



POWVOW

Bimonthly newsletter of the Pennsylvania Outdoor Writers Association

August / September 2006

Do not miss this fishing; these marketable stories

by Mike Bleech, Conference Chair

At the POWA fall conference, headquartered in Bradford, September 21 to 24, Friday activities will be highlighted by a tour of the Kinzua Quality Deer Cooperative, a unique 10-year deer management project coordinated between private and public lands. Opportunities for story material during this tour are endless, with key people on hand to answer questions. If you ever write about deer hunting, you do not want to miss this tour.

We should have great fishing for the writers who participate in these Friday activities. Those who prefer lake fishing will be on the Allegheny Reservoir, where the walleye, muskie, pike and smallmouth bass fishing are great. Will you catch the next state record here? Stream anglers will be given several options to fish outstanding freestone trout streams. You will be very pleased to learn about lightly publicized fishing here. McKean County has numerous stories waiting to be written.

Following the Friday morning activities, we will all meet for lunch. I'll be cooking on the charcoal grill. After that we will all tour **W.R.** (continued on page 3)



Catch a great one! Come to the fall conference in Bradford, September 21-24.

Special opportunity for post-conference fishing on Sunday: Allegheny River guide Red Childress has offered to take one or two writers on the river for trout or muskie. Proof of his prowess is in the photo above.

Photo by Mike Bleech

Outdoor media professional practices ... REVISITED

Craft improvement by Art Michaels

About 16 years ago, I wrote a craft improvement piece in which I explained several qualities that I believe make freelance submissions "professional." I based these ideas on my experience then as an editor and as a freelancer, and on information I gathered from other editors and freelancers. Since I wrote that piece, my thinking has changed on what I believe constitute "professional" practices. See if you agree:

SASE: I used to think that including a SASE with proposals was professional. Now I believe that sending proposals without a SASE is professional, as long as my e-mail address and phone number appear prominently in the communication.

If an editor likes my idea and wishes to give me a go-ahead, the editor will either call me on the phone or e-mail me -- even if I've never worked with that person before. Why waste time or stand on ceremony?

(continued on page 4)

2006 POWA Art Award Winners

POWA would like to recognize and applaud the winners of the following art categories in the 2006 excellence-in-craft award contests. Our apologies for not including the information in the June/July issue. The winners are:

Ken Hunter, the Best Published Black-and-White Art Award, sponsored by Bluff Creek Productions (Greater Philadelphia Sport, Travel and Outdoor Show), for "Turkey," published in the May 2005 Pennsylvania Game News, and the Wildlife Art Award, sponsored by **Ned Smith for Nature and Art**, for "Bluebirds."

Gerald Putt, the Best Published Color Art Award, sponsored by **GATCO Sharpeners/Timberline Knives**, for "Merganser," 2005 Pennsylvania Duck Stamp. Gerry was present to receive his award, and his photo appeared in the last issue.

There were no entries in the Fine Art Fishing Award sponsored by **Daiwa Corporation**.



Events Calendar

POWA Events

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

September 21-24: POWA Fall Conference, Bradford. Chair: Mike Bleech. Host hotel: Best Western Bradford Inn. Conference registration form and hotel reservation information are in this issue.

Spring 2007: POWA Fall Conference, Laurel Highlands or Butler. Need a chair.

Fall 2007: Conference site open. If you'd like to "show off" your area of the state, contact ED Eileen King for details.

Other Events

August 1-Oct. 31: Tackle the Challenge! Rockin' and Reel-In Fishing Contest, St. Mary's County, Maryland. Sign up with one of our participating captains and win cash prize totaling \$4,000. For more information, call 301-475-4200 ext. 1404 or visit www.stmarysmd.com/fishing. Questions? Contact Diane Gleissner, phone 301-475-4200 ext. 1404 or e-mail diane.gleissner@stmarysmd.com

August 24-27: POMA Conference, Springfield, Missouri. For more information, contact Laurie Lee Dovey, lldovey@professionaloutdoormedia.org.

September 15-17: Pa. Federation of Sportsmen's Clubs' fall convention, Bethlehem, hosted by Southeast Division. Contact: Melody Zullinger, PFSC Exec.

Director, e-mail info@pfsc.org.
September 22-23: Elk Expo, St. Marys, Pa. Contact: Carla Wehler, by phone at 814-834-1267; or by e-mail at Carla@pagreatoutdoors.com.
September 23: National Hunting and Fishing Day. For more information, visit the Web site www.nhfd.org.
October 6-8: Pennsylvania Council of Trout Unlimited fall conference and meeting, Sieg Center, Lamar. For more information, contact Deb Nardone; phone 814-359-5233;

dnardone@coldwaterheritage.org.

January 10-14, 2007: Cincinnati Hunting & Fishing Show, Cincinnati, Ohio. Contact: Hart Productions, 877-281-0022.

January 11-14, 2007: SHOT Show, Orange County Convention Center, Orlando, Florida. Contact NSSF, 203-426-1320.

January 18-20, 2007: Archery Trade Association, Atlanta, Georgia.

January 25-28, 2007: Early Bird Sports Expo, Bloomsburg. Contact Bob Rush, 570-799-0896.

February 8-11, 2007: Columbus Sports, Vacation & Boat Show, Columbus, Ohio. Contact Hart Productions, 877-281-0022.

June 16-19, 2007: OWAA Annual Conference, Roanoke, Virginia. Contact OWAA, 406-728-7434.

July 11-13, 2007: ICAST, Las Vegas Convention Center. Media contact is Mary Jane Williamson, 703-519-9691, ext. 227, mjwilliamson@asafishing.org,

CITGO Bassmaster Events

August 10-13: CITGO Bassmaster Elite Series, Capitol Clash, Potomac River, Charles County, Maryland.

August 24-26: Women's Bassmaster Tour, Lake Dardanelle, Russellville, Arkansas.

August 24-27: CITGO Bassmaster Major, The Bassmaster Legends, Arkansas River, Little Rock, Arkansas.

September 14-17: CITGO Bassmaster Elite Series, The Rock, Table Rock Lake, Kimberling City, Missouri.

-PW-



Register for the FALL POWA CONFERENCE today ...
Reservation form and hotel information are on page 7. Need POWA logo merchandise? See page 8.

PowWow

August / September 2006

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

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Member contributors to this issue:

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President's Message by Russ Englehart

however, many of us forgot how to be recognized before speaking, and, coupled with a few unusual requests and our poor physical setup, we had a pretty bumpy meeting.

Thing is, most people in attendance have been officers or board members in the past. Most of us know how to conduct ourselves in a meeting setting. We need to first

Our spring conference is successfully behind us. Those of you who did not attend will be advised of happenings during the conference with this issue, especially the board and membership meeting minutes.

To date, there's not been a need for me to address anything of a serious nature relative to our organization and, for that, I'm sure few object. This time, I do feel the need to mention a recent burr under my saddle. That item concerns the general membership meeting at our conferences.

Our procedure of late has been to hold the meeting right after breakout, at the breakout site. Now, on the surface, there's nothing wrong with that. However, in my opinion, the last meeting was a good example as to why we might want to at least consider changing things.

Due to the weather, limitations of space, and prior seating of folks when the meeting was convened, your officers were not appropriately situated. We were not seated close together, facing the membership properly, and not everyone could be heard adequately on both sides of various debates. I suppose I should take responsibility for that, but sometimes things get rolling, and we don't see a problem coming.

For a portion of the meeting, we had to contend with the caterer loading up, and the folks from the club getting other things out of the way. On top of that,

be recognized and keep our comments germane, and as brief as possible. Not enough of this was in evidence at that meeting.

Again, I'll take some heat for not being quick enough (or tough enough) to keep everything in order, but it became difficult. This really should change, so our business can be conducted in a timely and orderly manner. One way that can be accomplished, I believe, is to hold this meeting in a setting that is physically amenable to conducting a proper meeting. In almost every case, an outside pavilion does not cut it, for one reason or another. At least that's my opinion.

The other obvious shortcoming with the present arrangement has been too many members visit supporting member displays, then leave to go back to the hotel and don't attend the meeting. This reflects poorly on our responsibility as an active member. Okay; but even if we want to change the timing, how do we do it? Tighten up the breakout time and we shortchange our



"This is my water hole, Bud!" The cape buffalo at left seems none too pleased at having the photographer near. Above, Russ Englehart and his trophy kudu (57.3-inch). He also shot a gemsbok (39.5-inch) on his trip to the Waterburg mountain region of the Republic of South Africa. He says both animals should "make the SCI minimums easily."

valued supporting members. That's not right. So, what's the answer?

I'm not sure I have it, but one possibility would be to have the membership meeting at the hotel, rather than at breakout, assuming breakout is held off the hotel premises. When, you say? I told you I don't have all the answers, but I do think we need to find one. The present way of doing things was not always the case. As I write, I can't recall when meetings were held years ago, but I'm sure someone will. Let's talk about it. If there are other procedures that need changing, while we're on the subject we can look at that, too.

Opinions related to this burr under my saddle will be welcome and given serious consideration. In the meantime, we should be mindful of the need for order, courtesy, and our responsibility to attend member meetings, like it or not. **-PW-**

FALL CONFERENCE, from page 1

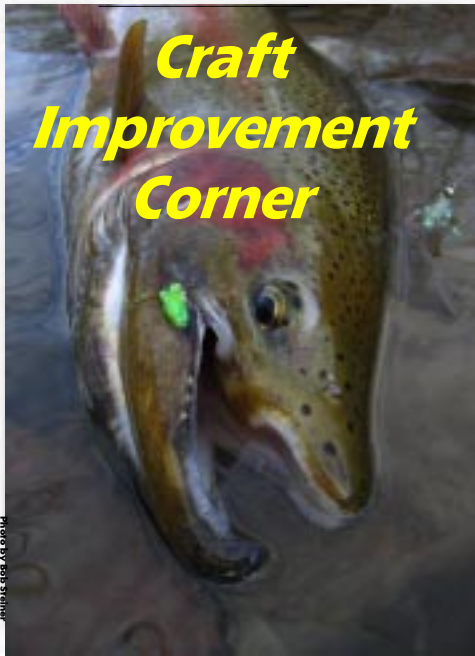
Case & Sons Cutlery, one of the major sponsors of this conference. I am requesting that all writers in Bradford on Friday participate in this tour. If you cannot get a good story out of Case Cutlery, you cannot call yourself an outdoor writer.

Friday evening there will be a real BBQ. You will be treated to pork and chicken cooked on a barbecue smoker at a relaxed setting just outside of Bradford. This is sponsored by the Kinzua Quality Deer Cooperative.

Saturday morning the seminars will concentrate on things that build stories, educating attendees on facts of the northcentral forests. You will learn forest facts and woodsmanship skills, along with news items from the **Pennsylvania Fish and Boat Commission**.

Some of the activities will be a short distance away from the conference headquarters. Friday evening the barbecue will be at a pleasant historic site just outside of the town of Bradford. The Saturday seminars and banquet will be at the Pitt Bradford Campus. Not to worry; Bradford is a small community; finding your way around will be simple and distances are short. I am certain that any minor inconveniences -- actually more convenient than you might imagine -- will be well offset by the pleasurable experience of visiting this beautiful corner of Pennsylvania.

Jeri Bleech has gotten together with
(continued on page 5)



Professional practices, from page 1

If the editor doesn't wish to give a go-ahead, he or she will sometimes e-mail me to explain why and encourage me to submit other proposals. If an article idea just isn't right, editors have e-mailed me a terse rejection if the proposal includes an e-mail address, SASE or not.

During the last several years, when editors expressed interest in my proposals, the editors either called me on the phone or e-mailed me. Even when I had included SASEs in these successful proposals, editors sometimes ignored them in favor of faster communication.

However, in some of my proposals -- sometimes with SASE; sometimes without -- some editors simply didn't respond. That editors sometimes don't respond to article proposals, SASE or not, brings up another idea.

Multiple Article Submissions: Years ago, I took a much more rigid, naive approach to multiple submissions. I used to think that under no circumstances should a freelancer make multiple submissions. Today I think differently.

A multiple submission is identical or nearly identical text or photos sent to competing markets at about the same time. The problem with these submissions comes from editors and publishers concerned that they will print material that is either the same or very much like other material in a competing market. A magazine's editorial content thrives on freshness from issue to issue. When subscribers and advertisers see the same or very similar editorial content

or photos in competing magazines, both groups may conclude that they need to choose between the two magazines -- or abandon both for a magazine with fresher content.

This concern doesn't, or shouldn't, belong only to editors and publishers. A freelancer's livelihood depends on editors' and, therefore, readers', confidence in a freelancer's creating fresh material. In a way, fresh material confirms a magazine's uniqueness and that it owns its market niche. That's what keeps advertisers and readers coming back to those magazines. That's what keeps editors seeking freelance submissions. And that's what keeps freelancers in business.

I haven't changed my mind about multiple submissions. I'm advocating a close relative of multiple submissions, which I call "multi-slanted" or "multi-cast" submissions.

You change a multiple submission to a multi-slanted or multi-cast submission by casting the main body of research for one article into several articles with different slants. You would economize by using the same main body of research for those articles, but your article subjects and slants would be different. You would rewrite the article text, the lead paragraphs and conclusions so that no sentences in your articles would be the same. You would structure the articles differently so that your flow of ideas from sentence to sentence, from one paragraph to another, and from one section to another would be different. Thus, although the main body of research is the same, you're creating very different articles.

For instance, consider four articles I gleaned from a bluefish chumming trip. "Chumming for Bluefish," a basic how-to, went to a regional fishing magazine. "Rigging Your Boat for Inshore Bluefish Chumming," applying a boating focus, went to another regional fishing magazine. "The Haywire Twist: Heart of a Bluefish Chumming Rig," a technical piece with captioned step-by-step photographs, went to a national saltwater fishing magazine. Lastly, "10 Tips for Inshore Bluefish Chumming," a more advanced how-to in interview format, also went to one of those regional magazines.

These articles were proposed, submitted and published during the course of about two years. Still, all these articles were based on the same main body of

research, but I devised different slants on the material and applied supplementary research and sources to create four different articles for competing magazines.

Multiple Photo Submissions: I also match different photos for competing markets to accompany the different articles I've written.

Planning my photographs helps generate a "get list," which I believe every writer/photographer needs. A get list helps me consider the subject before I arrive for the research. You can't always plan research to the Nth degree, and you need to remain flexible, but if you approach a topic with a plan and remain open to the potential for creating a variety of article topics, you will likely not be overwhelmed and miss something crucial.

Here are three other ways I use to come away with different photographs of the same subject:

-- Ask your fishing subjects to pack a change of clothes. A different shirt and pants quickly create a "different" photograph.

-- Lefty Kreh once told me that he had painted one side of his canoe green and the other side red. Brilliant! Turn the canoe around and already the photographs are becoming different.

-- If your subject is holding a big fish, shoot a great variety of poses -- in different parts of the boat and in different shoreline settings, and keep choosing different backgrounds.

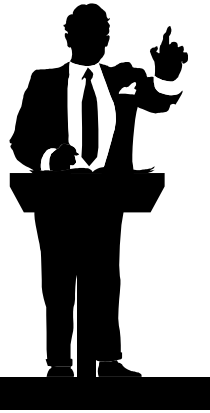
-- Take many, many photographs. This is where the photo get list helps.

Lastly, whether you're an editor, a freelancer or both, remember that we are on the same side: We both want to make money and we both want satisfied readers and advertisers who keep coming back to us for more. Applying these ideas helps perpetuate this win-win situation. -PW-



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ALL
NIGHT**

www.paoutdoorwriters.com



Want to be a good seminar presenter?

by Tom Austin

Outdoor writers who haven't as yet taken the time to hit the sport show circuit as a seminar presenter are not only missing some extra dollars each year, but are also passing up a great opportunity to meet outdoor people across the East and have fun doing so.

My wife, Mary Lou, and I were fortunate enough to have owned and produced the Early Bird Sports Expo at the Bloomsburg Fairgrounds for 17 years, from 1998 to 2005. During that time, we hired dozens of seminar speakers, many of whom are members of this organization. While not pretending to be an expert on anything, including evaluating the quality of our presenters, we do have some advice for those who may be contemplating a program that could be sold to sport show producers.

Our most important consideration in hiring someone to do a seminar at the Early Bird Show was will the presentation by this person increase attendance at the show? The bottom line at any show is attendance. A producer's job is to put people in front of the vendors' booths, so they have an opportunity to sell their products and at the same time provide the revenue needed to insure a profit at show's end. Your assignment as a potential speaker is to provide the prospect of a good, timely and interesting seminar.

Obviously, someone with name recognition is a plus, however, we have had great results with enthusiastic outdoor people who have extraordinary skills in some outdoor discipline and have developed a pleasant, down-to-earth presentation.

I would suggest:

1 Start with a brief resume, complete with a picture and details of the type of presentation(s) you could offer. Be as specific as possible on skills that will be revealed, as well as method of presentation.

2 You must tell the producer, up front, the cost of having you at the show. We learned the hard way that a set fee is much more acceptable than a fee plus traveling expenses. I never considered a return appearance for the fellow who negotiated a fee plus minimal traveling expenses and then presented a bill for himself, his wife and son, complete with meals, lodging and, I always suspected, enough left over for some shopping on the way home. This is probably one of the most difficult things to assess. Don't sell yourself short, but at the same time realize that a fee too high will probably not be considered. Figure on an hour presentation and then add your costs getting to the event. Some show owners also will consider two presentations on the same day, especially on the weekend. There really isn't a set fee, as evidenced by the fact we have paid from \$50 to \$1,000 for a specific seminar.

I have never taken exception to a seminar speaker asking for a deposit to confirm the commitment. This is especially important for you, given the fact that not all scheduled sports shows are actually held.

3 You also need to be up front with the show management by including details of products you may endorse or even sell during your presentation. This information may allow the producer to coordinate your appearance with a business booked into the show or alert vendors that a certain product may be in demand as result of your seminar.

4 Once booked into the show, please be very specific regarding the items you will need for your presentation, such as a screen, television set, extension cords, portable microphone, etc. Don't assume anything given the variety of areas that are sometimes used for sports show seminars.

5 More is not better. If you are scheduled for an hour, plan on a 45-minute seminar and a 15-minute wrap-up or time for questions. Remember the vendors at the show are waiting for your audience to show up in front of their booths.

6 If there is one common error I have observed over the years regarding even the most experienced speaker, it is answering questions from the audience without repeating the question so the entire audience knows what has been asked. Please always learn to repeat the question so everyone knows what you are answering.

7 Also, don't be surprised if you are asked to pose for a photo or asked for an autograph. You are the expert and meeting you may be one of the best things that has happened in the life of the person making the request.

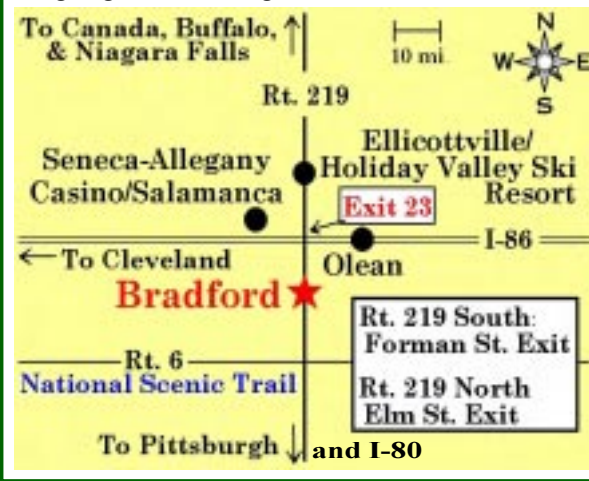
8 Finally, don't be offended if you aren't asked to come back to the show the following year. Good show management will try not to have the same programs on consecutive years, in order to provide something new each year for the show visitors.

-PW-

Fall conference, from page 3

conference co-chair Linda Devlin of the Allegheny National Forest Vacation Bureau to put together outstanding spouse tours for Friday and Saturday. These will visit unusual scenery, museums and history recreation, and an unusual eatery, with an optional stop at a casino.

Bring an extra chip for the camera and plenty of note pads. Serious writers will be going home with a great return on their investment.



Directions to the Best Western Bradford Inn:
If traveling on 219 South, take the Forman Street Exit; turn right off the exit. Go to the stop sign, turn left on Davis Street. Go straight for 3 blocks and the hotel will be on your right.
If traveling on 219 North, take the Elm Street Exit. Turn left off the exit and the hotel will be to your right.



labeled. Guide-lines are available upon request. Submit samples with SASE to BASS (editorial@bassmaster.com), P.O. Box 10000, Lake Buena Vista, FL 32830, 407-566-BASS.

BigGameHunt.net

seeks articles from the big-game hunting community on the subject of general hunting tips and advice on all big-game species, firearm selection, archery tactics, muzzle-loader

tips and pieces on current hunting issues. Compensation is based on your experience, the quality of the piece and photos submitted with the manuscript. You must hold all copyrights for the content you submit. Complete guidelines are available at www.biggamehunt.net; click Write For Us. Submit your article via e-mail to info@biggamehunt.net or mail to RiderWeb Inc., 3440 Essex Ct., Craig, CO 81625, 970-824-9333.

Catfish Now

the magazine of the American Catfish Anglers Tournament Series, is currently seeking catfish-related stories from across the country. To view the January issue, visit www.catfishangler.com. Stories are 1,200 to 1,500 words in length and require 3 to 5 photos. For more information, including payment and rights purchased, contact Editor Luke Clayton at luke@lukeclayton.com.

Linden Media Mgt.

seeks one or more individuals to co-host and possibly co-produce portions of its award-winning national TV and radio shows, on a part-time basis. Responsibilities, skills and background include the following:

Radio -- Write and read short (two-minute) features; interact on-air with talk-show host; conduct phone interviews; possess a broad background in all outdoor subjects, particularly hunting and fishing (all types).

Television -- Interact on-camera with lodge owners/guides at fly-fishing and upland wing-shooting locales; write scripts and voice segments of shows.

Expertise at one or more of the above sports is required. Successful candidates will have a sense of humor, sparkling personality, abundant energy and desire to help others enjoy the outdoors. They will be expected to sign noncompete and nondisclosure agreements restricting other

broadcast media activities. Previous broadcast experience is not necessary. Send resume and cover letter to Scott Linden at scottlinden@earthlink.net.

Shotgun Sports Magazine

seeks top-quality stories on trap, skeet and sporting clays guns, loads, techniques and equipment. If you have a manuscript (unpublished) ready to go, get it in now! High-quality black-and-white or color transparencies or 35-mm or larger photos are always required with any submissions. 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, or mail to Linda Martin, production coordinator, P.O. Box 6810, Auburn, CA 95604. Download contributors' guidelines at www.shotgunsportsmagazine.com.

CALL FOR RESUMES FOR POWA EXECUTIVE DIRECTOR POSITION

Exec. Director Eileen King recently sent POWA her letter of resignation. Eileen has taken on full-time employment and has decided to leave her position with POWA. She will stay on with us through the fall conference.

POWA is therefore sending out a call for applicants for Executive Director. The Executive Director is appointed by the Board of Directors and serves at the pleasure of the Board. A three-year commitment is expected of new appointees. Compensation is negotiated annually. Currently the position requires approximately 20 to 25 hours per week.

In performing his/her duties, the Executive Director must have/develop a working understanding of the POWA Constitution, Bylaws, Code of Ethics, Directives of the Board (policy) and Organizational Manual (duties manual, describing association procedures and the role of committees, officers, etc.). The Executive Director should also have an understanding of POWA's nonprofit corporation - IRS 501(c)3 - designation, banking/budgeting procedures and have a working knowledge of parliamentary procedure.

If you would like a complete job description, contact Eileen King, POWA, 158 Lower Georges Valley Rd., Spring Mills, PA 16875; 814-364-9557 or kingenp@cs.com.

*Send letter of interest and resume by **SEPTEMBER 1, 2006** to Eileen, at the above address.*

Above & Beyond is the most widely distributed magazine in the Canadian North and is published six times per year. Sought are items up to 1,500 words in length on the life, people, outdoor and recreational activities, wildlife, communities, politics and the economy of Canada north of the 60th parallel. Articles must be accompanied by original color slides, prints or high-resolution (300 dpi) digital photos. Above & Beyond pays 25 cents per word and \$25 per photograph for first North American rights. Contact Annelies Pool, Above & Beyond, Box 1411, Yellowknife, NT X1A 2P1, Canada, 867-445-6800, editor@netkaster.ca. Writers guidelines are at www.arcticjournal.ca.

Bassmaster magazine covers fishing for freshwater bass species. Fishing for white, striped and hybrid bass is covered on a limited basis.

Most articles are how-to stories dealing with specific techniques and patterns -- no "Me and Joe" stories. Articles (with 15 to 20 color slides, prints or digital images) range from 150 to 1,800 words. Bassmaster pays 35 cents per word upon acceptance and buys all rights, including electronic and rights to reprint. Reasonable payment will be made for reprinting. Complete guidelines are available upon request. Please submit queries, SASE and samples to BASS (editorial@bassmaster.com), P.O. Box 10000, Lake Buena Vista, FL 32830, 407-566-BASS.

Bassmaster magazine accepts stand-alone photos, artwork and illustrations from freelancers. Send previously published samples of your work, along with a contact sheet of applicable slides. Pay is \$50-\$500 for inside photos and \$700 for cover photos; all rights, including electronic and rights to reprint, are purchased. Reasonable payment will be made for reprinting. All submissions should be properly packaged and should be

POWA Fall Conference 2006 / Sept. 21 - 24 / Best Western Inn, Bradford

Name _____ Phone _____ () Member

() Supporting Member, Company Name _____ () First POWA conference?

() Spouse Name _____ () Guest Name _____

REGISTRATION	Cost x	# persons =	Total Fee
By August 30, \$20 each	\$20.00 x	_____ =	\$ _____
After August 30, \$30 each (late fee).....	\$30.00 x	_____ =	\$ _____
Supporting Member Breakout Day Display Fee.....	\$45.00	_____ =	\$ _____
SUBTOTAL REGISTRATIONS		_____ =	\$ _____

*ALL ATTENDEES PAY REGISTRATION FEES, including spouses/guests/breakout participants
(Exception - spouses/guests attending banquet only)*

MEALS*

FILL OUT NUMBER OF PERSONS, even if meal is sponsored — we need a count! # persons = Total Fee

Friday BBQ: Sponsor, Kinzua Quality Deer Cooperative	_____ =	N/C
Saturday Breakfast: Sponsor, Best Western Bradford Inn.....	_____ =	N/C
Saturday Lunch:	_____ @ \$10 ea.	_____ =
Saturday Banquet : Sponsor, W.R. Case & Sons Cutlery	_____ =	N/C

SUBTOTAL MEAL FEES:..... \$ _____

* Children and guests (not spouses) must pay for sponsored meals — Fri. BBQ \$15; Sat. Breakfast \$12; Sat. Lunch \$9; Sat. dinner \$26.

Note: Sunday breakfast is "on your own."

ACTIVITIES \$20 REFUNDABLE DEPOSIT REQUIRED FOR EACH ACTIVITY (descriptions in PowWow)

(Attend activity & fee is returned / Any activity charges will be deducted / Activities open to all attendees # persons (x \$20)

Friday -- Kinzua Quality Deer Cooperative Tour, 7 a.m.....	_____ =	\$ _____
Friday -- Allegheny River Fishing (limited number), 7 a.m.	_____ =	\$ _____
Friday -- Trout Fishing, 7 a.m. or on your own	_____ =	\$ _____
Friday -- Spouses' Tour -- Local highlights	_____ =	\$ _____
Saturday -- Spouses' Tour -- More local highlights	_____ =	\$ _____

SUBTOTAL ACTIVITY DEPOSITS \$ _____

GRAND TOTAL (registrations + meals + activity deposits) Enclose full amount/no partial payment = \$ _____

Make check payable to POWA or send MasterCard/Visa # _____ exp. date _____

Send form and check or credit card info to: Eileen King, 158 Lower Georges Valley Rd., Spring Mills, PA 16875; 814-364-9558 (FAX)

POWA FALL CONFERENCE 2006 HOTEL RESERVATION INFO/FORM

Call to make your room reservations at the Best Western Bradford Inn: 800-344-4656 or 814-362-4501. Or clip and send the form below (send one night's deposit if you'll be arriving late). When making your reservation, tell them you're with POWA and make your reservations before the **August 25, 2006 cut-off date**, to be sure you have a room at our special group room rate: **\$62 single/double, plus sales tax** (guarantee late arrival with a credit card).

HOTEL ADDRESS: BEST WESTERN BRADFORD INN, 100 DAVIS ST. S., BRADFORD, PA 16701.

Map and driving directions are on page 5. For more on the host hotel, visit their web site: www.bwbradford.com.

Name: _____ Phone: _____

Address: _____

Arrival Date: _____ Departure Date: _____

POWA MERCHANDISE

DESCRIPTION	QTY	SIZE*	COLOR	UNIT PRICE*	NAME** (Add \$6)	TOTAL PRICE
Sweatshirt				\$23.00		
Sport Shirt				\$24.00		
Denim Shirt, Short Sleeve (Men's)				\$28.00		
Denim Shirt, Short Sleeve (Ladies')				\$28.00		
Denim Shirt, Long Sleeve (Men's)				\$28.00		
Denim Shirt, Long Sleeve (Ladies')				\$28.00		
Pro Cap, Twill				\$15.00		
License Plates				\$ 5.00		
Embroidered Patches				\$ 3.00		
Membership Directories				\$ 5.00		
50th Anniversary History Book				\$ 5.00		
"The Eastern Trail" Book, Edited by L. James Bashline			N/A	\$10.00		
				Subtotal		
				Shipping/Handling		
				TOTAL		



All orders and payments should be sent directly to:
Eileen King,
POWA
Executive Director
 158 Lower Georges Valley Road
 Spring Mills, PA 16875-9123
 814-364-9557
 814-364-9558
 FAX
 kingenp@cs.com

* Price is for S,M,L,XL

2XL, add \$2

3XL, add \$3



Shipping & Handling Fees:
 First Item - \$4.95
 Additional items, add \$1.00 each

** Please PRINT name clearly below as it should appear on left chest (1 line only; \$6 per clothing item):

POWA NEEDS AUCTION/RAFFLE ITEMS FOR THE FALL CONFERENCE

If you have items that can be used as fund-raisers at the fall conference, contact JERRY BUSH or STEVE SORENSEN (see the POWA directory) and let them know you'll have items for them, or just take them to Bradford. POWA wishes to thank and acknowledge Steve for assisting Jerry in this important function. The rest of us can assist them by providing items for the raffles and auctions; it's good for POWA and good advertising for you!

Bass Pro Shops "Pass It On" Award deadline is August 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 that shall be given for the best: 1. Published newspaper or magazine article; 2. Broadcast radio or television program; 3. Commercially marketed video; OR 4. 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. The entry must have been published and paid for between July 1, 2005 and June 30, 2006. Three copies must be submitted. Publication and date must be on the entry. Please remove your byline from two copies of the entry, but leave all identification on the original. Entries must be received by August 31, 2006.

Send entries to Executive Director Eileen King, 158 Lower Georges Valley Road, Spring Mills, PA 16875. Please include SASE for return of materials, if wanted. The award will be presented at the fall POWA conference.



BOARD OF DIRECTORS
May 19, 2006
Ramada Conference Center
State College, PA

The meeting was called to order by Chairman Jeff Mulhollem at 8:15 p.m. Present: Mulhollem; President Russ Englehart; Vice Presidents Linda Steiner and Ron Tussel; Secretary John McGonigle; Directors Terry Brady, Bob Ballantyne, Charlie Burchfield, Jerry Hassinger, Freddie McKnight; Supporting Representative Connie Yingling; Executive Director Eileen King; and Parliamentarian John Swinton. Absent and excused: Rob Hilliard and Bob Lollo.

Motion: Brady/Englehart to accept minutes from last meeting with following changes by Linda Steiner: A) Make the language in craft awards report the same as Bob Mitchell's suggestions. B) Clarify the language on Board Member Recall as Old Business. Passed.

Correspondence:

Answered routine correspondence.

I am sorry I will not be able to attend the Spring Meeting. I will be in Florida on business. I did not set up the agenda or I would have changed the dates. – Bob Lollo

I will not be able to attend the fall conference. I have secured a couple of speaking engagements at the Pa. Elk Festival, which runs the same dates as the conference. I will be missing out on my last board meeting. – Freddie McKnight.

Chairman's Report: Presented verbally at meeting.

President's Report: Presented verbally at meeting.

Executive Director's Report: We lost 19 individual and 22 supporting members this year (withdrawals, deaths, nonpayment of dues) and gained 12 new individual and 12 new supporting members for a net loss

of 7 individual and 10 supporting. Attended the Harrisburg Sport Show VIP dinner and POWA Auction during that show. Visited Bradford to see facilities for fall conference. Membership recruitment is always a top priority and I've contacted several people/companies to join, but the membership needs to become involved in active recruitment. Membership currently stands at: 202 active, 10 apprentice, 1 honorary and 129 supporting.

Motion Steiner/Hassinger to accept officer's reports. Passed.

Treasurer's Report: Steiner reported in Rob Hilliard's absence and said we saved approximately \$1,000 by contracting with a different firm to complete year-end financial statements and tax returns. (Note: Treasurer's report and FY 2006-07 budget were published in the June/July PowWow.)

Motion Englehart/Ballantyne to accept Treasurer's Report. Passed.

COMMITTEE REPORTS:

Awards – Doyle Dietz, Chair – Based upon my 37 years experience as a reporter and editor at three different newspapers, I see an overwhelming need for a complete revamping of the entire awards process. My first suggestion is that within two years of achieving full membership, serving as a committee head be a mandatory requirement if called upon. After heading a committee, serving as the chairperson should be mandatory if called upon within three years. My second suggestion is to have guidelines for judging entries for more uniform results. Some of my committee heads related their concern when several of the volunteers they asked to read entries all picked a different winner. I told them to have the volunteers assign point values with either high or low scores, depending on what system they used, being the winner. While fully appreciating the sensitivity of having members serve as judges, I believe one of our most pressing needs is having writers judge writers. Perhaps this could be done by an awards committee – which could be made up of the previous year's winners, who would be ineligible to enter the next year. Being a lifelong fan of the New York Yankees, I have never seen winning as something to apologize for or that there is such a thing as winning too much. I do believe, however, that limitations should be sent on the number of similar categories

that can be entered each year. When an individual wins multiple categories in the same year, it shows what kind of talent is associated with POWA. It also can show that individual is in a position to write the kind of articles that typically appeal to judges and are geared to contest entries that others are not permitted to write because of space limitations and editorial policy. Some of the volunteers had the following comments: Articles were well written and detailed, but too technical. Others complained the entries were "too folksy." So, while most volunteers seem to favor narrative, "me-and-Joe" type features, rather than those of a technical or how to/where to nature, some publications have policies against first-person features and using photos of writers as illustrations. Sentences were awkward and/or too long, incorrect punctuation use and there was no transition between paragraphs. Some were "boring," but grammatically correct and other had poor grammar and incorrect use of words. Most of the entries were seen as being professionally presented, but some still had the byline of the writer on all four of the articles submitted and were thus disqualified under the rules. In other cases, the marker used to cover the byline was not dark enough to conceal the name, and it was suggested that in the future the byline be cut out or covered with opaque tape or white-out from the original copy. In closing, my thanks goes out once again for concern and service by my committee of Bob Clark, Terry Brady, Mark Demko, George Dolnack, Jim Fitser, John McGonigle, Connie Mertz, Gerry Putt, Dennis Scharadin, Marcus Schneck, Ron Steffe, Ron Tussel, Mike Watson, Dave Wolf and Melody Zullinger.

It was noted that changes to awards needs a vote at membership meeting.

Outdoor Education – Kermit Henning, Chair – All grants have been mailed. Committee members: Carl Graybill, Sal Pitera, Dennis Scharadin.

Craft Improvement – Bob Frye, Chair – no report.

Nominating – Dennis Scharadin, Chair – Committee has obtained the following nominees for the 2006 Officer and Board elections: President Linda Steiner; 1st VP Ron Tussel; 2nd VP Harry Guyer; Treasurer Rob Hilliard; Board of Directors: Christian Berg, Frank Felbaum, Ron Steffe and Don Steese. Committee Members: Kermit

(continued on page 10)

Meeting minutes, from page 9

Henning and George Dolnack.

Ways and Means – Jerry Bush, Chair – For the second year in a row, I will not be able to attend the spring conference due to family obligations. I will be transferring donated items to Steve Sorensen, who will in turn transport auction and raffle items to the conference site on my behalf. I will miss everyone. I am very concerned with the continuing drop of donated items for the conference auctions and raffles. Though the economy is strong in general, it appears there is an overwhelming reduction in expenditures by companies for “unnecessary costs” and “unnecessary travel.” I also do not feel that outdoor communicators are doing enough to prove our worth to our supporting members. Connie Yingling recently conducted a survey and found that most supporting members simply feel they are donating objects to help support our organization. They do not really feel they get much value in return. For that reason, I’m suggesting we should conduct a poll within the pages of PowWow.

Raising Funds: Rob Hilliard has presented several ideas for consideration, and I applaud Rob for his pro-active stance. Here are a couple other ideas?

POWA Guide Raffle - It has been mentioned in the past, but I’ll bring it up again. I believe we could offer an outdoor fishing or hunting trip raffle, in which a willing POWA member could donate services for one day. For example, if I volunteered to take a general member of the public (raffle winner) for a day of steelhead fishing on Lake Erie’s tributaries. Another member may decide to donate services to take the winner on a deer hunting trip. Many members of the public would consider it an honor to accompany an outdoor communicator outdoors. The only downfall I see could be legal actions if someone was injured in the process of the trip, but I believe we all take that chance anytime we take to the lakes and fields with others. I would think our legal advisers could recommend a good, non-liable disclaimer document for signing prior to participating.

Charter Raffle - We could also purchase a \$400.00 Lake Erie charter and raffle tickets to the public. The tickets could sell for \$5.00 a piece or 3 for \$10.00. We would distribute 10 tickets to every active member and make it mandatory for each



At the spring conference, Brenda Pfeiffer tested Winchester’s hot turkey loads at the Scotia Range breakout. Mike Capps, representing Winchester, provided assistance. Photo by Rich Walton.

member to raise a minimum of \$30.00 by selling the tickets. If the tickets are not sold, the member would be responsible to accept obligation to purchase any unsold tickets.

Increase Membership Dues - Personally I hate this one, but perhaps we need to accept the POWA is under-priced. In my investigations it appears the POWA is one of the most active outdoor writer organizations. With that said, we should at least analyze value from within. Perhaps we must face the fact that membership dues should be increased to \$75. Lately I have been kicking around consideration of joining the Association of Great Lakes Outdoor Writers–(AGLOW). They appear to be similar to POWA in many ways, but with one annual conference. Membership cost for that organization is \$100 annually.

Analyze Cost of Dual-Conferences - Have we analyzed the cost of producing each conference? Does it cost the organization more to hold conferences than we bring in. Assuming the answer to that question is yes, perhaps we should consider changing to one conference per year, which would make us similar to other writer’s organizations.

PowWow Issues - The organization should evaluate the cost and consider changing distribution of PowWow to 4 issues a year instead of the current 6 issues per year.

Membership Audit – Jeff Mulhollem, Chair – A list of 13 active members was submitted to the committee for the 2006 audit. The members were: Marilyn Black, Jerry Bush, Stephen Carpenteri, Bud Cole, Mark Demko, Les Greevy, Len Lichvar, Tom Mitchell, J.C. Munnel, Steve Owlett, Gregg Rinkus, Susan Tarr and Ron Steffe. Letters of explanation and audit forms were sent to all at the end of January. The letter requested the return of the completed form and all necessary documentation by March 15, 2006. Completed forms have been received from 11 members. Susan Tarr and

Steve Owlett resigned from the membership. The following members have returned their audit forms and been approved: Marilyn Black, Jerry Bush, Stephen Carpenteri, Bud Cole, Mark Demko, Les Greevy, Len Lichvar, Tom Mitchell, J.C. Munnel, Gregg Rinkus and Ron Steffe. Board Action requested by committee: Approve those who have returned their Audit Forms.

Constitution and Bylaws – Jim Fitzer, Chair – As recently requested by President-Elect Steiner and Executive Director King, the committee will be reviewing several sections of the constitution and bylaws with regard to “cleaning up” some wording to provide consistency and clarity in items relative to duties of several officer positions. The committee will report back once it has had time to review these items and recommend changes to address the noted concerns. Committee Members: Betty Lou Fegely, Mark Passaro.

Finance and Budget – Rob Hilliard, Chair – Based on the Treasurer’s Report presented at February’s interim board meeting, the committee was instructed to investigate a combination of cost-cutting and potential new fund-raising ideas. The results to date are as follows.

Cutting Costs: The first suggestion was to poll the membership on their desire to receive an electronic version of PowWow. Based upon the most recent complete fiscal year, this would cut a minimum of \$750 in postage (about 7.5% of the annual PowWow costs and about 2% of POWA’s total annual expenses) if just half of the membership agreed to electronic distribution. With this year’s postal increase, that savings would be even greater. There might be a slight savings in printing costs as well, but that number would not be proportionate because set-up costs would remain the same. Unfortunately, as of May 2, Executive Director King indicated that just two members have elected to receive the

electronic version of PowWow. Since I'm not quite ready to give up on this idea yet, perhaps we should make another request to our members (maybe an announcement at the conference?), stressing its importance as a cost-cutting measure. On a related note, I would ask the board to also consider making printed copies of the membership directory available only to those members that request them. Printed directories currently cost POWA about \$1,800 annually (over 5 % of our total annual expenses) for information that is readily available in the Members Only section of our website. A second cost-cutting measure identified at the interim board meeting was an offer from a new firm to do our annual accounting. A firm called Marshall and Associates has offered to prepare our annual audit for a price that is \$1,150 (3.3 % of our total annual expenses) less than our current accountant, Reidy, Urish and Popeck. After discussions with ED King, we have agreed to accept the lower offer and switch firms. As a side note, the Marshall and Associates letter indicated that our current policy of conducting an accounts review annually is more stringent than what is required by law. However, some amount of professional review is required on an annual basis in order to file POWA's tax returns. As a result, when ED King contacts Marshall and Associates to accept their offer, she will also determine the cost implications of changing this annual review. The results of that discussion will be reported to the board at a later date. Another area of potential cost savings is the fee that we are charged for allowing credit card commerce. Both ED King and I feel that the current fees are somewhat high at \$700-\$800 annually (about 2 % of our total annual expenses). However, it's my understanding that these rates are set through a combination of the credit card company (M/C and VISA) and

the local bank. While some amount of savings may be achieved here, it's unlikely to be more than \$100 to \$200 annually with our current rate of credit card commerce. I will work with ED King to investigate this further. Based upon my analysis of the last three Treasurer's Reports, there are few other areas that warrant much consideration for cost savings. In most respects we run an extremely lean operation with nearly all of our major expenses going directly to member services and our two paid positions – Executive Director and PowWow editor – providing a large amount of benefit for the cost.

Raising Funds: Several ideas were offered. Given the current negative trend between POWA income and expenditures, as well as the strong desire of the board to avoid a dues increase at this time, I think all of the cost-cutting and fundraising ideas above require careful consideration. And, as always, any other suggestions from members are encouraged.

Sport Shows: Harrisburg – Kermit Henning, Chair – Nothing to report. Lehigh Valley – no report because the show is no longer being held.

Editorial Review – Sam Hossler, Chair – Nothing to report. Committee Members: Jack Paluh, Regis Senko.

Ethics – John Swinton, Chair – Nothing to report. Members: Joe Gorden and Bob Ballantyne.

Member Screening – Dennis Scharadin, Chair – Members approved since interim board meeting and needing approval at spring board meeting: Alan Probst, Gary Wert, Jennifer Bilott (apprentice).

Members approved since fall conference (approved by board) and needing membership approval: Dave Lockard, Nelson Haas, Robert Ide, Brent Postal (apprentice) and Harvey Bauer (upgrade to active from apprentice).

Committee members: Dennis Scharadin, Doyle Dietz, Dave Ehrig

Supporting Member Screening – Harry Guyer, Chair – Board approved Greater Philadelphia Tourism Marketing Group and Tri-Tronics by e-mail vote. Need approval at board meeting: Camp Chef/Sport Grill, National Aviary, PA Environment Digest, W.R. Case & Sons. Committee members: Darl Black, John Kasun.

Historical Archives – George Dolnack, Chair – Nothing to report. Committee members: John Swinton, Kermit Henning, Mark Passaro, Sylvia Bashline.

Scholarship – John Swinton, Chair – Josh Wirt attends UPJ and is a communication major with a related area in public relations and marketing/advertising. He has a 3.44 GPA and plans to graduate in 2007. There were no candidates from PSU. We need to do something different to interest potential applicants. Committee members: John Swinton, Joe Gorden, Jeff Mulhollem.

Financial Auditing – Russ Englehart, Chair – Financial auditing was completed in March and everything checked out. Members: Rob Hilliard and Linda Steiner

Duties Manual – Bob Mitchell, Chair – No changes since last updated.

Technology/Website – Bob Ballantyne, Chair – Keeping POWA Web site updated per direction from EDEileen King. Technical article published in PowWow. Does anyone have any special requests for technical article topics, items or areas of particular interest? Want to make sure PowWow articles are pertinent to POWA membership. Ballantyne reviewed website usage report: We had 25,792 hits in the last four months (862/day). Paid use per month: 3,903 (133/day). Session series: 1,744/month (58/day); 26,000 hits/month; 3,900 views; 1,700 viewers "worked" the site. Ballantyne posed the question, "Do we want to attract outside visitors?"

Supporting Member Rep. – Connie Yingling, Chair – Nothing new to report.

Youth Mentor Award – Charlie Burchfield – No applications for the award have been received yet. This award will be discontinued this year if the membership ratifies the board's decision.

Past President's Council – Dennis Scharadin, Chair – (continued on page 12)

"Tom Tatum here. We had a great time at the spring POWA conference in State College. As threatened, I am submitting this photo from our kayaking outing. Terry and Barb Brady went kayaking with my wife, Patti, and me on Spring Creek in Bellefonte, courtesy of Tussey Mountain Outfitters. Attached is a shot of Terry Brady, mastering his kayak domain!" Photo by Patti Tatum.



Meeting minutes, from page 11

Nothing to report.

Membership Recruitment – Bob Steiner, Chair -- The best way to contact potential new POWA members is by identifying those who are already active in the outdoor communications field, and getting an application/POWA benefit info in their hands. But how to do this? It's may be too much to ask editors to "recruit" members for POWA from their non-member writers / photographers / artists. Understandably, some may be uncomfortable with being a "recruiter" for POWA. They may also be reluctant to give those persons' private contact info (address) to a third party (POWA). However, editors routinely pass along correspondence to those whose work appears in their publication. This happens to Linda and me regularly, from our newspaper/magazine columns and features. The editors forward letters sent to us by readers or they give us the contact info of the people who want to talk/correspond with us. That way we have a choice; our privacy is respected; and the message still gets through from the reader. What POWA could ask is the same courtesy that these editors extend to other readers of their publication, and forward correspondence from us to that writer/photographer/artist. This should answer editors' ethics/privacy concerns. I'm proposing that a POWA member or members (could be an expanded Membership Recruitment Committee) take a look at the publications they may already be receiving; identify contributors who are not POWA members; and send a letter to the publication, asking the editor to forward it. For example, perhaps one member would

take the Pa. Game News; another the Pa. Angler & Boater; another the Pa. Outdoor News; another the Pa. Outdoor Times, another Pa. Game & Fish; etc. Or if someone gets all or several of these, that person would "take on" POWA membership development for those publications. A form letter could be developed (by the committee or E.D.) that would be "tweaked" to personalize it to the individual potential member. Something that would say: "Dear xxxxxx: I read and enjoyed your xxxxxxxxxxxx in the latest issue of xxxxxxxxxxxx. I am a member of POWA and would like to tell you about the benefits of belonging to the organization (etc.)." Either an application could be enclosed, or the person could be directed to go to the POWA web site. The letter sender should give additional contact info: theirs and the E.D.s. The Membership Recruitment person(s) could be supplied with POWA stationery/envelopes and reimbursed for stamps. This would mean that some of us who already read these publications would just have to look at them with an eye toward identifying potential POWA members. Then spend a few minutes after reviewing each to prepare letters to these persons (computer generation and a basic form letter speeds it up). Send the stamped letter, with the potential member's name on the outside envelope (leaving room for the editor to insert the address). Send that letter (or the several identified for that issue) in a larger envelope to the publication's editor, with a note requesting that the enclosed letters be forwarded. As noted above, this forwarding of correspondence is the same as these editors are now doing for individuals who write to their contributors. Indeed, they'd be forwarding a letter from an individual — someone who belongs to POWA — only this would be a coordinated action, through the Membership Recruitment Committee. I don't see there being a high volume for each publication's issue, probably

3 or 4 at most, so this should not tax editors. Although as POWA members, we should all be on the lookout for new members to grow the organization, months go by and we read our incoming magazines without making that extra effort to contact the writers/photographers/artists in there who are not yet members. My suggestion would be to make this contact a "job" for specific member(s), who would know they were doing it every issue. Plus, if these members recruit 3 ... their own dues are paid for the year! Although I'm mostly talking about magazines here, this could apply to newspapers and to web magazines. In the latter case, there is usually a "contact us" option and info about POWA and the POWA web site address could be sent to the e-zine for forwarding to the writer. In the form suggested above, this should be palatable to editors and to committee members, and to the E.D., who would only have to send a supply of stationery/envelopes to those doing the membership contacts ... and hopefully process incoming applications.

Awards Review – Bob Mitchell, Chair – At the interim board meeting, the board approved several changes to the Awards Program. These are: To eliminate any problems that may be associated with mailing delays, the entry deadline has been changed from "received by January 31," to "postmarked by January 24." The board also suggests that to confirm receipt of entries, members submit SASEs or ask for e-mail confirmation, or send USPS delivery confirmation request. Qualifications on who may enter POWA contests needs to be clarified to clearly state that only Active and Apprentice members are eligible to enter contests. Currently, all POWA members seem to qualify. The Awards Chairman is not responsible for determining the validity of entries. As approved by the board, any questions concerning the validity of an entry should be forwarded to the President, and if he or she deems it necessary, to the Board for a decision. Further, if the President has any questions, doubts or concerns about an entry, the person submitting it should be notified immediately and given the opportunity to address whatever the question or concern might be, before any other steps are taken. The stipulation that an entry may be submitted for only one award has been changed to allowing an entry to be submitted for only one core award, but any in any number of specialty award categories. For example, an entered "Best Magazine



POWA members are multi-talented: Doyle Dietz (striped shirt) leading the tomahawk-throwing station at the Schuylkill County Youth Field Day in May. Photo by Marcus Schneck.

Feature” about deer hunting would not be eligible for the “Best Magazine Column” award, too, but it would be eligible for the PA Deer Award and all other specialty awards it meets the criteria for. This may result in an entry receiving more than one award, but only one core award. Such a change will enhance the value and integrity of our awards program overall. If this is approved, the distinction between core and specialty awards will be made more clear on the “General Guidelines for Entries.” (The distinction is in the Duties Manual). Having a small number of entries, or only one, for any award is not conducive to maintaining the integrity of our awards program. This reflects poorly on POWA, diminishes the value of the award, and compromises our relationships with the supporting members who are sponsoring the awards. At its interim meeting, the Board voted to require a minimum of 5 entries in each and all craft awards. Because a person may submit no more than 2 entries in a specialty award, this minimum number of five entries effectively requires that at least 3 entrants must enter an award category for an award to be given. If a sufficient number of entries is not received, no award will be given. For the Best Published Color and Black-and-White photography awards, the Board has voted to clarify the awards criteria to read that two published photography awards will be given, one for best published black-and-white photo and one for best published color photo. The format the photograph was originally taken in does not matter, only the published form. Joint bylines: Joint bylines will be considered as an entry for each contributor. In other words, a member may submit up to three entries for any particular award, and if any or all of those entries are co-authored by another member, the entry counts towards the limit that member may submit, too. The Youth Mentor Award has been discontinued, beginning in 2007.

Items for the Board to consider:

Per Board request: Ask the membership, at the membership meeting, if the Board should pursue the establishment of a “Best Photograph Award,” which, for the sake of discussion, would not have to have been a published photo. As such, it would be a specialty award, and would require a sponsor. Stipulate in the Duties Manual that for each award, the Awards Chairman needs to select three judges. Stipulate in the Duties Manual that the

Awards Chairman is not eligible to enter any POWA awards, and that an awards coordinators are not eligible to enter the award they are coordinating. If these changes are approved by the membership, the Duties Manual will be updated accordingly.

Conferences:

Spring 2006 – John Swinton, Chair – Swinton reported that the spring conference was going A-ok, with 133 people registered. Board chair and board thanked John and Cordy for their hard, successful work.

Fall 2006 – Bradford, Mike Bleech, Chair – Eileen King reported all systems are “Go” for the conference in Bradford.

Spring 2007 – King reported that we still need a chairman and location for this conference.

OLD BUSINESS:

Fund-raising Ideas -- POWA operating their own sales on eBay was discussed. Motion Ballantyne/Brady to drop the idea and pursue it no further. Passed.

Linda Steiner raised ideas of various fund-raising ideas for POWA (*some relayed from Rob Hilliard and Jerry Bush*). Many were considered and discussed. Ideas considered: big bass/big buck contest; clays shoot/golf tournament; raffle tickets to win a POWA member as a hunting/fishing guide; raffle Lake Erie charter; 50-50 raffle at conferences; hold drawing during membership renewal; general money-saving ideas, including making conferences pay for themselves. Steiner feels we should make money at/from conferences. Question posed by Ballantyne, "Do we have a budget crisis?" Steiner replied, "No, we don't need money" and she related that she found some money in past budgets saying, "We're okay").

Motion: Ballantyne/Burchfield to table all talk of fund-raising until bookkeeping is straightened out. Passed. General consensus is that POWA has no financial crisis but should look more closely at budgeting and income. Budget/bookkeeping/financial issues will be resolved between now and fall conference, with ideas presented at conference.

Member Recruitment -- This is a necessity for our financial health and future. Motion: Englenhart/Burchfield to approach members to recruit new members from magazine articles written by non-members, as found in various magazines. Passed.

Ways and Means -- Jerry Bush mentioned a need to find a way to get POWA

regular members to send tearsheets to supporting members. It was suggested that an article be written for PowWow explaining the importance and etiquette of sending tearsheets to supporting members.

NEW BUSINESS:

New Memberships --

Motion: Burchfield/Steiner to enter executive session. Passed.

Motion: Tussel/Englehart to come out of executive session. Passed

Motion: Hassinger/Burchfield to approve individual members. Passed

Motion: Ballantyne/Burchfield to approve supporting members. Passed

Motion: Burchfield/Ballantyne to approve all members who passed membership audit. Passed

Motion: Burchfield/Hassinger to approve Don Heckman as an honorary member. Passed. It was noted this must also be approved by the general membership at their next meeting.

Employee Theft/Bond Insurance --

The employee bond came up for renewal this year – payable once every 3 years. It seemed to indicate that people rather than positions were covered. Motion Burchfield/Ballantyne to drop current coverage and have King search for new coverage. Passed

Grant Writing Proposal --

Motion: Burchfield/Brady to allow John Mahn to search for grants/grant money for POWA. Passed. King noted that POWA received a \$2,000 grant from Central Pennsylvania Tourism Council to be used for the current conference.

Website -- Brief discussion, no action.

Budget -- Motion Tussel/Brady to approve 2006-07 budget. Two notes: POWA lost 22 supporting members and 19 individual members. This budget reflects an increase of only \$1,000 over the 2005-06 budget.

Awards Rules -- Needs no action because it was handled at last board meeting. Items must be voted on at general membership meeting.

GOOD OF THE ORDER:

Charlie Burchfield thanked Eileen King for special e-mails to board members, etc. which helped make the current conference successful.

A BIG board thanks to John and Cordy Swinton for the great work they did on this conference.

Motion Tussel/Brady to adjourn at 10:15 p.m.

(continued on page 14)

POWA GENERAL MEMBERSHIP MEETING

May 20, 2006

Pa. Game Commission Scotia Range

Meeting was called to order by Russ Englehart at 3:15 p.m. All officers and board members present except: R. Hilliard, B. Lollo and J. Mulhollem (all excused). Approximately 33 members attended.

Motion: George Dolnack/Jim Fitser to accept officers reports as approved and posted. Passed.

Motion: Bob Ballantyne/Sylvia Bashline to accept Treasurer's Report. Passed.

Committee Reports:

See board meeting minutes.

Outdoor Education -- Report: Kermit Henning said applications accepted until August 1; reminded members that Lehigh Valley Sports Show is no longer being held and commented that we must work harder to maintain revenues.

Motion: Alex Zidock/Gerald Putt to accept committee reports.

Conferences:

See board meeting minutes. Also noted that fall conference is September 21 – 24 in Bradford.

Old Business:

Discussion regarding POWA use eBay to raise funds. Consensus was not to do this.

Alex Zidock questioned whether minutes should be published in PowWow (prior to conferences) to keep members informed. Motion: Alex Zidock/Kermit Henning to publish in PowWow all general membership minutes requiring information needed for votes. Passed.

It was noted that voting to accept the board minutes does not mean accepting all the board's actions.

Motion: Bashline/Terry Brady to accept membership meeting minutes as posted in PowWow. Passed.

Linda Steiner related member recruitment idea of someone contacting magazine writers from various outdoors magazines, to include sending non-member writers a letter about POWA's goals, requirements, etc. Presidential directive issued to L. Steiner and committee to contact said writers.

New Business:

Motion: Charles Burchfield/Jim Fitser to accept new POWA members. Passed. New active members accepted: Harvey

Bauer (upgrade from apprentice), Dave Lockard, Nelson Haas, Robert Ide, Alan Probst, and Gary Wert. Apprentice members: Brent Postal and Jennifer Billott

Motion: Bob Clark/Ed Carlson to accept new POWA supporting members. Passed. Supporting members accepted: Camp Chef/Sport Grill, Greater Philadelphia Tourism Marketing Group, National Aviary, Pennsylvania Environmental Digest, Pennsylvania Outdoor Times (reinstatement), Tri-Tronics, W. R. Case Cutlery, Vivid Publishing (reinstatement).

Motion: Tim Flanigan/JoAnne Zidock to accept Board actions from last fall's meeting. Passed.

Motion: Doyle Dietz/L. Steiner to accept Board actions of interim board meeting. Failed by a vote of eight (8) for the motion and 20 opposed.

Motion: Ed Carlson/Jon Pries to have no minimum number of entries required to judge a given contest and award a prize in the contest. Passed by a vote of 18 for the motion and 10 opposed.

Motion: Bob Ballantyne/Thad Bukowski to approve board action with above changes from the board meeting in March 2006. Passed.

Motion: K. Henning/J. Fitser to vote on board actions from May 19 board meeting at the fall meeting, after minutes are published in PowWow and on website. Passed.

Motion: Fitser/Burchfield to accept proposed 2006-07 budget. Passed.

There was a brief discussion about a Fine Art photo contest. The item was referred to the Awards Review Committee.

Motion: Burchfield/Dietz to make Don Heckman (NWTF volunteer) an honorary POWA member. Passed.

Good of the Order:

Bill Feddock had an auto accident.

It was suggested that POWA members sign up for the Izaak Walton League e-newsletter.

Dennis Scharadin traveled to Australia and his wife, Kaye, became ill while he was there.

It was suggested to bring a lot of money to the auction at the banquet later in the evening.

Motion Jon Pries to adjourn 4:35 p.m. Passed.

*Respectfully submitted,
John W. McGonigle
POWA Secretary*

Those pesky, summertime blues ... do you have them at breakout?



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

Country-western signer Alan Jackson softly croons the advice that "there ain't no cure for the summertime blues," but this **Maryland Tourism** PR gal respectfully disagrees with the handsome superstar from Georgia.

Summer is when I finally get outdoors and actually do all of the activities I promote to others during the rest of the year. Crabbing, fishing and simply sitting on my front porch rocker, reading a thick paperback novel and drinking an ice-cold beverage, rank high among my favorite summer pastimes. How could anyone remain blue with such a fun-filled lineup of activities? Not me!

As an added bonus, in my workaday world, July first and the flip of the calendar into full-blown summer bring a new fiscal year (with a new budget and new goals to attain), a short breather from the back-to-back press trips and conferences of spring and early summer, and the opportunity to be proactive, as opposed to reactive, in my job duties. This combination creates the perfect (summer) storm, as far as I'm concerned.

July and August are my premier months to evaluate the results of the first half of the year and begin laying plans for the fall season. Chief among those forward-thinking plans is preparing for the fall POWA conference, being held September 21-24, 2006 in Bradford, Pa. Now is the time to block off those dates, gather story ideas for the fall, and brainstorm for breakout day booth items and activities -- which brings me to the request portion of this column.

Breakout is a time period during the

conference that is reserved especially for the supporting members to interact with active members, show off their latest and greatest products, and create or renew relationships with journalists and other supporting members. POWA President **Russ Englehart** recently e-mailed me to ask how we can improve upon the breakout sessions and, while I certainly have a few ideas of my own, your input and ideas are urgently needed as well.

Are you satisfied with our supporting member breakout day or does the event give you the blues? We would like to hear ideas and comments from you on how to improve the setup (indoors, outdoors, combination of the two); booth amenities (electric, water, heat, air conditioning); the length of breakout (too short, too long, just right); and how to further engage the active members (coordinated activities such as punch cards or a scavenger hunt, or "insert your idea here").

We are asking for ideas on what to do to keep the interest and excitement of the event high and also to insure that POWA members remain at the site for their general membership meeting that immediately follows breakout. No topic regarding breakout day is off limits. Please let me know by calling me at 410-767-6329 or jotting an e-mail to cyngling@choosemaryland.org.

Hope that you enjoy your summer -- without the blues of which Mr. Jackson sings -- and look forward to seeing you again at the POWA fall conference in Bradford. **-PW-**

Gerber Legendary Blades to purchase Brunton Company

FISKARS, the parent company of **Gerber Legendary Blades**, announced that it has signed a definitive agreement to purchase the Sweden-based Silva Group, including its U.S. subsidiary, The Brunton Company. Brunton is recognized as a leading manufacturer of navigation equipment, personal lighting, sports optics, portable power and camping accessories. "This acquisition is consistent with previous steps we've taken to provide outdoor enthusiasts with the essential gear they need to fend for themselves as they pursue their activities," said Jason Landmark, Gerber's president. "We've been impressed for some time by their quality and wide array of outdoor products and see it as a natural extension of the Gerber line." **-PW-**



Membership Totals as of July 6, 2006:

Active: 200
Apprentice: 11
Honorary: 2
Supporting: 130

Welcome New Members:

DONALD HECKMAN

(Honorary)
14 Slate Hill Rd.
Camp Hill, PA 17011
Cumberland County
717-761-5925
Work: 717-763-6062
dheckman@ezonline.net
Executive officer, Pa. Chapter NWTf.
Sponsor: **Charlie Burchfield**

ROBERT LAPSLEY

(Reinstatement -- Active)
P.O. Box 88
Second St.
Driftwood, PA 15832-0088
814-546-2896
laps@usachoice.net
Freelance photojournalist, consultant.

WESTERN PENNSYLVANIA CONSERVANCY

(Reinstatement -- Supporting)
209 Fourth Ave.
Pittsburgh, PA 15222
Contact: Cynthia Ference-Kelly



412-288-2777
Fax: 412-281-1792
cferencekelly@paconserve.org
www.paconserve.org
WPC protects, conserves and restores land and water for the diversity of the region's plants, animals and their ecosystems through science-based strategies.

W.R. CASE & SONS CUTLERY CO.

(Supporting)
P.O. Box 4000, Owens Way
Bradford, PA 16701
Contact: Shelley Swanson
814-363-6132
Fax: 814-368-1736
sswanson@wrcase.com
www.wrcase.com
Manufactures pocket knives and fixed blades.
Sponsors: **Allegheny National Forest Vacation Bureau** and **Mike Bleech**

Individual Membership

Changes:

Gary Alt, 115 Santa Cruz Ave., San Anselmo, CA 94960.
Joe Gorden, 147 Weible Dr., Hooversville, PA 15936, 814-479-4902.
Karl Power, 2370 Mount Vernon, Export, PA 15632; additional phone, 724-327-8231.

Supporting Membership

Changes:

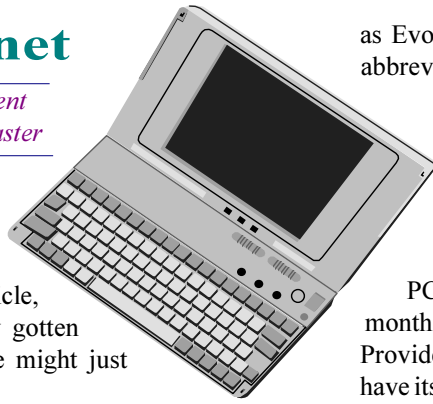
Quality Deer Management Association, Kip Adams, e-mail qdma@verizon.net.
Plano Molding Company, contact changed to Laura Hess, 630-552-9413, e-mail lhess@planomolding.com. Please see items that were at www.tacklelogic.com, now at the Web site www.planomolding.com.

Wonders of Wildlife is the official home of National Hunting and Fishing Day

This year is the 35th anniversary of National Hunting and Fishing Day, to be celebrated September 23. Decades of memorabilia on the event are now on exhibit at Wonders of Wildlife, the National Fish and Wildlife Museum and Aquarium, in Springfield, Missouri. Partners in a new campaign to reenergize National Hunting and Fishing Day include the **National Shooting Sports Foundation**, **Bass Pro Shops**, **Woolrich**, the **National Wild Turkey Federation**, and others. **-PW-**

Wireless Internet

*Technology Craft Improvement
by Tracy Watt, POWA Webmaster*



Just like all computer technology, wireless Internet is moving forward at light speed. So by the time you finish reading this article, things will have probably already gotten cheaper, faster, smaller and, some might just say, better.

It was only a short while ago we were "wowed" by "cool" hot-spots in progressive cities, airports, cafes and other public places. These wireless networks, also called WiFi or 802.11 networks, provide free or low-cost Internet access to the public. WiFi is not an Internet service, but a wireless local area networking system. Users must still have DSL, cable or T1 line access.

Being able to connect to the Internet in public hot-spots is extremely convenient. Wireless home networks are also convenient. They allow you to easily connect multiple computers and to move them from place to place without disconnecting and reconnecting wires. WiFi works with wireless routers that allow multiple devices to connect to the Internet. The routers use an antenna to send signals to wireless devices and a wire to send signals to the Internet. Wireless adapters plug into a computer's PC card slot or USB port. Wireless networks are easy to set up and inexpensive.

All that being said, it now seems that WiFi technology has been blown out of the water by a wireless radio broadband data protocol being adopted by many mobile phone providers. Known

as Evolution Data Only or Evolution Data Optimized, and often abbreviated as EVDO, it is wireless Internet, based on cell towers.

EVDO works the same way your cell phone does. Wherever you get cellular reception, you get Internet. A number of cell phone companies now offer communication packages that offer this wireless access to the Web, expanding your options light years beyond the traditional hot-spot.

Basically, all you need is a monthly access plan, mobile PC card and appropriate Internet protocol software. With the monthly fees paid for an access plan, no additional Internet Service Provider (ISP) is needed. Access service requires a PC card that must have its own Electronic Serial Number (ESN), so if you already have a cell phone, you'll need a separate mobile number. Special software is usually provided to allow management of various applications through an easy-to-use control panel.

Access plans are currently available to millions of Americans in hundreds of areas and continue to expand coast to coast. If you want on-the-fly Internet access, wireless may just be the way to go.

* * *

Sample Access Plan

Calling Plan: Verizon's BroadbandAccess Unlimited monthly home airtime usage when surfing the Net. Cost: \$79.99 monthly access with two-year customer agreement or \$59.99 with qualifying voice plan. Download complex files and large e-mail attachments easily at average speeds of 400 to 700 kbps, capable of bursts up to 2 Mbps.

Wireless PC Card: Verizon Wireless PC 5740. Cost: \$49.99 with two-year customer agreement and \$25 one-time activation fee. Wire-free and cable-free, the PC 5740 is a PCMCIA card that will enable Internet access anywhere within the coverage area. **-PW-**



**158 Lower Georges Valley Rd.
Spring Mills, PA 16875-9123**

**OCTOBER/NOVEMBER
PowWow Deadline
Sept. 10, 2006
Please Be On Time**