of the top page banner.

I prefer a black or dark gray font on a light or muted-colored background, although some clients prefer the elegance and artistry conveyed with a dark or black background and light or white text. While this second combo can be striking, it is not the easiest on the eyes and probably should be avoided for Web sites that, by their nature, are going to be more text intensive.

Web site design is very personal and subjective. Most of all, you want the information to be easily accessible. Have fun with the design aspect, ask for feedback and test out the site yourself to make sure it works smoothly and logically ... and hopefully it will look good, too. **-PW-**

### **HARD QUESTION, from page 4**

rumors. That gives him three options: he can admit his sin, lie and say he doesn't know what you're talking about, or -- more likely -- offer a curt "no comment." The truth is, some reporters hope for the latter answer. That lets them off the hook. Without having to get into a confrontation with the source, they can tell the editor, "Hey, I tried, but this is all he'll say."

A better course of action is to dig around a little before calling the official. See if you can get someone to go on record with allegations of his wrongdoing. See if you can get your hands on documents showing what he did in black and white. Look for proof of some kind.

Only then go to the source. Tell him what you have and what you're going to print. Force his hand. He won't like it or you. He might threaten you personally, or demand to speak to your editor, or threaten

to pull his advertising from the publications. But in the end, he might talk. Then you have done your job.

### **Finally, expect the cold shoulder:**

When I first started covering the Pennsylvania Game Commission's meetings a number of years ago, I was introduced to a certain high-ranking official with the agency. He made a point of shaking my hand, welcoming me, and offering to help me any time he could. There were times over the course of the next half dozen years when he repeated that scene. I'd show up at the meeting, we'd see each other in the lobby, and he'd come over to say hello or talk about how our hunting seasons went.

There were plenty of other times, too, though, when he'd walk right by me, passing within inches of me in a crowded room, and refuse to so much as make eye contact. Something I'd written -- not a column, just a news story that he didn't like -- had

irritated him and he wanted to be sure I knew it, I guess.

That kind of thing can put a definite chill in the air, to be sure. And if you do some of the things mentioned above, you'll likely find yourself in a similar situation sooner rather than later. But you have to expect that can happen and be willing to go after stories anyway.

-- POWA members are invited to share their craft improvement knowledge in PowWow. Contact Bob Frye or the PowWow editor. **-PW-**



**OPEN  
ALL  
NIGHT**

[www.paoutdoorwriters.com](http://www.paoutdoorwriters.com)

# Market News

by Freddie McKnight



*"Dead Fish Polo" at Lake Arthur, Moraine State Park, Butler County. Sign up to play, on the registration form!*

**Shotgun Sports Magazine** seeks top-quality stories on trap, skeet and sporting clays -- guns, loads, technique and equipment. If you have a manuscript (unpublished) ready to go, get it in now!

Articles focusing on trap are a perennial need. High-quality black-and-white or color transparencies or 35mm or larger photos almost always are required with any submission. Payment for articles ranges from \$50 to \$200, upon publication, for all rights. Do not query.

Send manuscripts via e-mail to [shotgun@shotgunsportsmagazine.com](mailto:shotgun@shotgunsportsmagazine.com) or mail to Linda Martin, production coordinator, P.O. Box 6810, Auburn, CA 95604. Be sure to read the guidelines at [www.shotgunsportsmagazine.com](http://www.shotgunsportsmagazine.com).

\* \* \*

**Knives Illustrated** is geared toward custom and handmade knife enthusiasts, vintage knife collectors and knife users, including sportsmen, whittlers and workers.

Articles average 1,000-2,000 words with seven to 20 photos. Submit queries by e-mail. Pay is typically \$300 per article package, including photos, 30 days after publication.

Knives Illustrated purchases North American serial rights. No reprints are published. Contact Bruce Voyles, editor, P.O. Box 23671, Chattanooga, TN 37422, [knivesillustrated@yahoo.com](mailto:knivesillustrated@yahoo.com). Visit [www.knivesillustrated.com](http://www.knivesillustrated.com).

\* \* \*

**Women** are a growing demographic in the outdoor recreation world. [www.womenoutdoorsmagazine.com](http://www.womenoutdoorsmagazine.com)

intends to provide solid content and information for women interested in new outdoor activities.

The editors seek articles about hunting, fishing, camping, travel, horses, cooking in the field, hiking, family adventure, gear that actually works for women and short, newsy pieces on interesting events.

This is a quarterly publication, and articles for any season are sought. Please have at least one digital photo available per article. Payment is \$25 per feature article and \$10 for a short piece, paid on publication, with byline and link to your Web site. Reprints are fine. Send queries or questions to Amy Grisak at [agrisak@yahoo.com](mailto:agrisak@yahoo.com).

\* \* \*

**On The Water** seeks original stories based on personal experience about freshwater and saltwater fishing in the Northeast. Articles (1,500 - 2,500 words) should be written to subject, not to length.

Colorful action photographs in vertical format are sought for covers, in 35mm slides and high-resolution digital photos, on CD.

Payment is \$200 for articles, \$15 for inside photos and \$200 for covers, upon publication. First North American rights are purchased. Previously published works, including those posted on Web sites, are not desired.

Send queries and photographs to Gene Bourque, editor, On The Water, 35 Technology Park, Ste. 2, E. Falmouth, MA 02536. Queries to [gene@onthewater.com](mailto:gene@onthewater.com). Visit [www.onthewater.com](http://www.onthewater.com) for more information about On The Water magazine, TV and publishing.

\* \* \*

**WildBird**, published bimonthly, strives to be broad in scope, with stories of interest for everyone from beginning birders to longtime birding enthusiasts. The publication offers tips for species identification, information about birding travel and backyard birding pointers. Most

features run 1,200 - 1,600 words. All features should have at least one sidebar.

WildBird pays \$250 - \$400 for features; more for story/photo packages. Payment is upon publication. Writers with magazine-quality photos should indicate so in queries; those sent before June will be considered for the 2008 editorial calendar.

Query Editor-in-Chief Amy K. Hooper at [ahooper@bowtieinc.com](mailto:ahooper@bowtieinc.com). Allow eight weeks for a reply.

\* \* \*

**Field Trial Magazine** seeks feature articles covering field trial sites, kennels, training areas, winning dogs, breeding, health and controversial topics. Articles should be 2,000 - 3,000 words. Also sought are top-quality photos, line art and paintings that show pointing dogs and field trials. Field Trial Magazine will buy illustrations without articles and on occasion will commission work, especially for covers. Pay is \$350, dependent upon editorial work required; first North American rights are purchased. Complete guidelines are at [www.fielddog.com/ftm/writers.htm](http://www.fielddog.com/ftm/writers.htm). Contact Craig Doherty, P.O. Box 298, Milan, NH 03588, [birddog@ncia.net](mailto:birddog@ncia.net).

\* \* \*

**Bear Hunting Magazine** is a full-color, bi-monthly publication in its eighth year. The magazine covers everything on bear hunting across North America. The staff is highly knowledgeable in regards to bear hunters and writers that submit articles and/or columns in every issue. We also receive many submissions from our readers. The magazine is currently seeking an editor to help give the magazine better content and organization.

The job requirements are: a bear hunter with an open mind on all types of hunting methods; somebody that wants a long-term position; has final editing knowledge and skill; can coordinate with writers and publisher; able to assign articles and call on other resources when needed; this will not be a full-time position, number of hours about 10 to 20 week; position not required to be in-house; compensation negotiable

Our website is [www.bear-hunting.com](http://www.bear-hunting.com), this may give somebody more information on what Bear Hunting Magazine is about.

--Jeff Folsom, *Bear Hunting Magazine*, 320-743-6600, [jeff@bear-hunting.com](mailto:jeff@bear-hunting.com).

-PW-

**Send your editorial needs or career opportunities to Markets Reporter Freddie McKnight, [mcknight@innernet.net](mailto:mcknight@innernet.net).**

# Butler County offers unique addition to spring conference '07

*Don't miss "Day at the Park" on Friday, May 18*

Are you up for a game of "Dead Fish Polo"? How about a horseback ride along scenic trails? Or maybe a relaxing cruise with an informative naturalist is more your speed? Whatever your interest, the **Butler County Tourism and Convention Bureau** is excited to offer an afternoon and evening of outdoor fun on Friday, May 18.

Dubbed "Day at the Park," this is the first time that POWA conference attendees will be given the chance to experience one of Pennsylvania's largest and most diverse state parks in such an interactive way.

"We are excited to host the spring conference and want to make sure that everyone has a chance to explore a part Moraine State Park while they are in Butler County," explained Jack Cohen, executive director of the Tourism Bureau. "We've put together a schedule of activities that give a taste of what the park offers. We're sure the day will create some fun and memorable moments for POWA members."

Moraine State Park covers more than 16,000 acres, and the crown jewel of the

park is Lake Arthur, with 45 miles of shoreline. All of the "Day at the Park" activities will be held at the McDanel's Launch area on the park's North Shore. Maps to the park (20 minutes from the Butler Days Inn) will be at the hotel.

## Many Activities Are Planned for POWA

Make plans to arrive in Butler County early enough on Friday so you don't miss a minute of the special activities planned.

Beginning at 3 p.m., a variety of the Tourism Bureau's outdoor-related members will be on hand with displays and information. This is an excellent opportunity for attendees to learn more about the outdoor



opportunities available in Butler County. Writers who visit each of the booths before 6 p.m. will be given the chance to win some great prizes provided by the organizations. The displays will remain open until 8 p.m.

The Tourism Bureau has planned a variety of ways for you to enjoy the outdoors throughout the afternoon and evening. Each activity will take about 45 minutes.

At 4 p.m., take a horseback ride along some of the park's trails.

For those of you who like to use your own horsepower, plan to participate in a guided walk along the Native Plant and Butterfly Trail.

At 5 p.m., take a cruise on the Nautical Nature pontoon boat. A park naturalist will discuss the park's history, wildlife and some of the efforts currently being made to restore the osprey and barn owl populations. If you missed the Native Plant and Butterfly Trail walk earlier, you'll have another chance to take a guided stroll at 5 p.m.

*Lake Arthur is under Big Bass Lake special regulations. Bass fishing on the lake, during the conference, will be catch-and-release.*



Bob Steiner Photo, Largemouth Bass

It's chow time at 6 p.m. The Butler County Tourism & Convention Bureau is providing a traditional BBQ dinner that you're sure to enjoy. During dinner, you'll learn more about Butler County's offerings and those who visited the member displays will win some terrific prizes!

Your chance to play "Dead Fish Polo" begins at 7 p.m. This version of dodge ball is played in kayaks and canoes and is guaranteed to provide a lot of laughter and fun. Sign up to play (bring some extra clothes in case you get wet!) or enjoy watching along the shoreline. If you missed the earlier Nautical Nature cruise, the boat will go out one last time at 7.

## Day at the Park Schedule At-a-Glance

3 p.m. -- Outdoor displays open

4 p.m. -- Horseback riding and Native Plant & Butterfly Trail Guided Walk

5 p.m. -- Nautical Nature Cruise and Native Plant & Butterfly Trail Guided Walk

6 p.m. -- BBQ Dinner

7 p.m. -- Dead Fish Polo and Nautical Nature Cruise

8 p.m. -- Outdoor displays close

## Sign Up for "Day at the Park" Activities on the Conference Registration Form

Due to the amount of planning involved, the Tourism Bureau needs to know how many of you will be participating in "Day at the Park" activities. Be sure to select the time slot for each activity you wish to participate in on the conference registration form. A confirmation of your selected activities will be provided with your name tag when you register at the Butler Days Inn.

Please keep in mind that a limited number of horses and canoes/kayaks are available, and the boat can take up to 45 passengers per cruise. Spaces will be filled as registration forms are returned. If some activities receive little or no interest, they will be canceled to respect the Bureau's members, who are donating their time and resources for this event.

You are invited and encouraged to visit the Tourism Bureau members' outdoor displays, the "barn owl barn" and stroll (relax) around the scenic launch area, all during the 3 - 8 p.m. time period, Friday.

The Butler County Tourism & Convention Bureau is looking forward to meeting all of you and providing you with a great conference experience in Butler County.

-- Patti Jo Lambert, BCTCB  
Media Relations Specialist

## TAKE A SPRING CONFERENCE TOUR AND EXPLORE BUTLER COUNTY

POWA conferences let us explore new areas in the state, and Butler County is no exception. The **Butler County Tourism & Convention Bureau** has three itineraries for writers and guests to enjoy on Friday, May 18, and Saturday, May 19. Be sure and sign up for those that interest you most.

\* \* \*

### Get Into the Outdoors – Friday, May 18

We begin our morning with a visit to McConnell's Mill State Park, where a park naturalist will spend time with our group. Located just across the Butler County border in Lawrence County, McConnells Mill State Park features more than 2,000 acres of spectacular Slippery Rock Creek Gorge. Created by the draining of glacial lakes thousands of years ago, the gorge has steep sides and the valley floor is littered with huge boulders. A gristmill was built in the 1800s to harness the power of the water.

Next, we'll venture to Jennings Environmental Education Center, home of Pennsylvania's only protected prairie. The prairie is home to 12 endangered and other distinct prairie plants, including the rare blazing star prairie flower that blooms in late July. Watch your step, because the endangered massasauga rattlesnake also can be found here. In addition to an

education center, the trails throughout the 300-acre property enable visitors to enjoy the forest, wetlands and prairie. An informative guide will escort our group through the prairie and the Butler County Tourism & Convention Bureau will provide a boxed lunch to enjoy.

Finally, we'll visit The Glades (State Game Lands 95), where the Pa. Game Commission Land Manager will show us around. The wetlands and waterfowl impoundment, habitat work and a chance to see and maybe photograph a bald eagle are just some of the highlights here.

We return to the Days Inn by 2:30 p.m., so you have plenty of time to drive to Moraine State Park for "Day-at-the-Park."

This tour will require car pooling, and high-clearance vehicles are recommended for the Game Lands tour.

\* \* \*

### Butler Co. Highlights – Friday, May 18

On this "spouses/guests" tour (actually, any conference attendee can go), we'll begin with a visit to the Glass Blowing Center. Here you'll enjoy a glass-blowing demonstration taught by a talented artisan, who will amaze you with his talent and informative presentation.

Your next stop is the "Coolest Toy

Store on the Planet." The shiny silver stealth-bomber building is a sight unto itself. Inside, the owners demonstrate an unbelievable array of interesting and unusual toys for kids of all ages. They also encourage participation by everyone. Their inventory includes traditional offerings, but they also seek out the newest and most unique toys available for "children and their kids."

We'll come back to earth at the Runway Restaurant. Perched on the side of the Historic Butler Airport runway, you enjoy "the best seat in the house" to view planes taking off and landing. The restaurant boasts the winning combination of great food, exceptional service and an incredible view.

Next you'll visit an alpaca farm. You'll learn about these adorable and valuable creatures, which are natives of Peru, and the luxurious wool they produce. The owners will let you see their cozy guest room, visit the shop and step into the barn.

Transportation for this tour is via hotel courtesy van. We'll arrive back at the Days Inn around 2:30 p.m., so you'll have plenty of time to drive to Moraine State Park for the Day at the Park activities.

\* \* \*

### Harmony Morning – Saturday, May 19

On this "spouses/guests" tour (POWA media members will be in seminars), you'll visit the National Historic Landmark sites of the nearby town of Harmony (via hotel courtesy van). Tour the museum and learn about the arrival of the Harmonites in the United States and their establishment of the original Harmony. Be sure to ask about their celibate beliefs and how they impacted the group's future. A nominal admission fee of \$4 will be charged.

Then stroll down the historic street, enjoying unique specialty shops. The Harmony Museum operates a charming gift shop. Visit the L.S. LaVogue Gift Shop, which is housed in a 200-year-old cottage. The potting shed in back is crammed with gardening goodies. Otto and Gert's, housed in the original Harmony opera house, has authentic ice cream fountain service, a lunch café and more. And we haven't listed all the Harmony attractions!

You return to the Days Inn by 11:30 a.m. -- in time to get to lunch/breakout at the Butler City Hunting and Fishing Club.

Sign up for the tours and other activities on the conference registration form.

-- Patti Jo Lambert, Media Specialist  
Butler County Tourism & Conv. Bur.

### THE REST OF THE CONFERENCE:

On Friday, after the sporting activities, tours, the "Day-at-the-Park" and BBQ, it's back to the hotel for the hospitality room and the board meeting. Art awards submissions will be received in the board room.

Saturday morning, after breakfast (with a presentation by sponsor Butler Outdoor Club), art awards submissions are again received. The morning seminars include **Russ Englehart** on "How to Make and Market Your Big Trip" (he hunted South Africa); **Don Carey** and Jerry Sowden, working newspaper photographers, on "Getting Great Shots Under Pressure"; Dr. Doug Austen, Exec. Director of the **Pa. Fish and Boat Commission** (be ready with your questions!); and the Moraine Preservation Fund's barn owl restoration project (be ready with your camera!).

Lunch is at the breakout site, the Butler City Hunting and Fishing Club (10 minutes away), with a great venue for shooting and displays, as well as the membership meeting. Back at the hotel, Saturday evening will feature the awards banquet. Sunday breakfast is on your own; have a safe trip home and come again soon to Butler County.

### DRIVING TO THE DAYS INN, BUTLER:

The hotel is on the south side of the city of Butler, on Rt. 8 (Pittsburgh Road). On your Pennsylvania map, please locate Butler, in the center of Butler County, just north of Pittsburgh. From the Pa. Turnpike, Exit 39 is Rt. 8. Follow it north to the hotel, on the southern outskirts of town. If approaching from I-80 or points north, you will see on the map that Rt. 422 runs east/west, just north of the city. It will probably be your approach. Take the Rt. 8 exit of Rt. 422 and follow Rt. 8 through Butler to the south side. More detailed directions are at [www.daysinnbutler.com](http://www.daysinnbutler.com) or call the hotel at 724-287-6761. The Days Inn street/mailling address is 139 Pittsburgh Road (Route 8), Butler, PA 16001. See the conference registration form for our special room rates and reservation deadlines.

## POWA Education Fund Auction raises nearly \$11,000

Thanks to some very generous contributions, we were able to raise a good amount at the POWA Auction on Sunday, February 11, at the **Eastern Sports and Outdoor Show** in Harrisburg.



We started off the auction with the very generous annual donation of \$2,000 from show promoter and POWA supporting member **Reed Exhibitions**. We appreciate their generous financial support, as well as providing us the time and space at the show to do this auction every year.

Topping the list of special items donated to the auction was a **Smith & Wesson** Stainless 460XVR Magnum Revolver. Thanks to Bill Booth at Blue Heron Communications for facilitating the donation from Smith & Wesson. It brought a whopping \$950.

Also, two very unique and collectible items were donated by member **Nick Sisley** -- a Fin Nor #3 saltwater fly reel and an Orvis Battenkill bamboo fly rod, in its original metal tube, both of which belonged to the legendary **Roger Latham**. Nick also donated a number of his classic books, which raised eyebrows of the bidders.

And, of course, as he has done every year, **Gerald Putt** donated an original acrylic painting. His artwork is always the highlight of the auction, and always brings the most money. Thanks again, Gerry.

I would like to thank all of the other POWA members who donated items to the auction, as well as industry members, supporting members, sport show exhibitors and other friends of POWA. We have seen over the years that people like what we have done with the money -- support youth educational opportunities in the outdoors -- and they are very generous when it comes to donating. We sure appreciate their help.

Thanks also to the members who helped at the auction. It takes a lot of work to put this on every year, and I appreciate the help. The auction went very smoothly; we sold over 90 items in two hours.

Due to the generous contributions of Carolyn Hoffman, widow of former POWA president **Lou Hoffman**, we had a lot of things to sell at the booth throughout the week and at the auction, including art work by **Bob Sopchick** and John Sidelinger, and books by **Bob Bell**.

The committee is exploring the idea of creating some sort of publication through the members of POWA to use as a handout for kids attending the show next year. We feel that we can use some of the same monies we raise and use for grants that we give to other organizations to fund the project. Perhaps a coloring book that would teach kids about the outdoors, animal identification, habitat, etc.

This will not only help interest kids in the outdoors, but also let people know a little about who we are, what we do with the money we raise, and perhaps drum up some more interest in our educational grants.

The final tally for this year's POWA Education Fund auction is as follows:

Live Auction Gross:	\$ 9,127.50
7.5% Commission:	- \$ 684.56
Live Auction Net:	\$ 8,442.94
Reed Exhibitions:	+ \$ 2,000.00
Subtotal:	\$10,442.94
Silent Auction	+ \$ 435.00
Subtotal:	\$10,877.94
<u>Booth Sales</u>	+ \$ 95.00
<b>GRAND TOTAL:</b>	<b>\$10,972.94</b>

The organizations and projects that will be receiving grants this year are: Helen S. Faison Arts Academy; Bucktail Council, Boy Scouts of America; Wildwood Lake Sanctuary; Perry County Youth Field Day; Pennsylvania Institute for Conservation Education; Pennsylvania Envirothon; Capital City Bassmasters; Lake Edinboro Sportsman League, Scholastic Clay Target Program; Harrisburg Inner City Outings; Anderson Creek Sportsman Club; Bluebird Society of Pennsylvania; DuBois Rifle and Pistol Club; Fishing For Kids; **Pennsylvania Federation of Sportsmen's Clubs**; **Pennsylvania Wildlife Habitat Unlimited**; and the Youth BASS Anglers Conservation School.

A reminder that the deadline to apply for the 2008 grants is August 1, 2007. Send the request to me (address in directory).

-- **Kermit Henning**,  
Chair



*Photos, clockwise from top left: Kermit Henning and Dennis Scharadin at the POWA show booth; Tim Flanigan donated Game News cover photographs; Sandy Pochapin of Reed Exhibitions presents Kermit with a \$2,000 donation; JoAnn Henning, Debbie Buckner and Thelma Clark work the silent auction.*

# Supporting Member News

**Supporting Member Liaison, CONNIE YINGLING PR Coordinator, Maryland Office of Tourism Development**



## WINNING WITH LOYALTY CARDS

Last week, United Parcel Service delivered a large cardboard box to my home and -- surprise -- it was filled with ornaments and specially-designed display stands for each of two different Christmas collections.

Also inside was a short letter congratulating me for being a second prize winner of the Hallmark 2006 holiday sweepstakes. I had been automatically entered into the sweepstakes after I purchased some gift wrap and dutifully swiped my Hallmark Gold Crown© card at the register.

Of course, I was delighted at my extreme good fortune, and vowed to continue buying all my stationery at Hallmark (precisely their aim).

If you ever happen to look into my purse, you'll find that I am an avid loyalty card carrier. The stack is probably three-inches thick and growing. There's Safeway, **Bass Pro Shops**, CVS, Marriott Hotels, Subway Sub Club ... well, you get the picture.

If there's a discount applied at purchase or points to earn or free food to be had for simply swiping the card – I'm all for it. (And coupons, too – when grocery shopping, I carry a pink plastic basket filled with cents-off coupons, organized by category. It drives my husband Jack crazy whenever he shops with me, but, hey, every penny counts!)

The unspoken trade-off to using these loyalty cards is that the merchants are steadily gathering information on me and my buying habits. They know how much diet Arizona ginseng iced tea I drink in an average month. They know that I insist on

staying in a nonsmoking room at the Courtyard. They know if I'm not feeling up to snuff when I buy a bottle of cold medicine from the pharmacy. They know what DVDs I watch and what brand socks Jack wears.

It's kind of scary to think about all the personal data swirling about cyberspace on me and Jack, but even knowing that does not stop us from participating in their various programs. After all, there are financial rewards to be had by using these cards.

But there is one laminated card in my purse, and probably one in your wallet as well, that is as far from scary as you can get. It's your POWA membership card.

Being in possession of the POWA card entitles you to certain rewards, both tangible and intangible. You get a directory listing the names, addresses, phone numbers and e-mails of the entire membership, along with descriptions of their interests and products. You receive copies of PowWow, the bimonthly newsletter of POWA, which is always chock-full of information on the organization and its many members.

As a supporting member, it allows you to meet and greet journalists who communicate to the consuming public. The card gives you the ability to learn the latest and greatest outreach tactics from fellow public relations and marketing reps, all specific to this industry. Priceless stuff this.

Invitations also come with the card, such as the ones to attend twice-yearly conferences. The spring 2007 conference will be held in western Pennsylvania's Butler County, May 17 - 20 (hopefully you've already planned to attend). The conferences truly facilitate creating lasting relationships with others in your industry. In my humble opinion, this is truly one of the best benefits to belonging to POWA.

So what does being a card-carrying member of POWA tell us about you? Well, for a start, it informs us that you find value in being part of a group of like-minded, outdoors-oriented individuals. It also identifies you as a savvy communicator, someone who knows how to maximize your company's outreach resources. It proclaims you to be a professional in your field.

It also says that you care about the outdoors – our natural resources, wildlife and wildfowl, traditions and heritage – and that you are willing to act to preserve and protect said resources. In short, it paints a

pretty neat picture, doesn't it?

One of these days I'll weed out the under-used cards in my stack, but for sure the POWA card won't be one that I'll throw away. There are dozens of golden opportunities to be found in this loyalty card – and I'm automatically a winner for possessing it. Just call me lucky! **-PW-**

## 4-H honors National Wild Turkey Federation

The 4-H Shooting Sports Foundation presented the National Wild Turkey Federation (NWTf) a plaque in celebration of their 25-year partnership, during the NWTf's 31st annual Convention and Sport Show in Nashville, Tennessee.

The plaque was presented to the NWTf's chapters and volunteers, during the leadership meeting, by April Ward, National 4-H Shooting Sports Committee's western representative.

For the past 25 years, the NWTf and the 4-H Shooting Sports Program have worked together to promote shooting, hunting and conservation among the nation's youth. 4-H representatives often attend NWTf JAKES (Juniors Acquiring Knowledge, Ethics and Sportsmanship) events, and the NWTf contributes to the 4-H Shooting Sports Program's growth.

\* \* \*

## 1,500 take pledge at Bassmaster Classic

The Anglers' Legacy campaign received strong support at the Bassmaster Classic (**ESPN Outdoors / B.A.S.S.**) recently, when more than 1,500 people signed up to "Take the Pledge," promising to introduce at least one new person to fishing each year. Pledges collected at the Classic, held February 23-25, in Birmingham, Alabama, represent the three biggest days in Anglers' Legacy history, generating seven times more pledges than any one-week period to date.

\* \* \*

## NSSF auction successful

A gun and knife auction at the National Shooting Sport's Foundation's (NSSF) annual Shooting, Hunting and Outdoor Trade (SHOT) Show raised \$42,319 for Wonders of Wildlife, the Springfield, Missouri-based National Fish and Wildlife Museum and home of National Hunting and Fishing Day. **-PW-**

# Executive Director's Report

by **Patty Burdge**



This past February, I had the opportunity to attend the **Eastern Sports and Outdoor Show** in Harrisburg, and for the first time, the POWA auction. I didn't quite realize the enjoyment I would experience by helping, even in a small way, at this event.

I am proud to be part of an association that gives so generously to kids and provides an opportunity for them to appreciate and experience the outdoors. I would like to thank all of those who gave their time, offered donations, and made the effort to make this event a success. For those who were unable to attend, I encourage you to mark your calendar for next year for an auction you won't want to miss.

## Membership Totals as of 3/2/07:

Active - 211; Apprentice - 10;  
Honorary - 2; Supporting - 130

**Remember:** Sponsor 3 new members in one year, and your dues for the next year are covered!

## MEMBERS IN THE NEWS:

*Several POWA members joined a larger gathering to help Alex and JoAnne Zidock celebrate the 10th anniversary of their Cable TV show, "Out In The Open." The event was held Where the show originates - the Legendary Tannersville Inn, in the Poconos.*

*Standing (left to right) are Bob Ballantyne, Kermit Henning, Alex and JoAnne Zidock, and Jo Ann Henning. Seated (left to right) are Gerry Putt and Thelma and Bob Clark.*



Photo courtesy Bob Ballantyne

## Welcome new POWA member:

**Thomas S. Venesky (Active)**

450 West County Rd.  
Wapwallopen, PA 18660  
Phone: 570-379-1282  
E-mail: lh240@msn.com

Tom is an employee of the Times Leader and has written approximately 125 articles in the past 12 months. He has been in outdoor communications since 1997.

Sponsored by: **Linda Steiner**

## Individual Membership Changes:

Most of these changes were received during the membership renewals --

**Bob Bell**, 128 W. Portland St. Apt 6,

Mechanicsburg, PA 17055

**Christian Berg**, 570-668-0404 (Home)

**Mike Bleech**, Mikeb73@verizon.net

**Wes Bower**, wesbower@verizon.net

**Thad Bukowski**, 724-652-6766

**Phil Burkhouse**, pmburkhouse@zitomedia.net

**Steve Carpenteri**, Steve.carpentari@primedia.com

**James E. Collins**, jimcollins-insurance@frontiernet.net

**Chris Denmon**, cddeers@peoplepc.com

**Doyle Dietz**, yankeegiant@verizon.net

**Will Elliott**, 9777 Bernd Rd., Pavilion, NY 14525, 585-502-5207 (Home), 716-207-5771 (Cell), willodrs@gmail.com

**Don Feigert**, 724-342-5392 (Home), 724-985-2870 (Work), dfeigert@verizon.com

**Timothy Flanigan**, Tim-natureexposure@adelphia.net

**Jeffrey L. Frischkorn**, jfrischkorn@news-herald.com

**James Grippo**, James.grippo@verizon.net

**Jerry Hassinger**, Jd.hass@yahoo.com

**John Kasun**, kasun@atlanticbb.net

**Connie Mertz**, owcam@verizon.net

**J.C. Munnell**, jmunnell@juno.com

**H. Robert Myers**, outdoormyers@hotmail.com

**Karl Power**, karlpower@adelphia.net

**Louis Rodia**, lourodia@netscape.com

**Sherwood Schoch**, sherschoch@epix.net

**Jerilynn Schumacher**, kenvjerrys@aol.com

**Mike Stevens**, P.O. Box 676, Waverly, PA 18471, odrwriter@aol.com

**John Street**, johnstreet@windstream.net.

**Tom Tatum**, Tatum2@yahoo.com

**Melody Zullinger**, 2422 N. 2nd St., Harrisburg, PA 17110

## Supporting Membership Changes:

**Erie Area Convention and Visitors Bureau**, new contact: Christine Pennsy, e-mail Cvb1@visiteriepa.com

**Oswego County Promotion and Tourism Dept.**, new contact: Janet W. Clerkin, Web site www.visitoswegocounty.com, e-mail tourism@visitoswegocounty.com

**Pennsylvania Wildlife Habitat Unlimited**, new contact: Leo J. Klebacha

**Plano Molding Company**, new contact: Laura Hess, 630-552-9413, e-mail lhess@planomolding.com

**Shakespeare Fishing Tackle**, new contact: Mark Shealy, 803-754-7000 ext 3233

-PW-

**NOTICE TO POWA SUPPORTING MEMBERS:**

You will receive an individual invitation (via e-mail) to the spring conference in Butler, which will have information about signing up to participate in the breakout trade show on Saturday, May 19, at the Butler City Hunting and Fishing Club. We hope you can attend.

Photo courtesy Kermit Henning



***Why is Doug Stetler holding a  
Fin Nor fly reel that once  
belonged to Roger Latham?  
Find out on page 9.***

**Invitation to OWAA's 2007 conference in Virginia**

This is an open invitation to all members of POWA to join OWAA for our 80th annual conference, this year to be held in Roanoke, Virginia, June 16-19, 2007.

All members of POWA who are not members of OWAA are invited to attend our 2007 conference at the same low price that our members enjoy. We respectfully ask that outdoors communicators who are not members of OWAA come as guests of one of our members. Simply list the "sponsoring" OWAA member on the conference registration form.

Conference registration forms can be found at [www.owaa.org](http://www.owaa.org). Click "Conference 2007," then "Register for Conference" or "Registration." Also, if you desire to stay at The Hotel Roanoke, please reserve rooms early. For lodging information, go to [www.owaa.org](http://www.owaa.org). Click "Conference 2007," then "Travel/Housing."

*-- Kevin Rhoades, OWAA Executive Director*

***Bass Pro Shops "Pass It On"  
Award deadline is July 31\****

The Bass Pro Shops "Pass It On" Award wants to recognize and praise a POWA Active member in good standing, who has been responsible for introducing people (novice adults, children or a group, audience or readership) to the outdoors or enhancing their appreciation of the outdoors.

The Bass Pro Shops "Pass It On" Award will be awarded to an Active POWA member in good standing and shall be given for the best: 1. Published newspaper or magazine article; 2. Broadcast radio or television program; 3. Commercially marketed video; OR 4. Published black and white or color photo or art; that most effectively promotes passing on the love and appreciation for the outdoors, natural resources and pursuits such as hunting, fishing, trapping, hiking, camping, boating, birdwatching and nature appreciation.

The contest shall be judged by a panel of three judges selected by the POWA President. There will be only one winner for this award. The winner will receive a \$300 check and a plaque.

Entries must have been published and paid for between July 1, 2006 and June 30, 2007.

Four copies of each entry must be submitted. Publication title, publication date and your byline must be on one copy. Remove your byline from the three judging copies. Photocopies are permitted. Entries must be postmarked by July 31, 2007.\*

Send entries to POWA Awards Chairman **Joe Gorden**, 147 Weible Drive, Hooversville, PA 15936. Please include SASE for return of materials, if wanted. The award will be presented at the fall POWA conference.

*\* Please note, this is a new deadline date.*



***Pennsylvania  
Outdoor Writers  
Association, Inc.  
P.O. Box 21  
Brookville, PA 15825***

**JUNE / JULY  
PowWow Deadline  
May 20, 2007  
Please Be On Time**