



POW WOW

Newsletter of the Pennsylvania Outdoor Writers Association

Aug./Sept./Oct. 2007

At the
October 18-21
POWA conference,
enjoy ...

Fall in Cumberland County

-- Clip & mail registration form is on page 11 --

Don't miss POWA's fall conference in Carlisle, Cumberland County. October 18 - 21 is prime time for outdoor activities here and the choices are many. Come early and spend your day on Friday chasing stories all over the area.

Hunting the archery and/or early muzzleloader deer season is just one choice. To hunt here you will need an antlerless license for Wildlife Management Unit 5B. This takes in most of York County and is home to a very stable herd of big, farmland whitetails.

October is also prime time for trophy smallmouth bass fishing on the famed Susquehanna River. Anglers have a very real opportunity to take citation-size fish in view of the state Capitol - that is photo and story material indeed! We have plenty of professional guides lined up for you, with well-equipped boats. These guys know the river and are able to put you on good fish consistently. You are really "missing the boat" if you don't take advantage of this great opportunity.

Central Pennsylvania is also home to some of the best trout waters in this state, or any other. Fabled waters like the Yellow Breeches, Mountain Creek, Letort Spring Run, Green Spring and Big Spring are the kinds of streams that trout fishermen elsewhere dream about. We'll have personal guides for you, if this is your choice.

Our base hotel sits literally in the shadow of one of the greatest birding areas in the East. Just a few short miles away is Wagner's Gap, where counters every year record more migrating birds of prey of some species than the more well-known Hawk Mountain. October is the prime time for the migration, bringing the greatest species diversity of raptors -- 16 species in all, including golden eagles, red-tailed, red-shouldered, rough-legged, sharp-shinned and Cooper's hawks, northern harriers, peregrine falcons and

merlins. Chances are you will see close to 1,000 birds of prey in a single day -- now THAT is a story!

Wagner's Gap is very easy to access. It's less than 10 miles from the hotel, there is good parking, and the fall foliage will be brilliant. Bring along good binoculars and/or spotting scopes. There are always expert birders on hand to assist in identification.

The nearby Carlisle Fish & Game Association has some of the best shooting facilities in the state, including trap, skeet, sporting clays and five-stand. The club is less than 5 miles from the hotel. Five-stand is a shotgunning game that will challenge even the best shooters with a variety of targets and hone your wing-shooting skills for the upcoming seasons.

Friday night's BBQ, sponsored by **Reed Exhibitions**, will be held at the Carlisle Fish & Game grounds as well. Saturday breakout will be there, too.

Spouses, bring your appetites! Both Friday and Saturday, you will be treated to culinary delights that you will not soon forget.

For Friday, the spouses will lunch at the historic Union Hotel, in nearby Shephardstown. This 19th century country inn, listed on the National Register of Historic Places, was built in 1860 by Swiss immigrants. It was a main stopover for stagecoach travelers between
(continued on back page)



Visit the POWA Web site between August 1 and August 31 and enter the Members Only side to view the entries and make your selection. Use the new username and password (found

on page 2 of the 2007/08 POWA membership directory). Follow the link to the Photo-Art of the Year Award and go to the bottom of the page to see the entries. Use the side arrows to view them all; click on the photo to see it enlarged. Read how it was taken and, perhaps, post-camera enhanced. Enjoy, learn and vote. One vote per member (voting is confidential). The winner and winning image will be announced at the POWA conference in October. The award sponsor is **Vivid Publishing**. The winner will receive an award plaque, \$150 and a stunning photo-on-canvas print of the winning photograph, provided by the sponsor. Vote today! **-PW-**

Dolnack resigns as POWA Historian; served since 1994

"When Wendy Plowman, then POWA President in 1994, asked if I would be POWA Historian, I readily accepted. I had one goal in mind -- to put together POWA's history. For a period of several years, I devoted some time each day to perusing, gathering and assembling historical information related to POWA. This culminated in publishing POWA's 50-year history in 2000.

"I also assembled a collection, in chronological order, of all available PowWow issues, conference programs, membership directories and other items of historical significance in individual binders. At one point, when talking to Eileen King, then Executive Director, she asked that these binders be given to her for retention, which I did.

"She updated the collections each year by placing the current issue of PowWow, conference programs and membership directories in the appropriate binder. I assume Patty Burdge, current POWA Executive Director, continues to do this.

"After the history book was completed, I instituted the 'Looking Back' feature for the back of the membership directory. This piece recapped the year in POWA and maintained historical continuity in the event an update of POWA's history book was desired.

"I've enjoyed being the POWA Historian, but it's time to pass on the baton. By this letter I am submitting my resignation as POWA Historian, effective the current year, 2007. I believe this will provide ample time to find a new historian.

"I have some items, such as duplicate copies of POWA, previously published photos that have appeared in PowWow and other items that I have used to perform the duties of POWA historian. I will be available to confer with during and after the transition period.

Cordially,

George Dolnack

POWA Historian and Chairman of the Historical Committee"

Note: POWA has accepted George's resignation with regret and thanks him for his dedicated service to the organization. An opening now exists for the position of POWA Historian. Those interested should contact President-Elect for 2008, Ron Tussel, who has the task of appointing committee chairs.

POWA members received OWAA Excellence in Craft awards at June conference

Among the winners in the Outdoor Writers Association of America's Excellence in Craft awards this year were:

Christian Berg, Sportsman's Boating Safety, 1st Place, Newspaper, and Big Game Hunting, 2nd Place, Newspaper.

Joe Byers, Shooting Sports, 3rd Place, Magazine.

Tim Flanigan, Small Game Hunting, 2nd Place, Magazine. Also, Photography Contest, Honorable Mention, Fauna - Color and Honorable Mention, People - Color.

John Kasun, Technical, 2nd Place, Magazine.

Ben Moyer, Family Participation/ Youth Outdoors, 2nd Place, Newspaper.

Bob Steiner, Photography Contest, 1st Place, People - Black & White.

Linda Steiner, Photography Contest, Honorable Mention, Fauna - Color.

Linda and Bob Steiner, Fishing, 1st Place, Newspaper.

Tom Tatum, Humor, 3rd Place, Newspaper.

-PW-



Above, **Kermit Henning** displays the 20-inch, 4-pound walleye he took from Lake Arthur, in Moraine State Park, during POWA's spring conference. The photographer and his wife pronounced Kermit's fish "delicious." (*John Swinton photo*)

PowWow


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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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IN THE NEWS

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Member contributors to this issue:

Kermit Henning, Gerry Putt, John Swinton, George Dolnack, Linda & Bob Steiner, Harry Guyer Jr., Tracy Watt, Freddie McKnight, Wayne Brensinger, Rich Walton, Ron Tussel, Alex Zidock, Jerry Bush, JoAnne Zidock, Joe Gorden, Connie Yingling, Patty Burdge.

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President's Message

by Linda Steiner

For years, Pennsylvania was enough. The state had enough forests, lakes and rivers -- enough wild country -- that I was content in my native.

I still enjoy Pennsylvania, but it is no longer all I need. Forays of hunting into West Virginia, then New York and New Jersey (yes, New Jersey has woods) sufficed for a time. Then my horizons literally expanded.

The Smokies and the Blue Ridge; the Adirondacks, the Greens and Whites, Katahdin; then the Rockies, the Tetons (photo above), the Olympics and Cascades.

As I write this, for the end of the summer we're looking toward Nova Scotia or the Chic Chocs and a revisit to the Whites peaks that we haven't climbed yet.

Hunting and fishing use to be enough, too. My year was defined by The First Day of Trout Season and Buck Season Opening Day, as much as by Christmas and the Fourth of July.

Some years ago, a friend said he just visited Australia and New Zealand. When I asked what he had hunted or fished for, he said nothing. He had gone to "adventure" - - hike, bike, sail and bungee jump. I looked at him in disbelief. If he didn't hunt or fish, what was the sense of going?

I've changed, and I now understand what a great time my friend enjoyed. I think I would substitute bird and wildlife watching for his bungee jump, but I could have fun on the rest of his itinerary.

Hunting and fishing are still very important to me, but they're not everything. I've gained rather than lost by adding to my recreation repertoire. My world has expanded, not diminished, by getting involved in additional recreations.

How are your markets for traditional hunting and fishing? We can't kid ourselves; in the last decade or so we have lost



Linda Steiner photo

sales outlets for our work on traditional hunting and fishing. Pennsylvania has been especially hard-hit. Some publications we thought would be around "forever" have gone out of business, while others have curtailed publication frequency or retargeted to a different audience.

As sales outlets dwindle -- for whatever reason -- for our writing on traditional forms of hunting and fishing, we have several choices. We could start a publication of our own and try to bring back the "grand old days" of sporting publications. I would be among the first to applaud that, but I'm not going to jump into such entrepreneurship myself.

We can also work harder to find a niche in the traditional hunting and fishing publications that still exist, by querying more, building relationships with editors and providing even more polished and provocative work to them. There is always a place for the best writing, and there are still high-paying markets for it. But available pages are limited in each issue and there are a lot of us eager writers out here.

What else can we do? Tweak our subjects and consider submitting to publications that aren't mainstream hunting and fishing. Many specialty magazines are being published and outdoors-related pieces appeal to almost everyone, if we are creative enough to make a connection to them.

Don't overlook expanding your own outdoors activities, as I did, wherever your

interests lead. You're already an accomplished writer, so let's be truthful. You can produce quality work about any subject; it's just that hunting and fishing have always been your main interest. Limiting your scope may have been more self-indulgence than business acumen.

Some "fear" expanding into non-hunting and fishing markets, or welcoming writers into POWA who aren't hunters and fishermen. We all remember the quote that there is "nothing to fear, but fear itself," because it's true.

Hunting and fishing will endure if they are worthwhile and appealing activities; and they are. I have no fear about that. I see a larger stage for us as outdoor communicators and for POWA as a professional outdoor media organization.

We can be multifaceted and multi-talented, as diverse as all outdoors. I think that's as healthy for the organization as hunting, fishing, hiking, canoeing, camping, biking, skiing, climbing, etc. are for our bodies. The future's out there and it's up to us to define it and grab it. Happy (hunting and hiking) trails!

* * *

This is my last column as POWA President. Thanks for the privilege to serve and to share my thoughts with you. POWA has settled into its new executive director (and vice versa) and conference planning is on firmer footing now than it has been for several years. We are also moving into a better position financially. Membership numbers need to improve to continue the progress of POWA and provide a new generation of leaders. I'm confident this is beginning and, with your help, will happen. Get involved; be a part of POWA and achieve more professional success. **-PW-**

POWA Events Calendar

August 1-31: Active and Apprentice members vote for winner of "POWA Photo-Art of the Year Award," on POWA Web site, www.paoutdoorwriters.com.

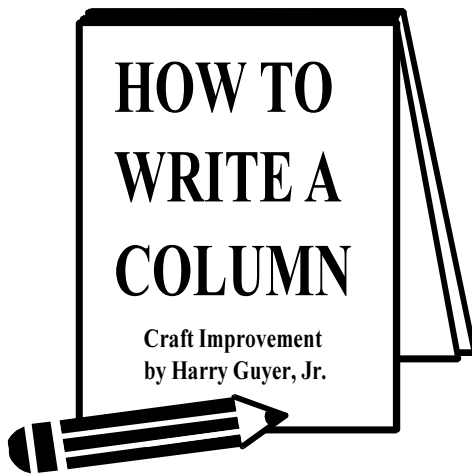
October 18-21: Fall POWA Conference, Hotel Carlisle, Carlisle. Kermit Henning and Gerry Putt, Co-chairs. Presentation of the "Pass It On Award" and the new "POWA Photo-Art of the Year Award." POWA election results announced. Registration form on page 11 and conference details elsewhere in this issue.

Spring 2008 Conference: Lehigh Valley. Chairs - Chris Berg and Mark Demko. Date in May and location t.b.a.

Fall 2008 Conference: Tentatively central state. Contact 1st VP Ron Tussel or Exec. Dir. Patty Burdge. Local conference chair and assistants needed.

Spring 2009 Conference: Tentatively the "Oil Region" (Venango County) in celebration of Pennsylvania oil's 175th anniversary. Contact local conference chair Marilyn Black, 2nd VP Harry Guyer Jr., or Exec. Dir. Patty Burdge.

Fall 2009 Conference: Contact 2nd VP Harry Guyer or Exec. Dir. Patty Burdge.



1. Start in plenty of time before the deadline, preferably three days or more.
2. Sit in a straight, comfortable chair in a well-lighted place in front of your computer.
3. Read over the assignment carefully, to make certain you understand exactly what the editor wants.
4. Make a pot of coffee to help you concentrate.
5. Call another writer for the same publication. If your friend hasn't started his column either, make plans to go fishing or hunting tomorrow for "research." If your friend is finished with his column already, drop him. He ain't normal.
6. Next evening, sit in a straight, comfortable chair in a clean, well lighted place in front of your computer.
7. Read over the assignment again to make absolutely certain you understand it.
8. Check your e-mail; reply to everyone who sent you letters. You know, you haven't written to that guy you met at camp two years ago. You'd better write that letter now and get it out of the way so you can concentrate.
9. Go look at your teeth in the bathroom mirror.

10. Listen to one or two songs on your favorite CD and that's it, I mean it, as soon as it's over you are going to start that column.
11. Listen to the rest of it.
12. Check your e-mail again.
13. Rearrange all of your CDs into alphabetical order.
14. Phone your writer friend and ask if he has started writing yet. Exchange derogatory remarks about your editor, the publication, the world at large. Make plans for more "research" tomorrow.
15. Next evening, sit in a straight, comfortable chair in a clean, well lighted place in front of your computer.
16. Read over the assignment again; roll the words across your tongue; savor its special flavor.
17. Check your e-mail to make sure no one sent you any urgent messages since the last time you checked.
18. Check the newspaper listings to make sure you aren't missing something truly worthwhile on TV. Note: When you have a column due in less than 12 hours, anything on TV from "Masterpiece Theater" to "Bonanza" is truly worthwhile, with these exceptions: "Pro Bowler's Tour," any movie starring Jim Carrey, and "Dancing With the Stars."
19. Catch the last hour of "A River Runs through It," on Channel 26.
20. Phone your writer friend to see if he was watching. Discuss the finer points of the plot. Make plans for more "research" tomorrow.
21. Go look at your tongue in the bathroom mirror.
22. Look through your spouse's book of pictures. Ask who everyone is.
23. Sit down and do some serious thinking about your plans for the future.
24. Go out on the porch and check to see if there are any critters lurking in the yard.
25. Next evening, sit in a straight, comfortable chair in a clean, well lighted place in front of your computer.
26. Read over the assignment one more time, just for the heck of it.
27. Check your e-mail.
28. Scoot your chair across the room to the window and watch the sunrise.
29. Lie face down on the floor and moan.
30. Leap up and write the column.
31. Frantically search your photo files for a suitable pic.
32. Run out and take one with your digital camera.
33. E-mail the column and pic to your editor with an apology for your tardiness.
34. Vow to "never again" wait until the last minute.
35. Repeat.

Have a craft improvement tip you would like to share with POWA? To query, contact the editor, or send article to linstein@galacticis.com.

-PW-

WEB CRAFT

by Tracy Watt, POWA Webmaster
webmaster@paoutdoorwriters.com

Still don't have a Web site? Consider the following statistics (from <http://www.shop.org/learn/stats.asp>):

-- 87 percent of online shoppers are now comparing the offerings of online retailers against catalog merchants and retail stores to find the best deals and items that are in stock (*BizRate/Shopzilla, 03/2005*).

-- 70 percent of U.S. adults use the Internet as an information source when shopping locally for products and services. This puts the Internet on par with newspapers as a local shopping information resource and suggests that the Internet is on track to surpass newspapers as a consumer influencer in the very near future (*Kelsey Group and ConStat, 03/2005*).

-- Estimated e-commerce transactions for 2007 are \$228 billion. By 2010 that number is expected to be around \$316 billion (*Forrester Research, 01/2005*).

-- Rich consumers are more likely to

shop online (*Package Facts, 01/2005*).

Today, people use the Internet like a phone book. No Web presence is like having an unlisted phone number. Online sales are increasing every day. If you sell a product or service, no doubt you are missing out if you do not have a Web presence.

A Web site gives your business credibility. If people see you have invested the time and money into a Web site, they are more likely to believe you are a legitimate business worthy of their attention.

Having a Web presence is also an
(continued on page 15)

Market News

by **Freddie McKnight**



SHOTGUN SPORTS is looking for trap, sporting clays and skeet articles. The editors are not interested in hunting stories at this time. Payment for articles ranges from \$50-\$200, upon publication, for all rights. Do not query; send manuscripts via e-mail to shotgun@shotgunsports.com or mail to Linda Martin, production coordinator, Shotgun Sports, P.O. Box 6810, Auburn, CA 95650. Read editorial guidelines at www.shotgunsportsmagazine.com. If you're looking for story ideas, look through the "Incomers" section of Shotgun Sports magazines. The magazine's readers have lots of questions and suggestions that may trigger an idea.

* * *

HEARTLAND USA is a general-interest, bimonthly magazine with a circulation of more than 1.2 million and a readership exceeding 3.6 million. Currently, material for the 2008 calendar year is sought, as well as filler pieces for the remainder of 2007. Greatest needs at this time are non-hunting and non-fishing stories, such as outdoor adventure, human interest, Western lifestyle, military and occupational. Features should be 1,200-1,500 words plus one or two sidebars (200-300 words). Payment begins at \$600 for text. Photography pays additional, beginning at \$600. Writers who do not supply photography should include photo support resources. Pay is on final acceptance; kill fee is 25 percent. Typically, exclusive North American publication rights for six months after publication are purchased. Hard-copy queries and submissions are requested (include a SASE). A free sample copy is available on request. Clips should accompany first-time queries. Query the editor, Heartland USA, 100 W. Putnam Ave., Greenwich, CT 06830.

* * *

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 labeled. Guidelines 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.

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 15-20 color slides, prints or digital images) range from 150-1,800 words. Bassmaster pays 35 cents per word upon acceptance for all rights, including electronic and rights to reprint. Reasonable payment will be made for reprinting. Complete guidelines are available upon request. Submit queries, SASE and samples to BASS (editorial@bassmaster.com), P.O. Box 10000, Lake Buena Vista, FL 32830, 407-566-BASS.

* * *

BIRD HUNTING REPORT newsletter, in its 18th year of publication, speaks to traveling wingshooters who want the facts on quality places to hunt. Sought for publication are experience-based, fact-checked reports that make educated value judgments and recommendations about available worldwide hunting opportunities, on public and private lands, in lodges and clubs or "do-it-yourself." This is a great secondary market for information you've gathered for other stories. Payment is 16 cents per word for an 800-1,000-word report. No photo support is required. Direct questions, queries and requests for style sheets to Managing Editor Tom Carney, tom@birdhuntingreport.com.

* * *

HER SPORTS is for women balancing busy lifestyles by participating in a variety of active sports, including running, triathlons, mountain biking, skiing, surfing, snowboarding and hiking, or for those seeking encouragement to adopt active lifestyles. Her Sports seeks feature stories (1,200-2,000 words), including sidebars; profiles (1,100-1,500 words); training articles (1,400-2,000 words), including training plans; and departments

(800-1,200 words); pay is \$150-\$450 for all North American serial rights, upon publication. Lead time for submissions is four months minimum; six months is required for seasonal material. Guidelines are at the Web site www.hersports.com/contributeGuide.html. Send queries via e-mail to editorial@hersports.com, Her Sports editorial, 245 Central Ave., Ste. C, St. Petersburg, FL 33701.

* * *

THE ELKS MAGAZINE is interested in publishing articles that involve physical activity outdoors, such as fishing, golfing, RV camping and modest hiking. Travel pieces are not sought. Purchasing decisions are based on final manuscripts only. Writers are encouraged to query. The editors purchase only original work for first-time publication. Contact Anna L. Idol, managing editor, The Elks Magazine, 425 W. Diversey Pkwy., Chicago, IL 60614, 773-755-4894, annai@elks.org.

* * *

INSHOREFAN.COM is looking for writers that can quickly turn around tight, cutting-edge content involving inshore and nearshore fisheries on the Atlantic and Gulf coasts.

InshoreFan is particularly interested in striped (plus weakfish and flounder) articles from the Northeast and trout and redfish articles from elsewhere. It might also be interested in articles on West Coast inshore fishing.

Note that InshoreFan is a news publication, so it is less interested in evergreen how-to/where-to content than in stories with a news angle. News can include people, tournaments, techniques, products, legislation, conservation, etc., so long as it is widely applicable.

Pay is \$50 per article, which must be at least 800 words (writing long is okay) and include two good-quality digital photographs. Payment terms are net 30 days after acceptance of invoice.

If interested, spend some time surfing InshoreFan.com, and then submit qualifications and three story ideas in no more than three paragraphs, plus two digital photos of anglers with fish, to Jay Kumar at editor@inshorefan.com. This could be a consistent gig for the right writers.

InshoreFan.com is one of the family of OutdoorsFan Media publications. OutdoorsFan Media was recently acquired by InterMedia Outdoors.

-PW-

Members in the News

Wayne Brensinger took two Franklin County, gobblers this spring and sent POWA photos. At right is Wayne with an 18.5-pound bird (10.5-inch beard) that he shot with a crossbow. The other gobbler weighed 21 pounds, 2 oz. and had an 11.25-inch beard. It was taken with a shotgun.



* * *

Ben Moyer is among 17 Pennsylvanians who were named to Gov. Edward Rendell's task force that will develop key recommendations to help keep people connected to nature.

"Citizens on the task force represent the of breadth organizations that have an interest in reversing trends that show our lifestyles are keeping us from spending time outdoors," Gov. Rendell said. "They will be responsible for presenting recommendations to me and the General Assembly by the end of this year on how we can strengthen the bond between our citizens and our tremendous natural resources."

The group will co-chaired by Doug Austen, executive director of the **Pennsylvania Fish and Boat Commission**.

* * *

Carl Graybill Jr., a POWA member since 1986, recently retired as the director of the Pa. Game Commission's Bureau of Information and Education. Carl served as bureau director since January of 2000.

"During his tenure, Carl Graybill played an important role in helping shape the Game Commission's wildlife conservation education and information programs," said Carl G. Roe, PGC executive director.

"Some of the agency's most recognizable and popular programs to highlight Pennsylvania wildlife through art were established by Graybill, including the agency's popular Working Together for Wildlife fine art print and collectible patch program, Pennsylvania Duck stamp and print program and Middle Creek Wildlife Art Show," Roe added.

"He also was responsible for bringing to Pennsylvania the internationally-acclaimed Project WILD and trained more than 300 educators to facilitate

implementation of wildlife curricula with classroom teachers and with other educators throughout the Commonwealth."

Graybill also helped steer the agency's outreach programs, including programs for women and youth, and he oversaw advances in Hunter-Trapper Education with the development and offering of advanced bowhunter education,

cable restraint trapper education and distance-learning basic Hunter-Trapper Education. He also was instrumental in changing the agency's logo to reflect the mission of the Game Commission.

Carl helped found the **Ned Smith Center for Nature and Art** and remains active in that organization. Among other honors, he received the Conservation Educator of the Year Award in 1986 from the Pennsylvania Wildlife Federation, the education arm of the **Pennsylvania Federation of Sportsmen's Clubs**.

* * *

Ron Tussel is seeking help from POWA members in assembling a new series of "The Pennsylvania Sportsman" TV show. Ron is asking fellow POWA members to participate by suggesting show ideas, submitting video, agreeing to have hunting or fishing outings video taped, and providing tips and segments, such as wild game cooking or wild harvest collecting etc. The show is also in need of help with sponsor sales, network affiliate relations, editing and videography. Ron says, "Our membership is a vast pool of outdoor talent and this show should be a great place for us to share some of this talent with Pennsylvania viewers." Contact Ron via e-mail at rontussel@ltis.net.

* * *

Charlie Meck's 13th book will be published this August, "Fishing Tandem Flies -- Tactics, Techniques and Rigs to Catch More Trout." The book looks at ways fly-fishers can connect two or more flies, how to fish these flies and what flies to use. Illustrations describe connections, knots and techniques. The softcover book is published by Headwater Books, 531 Harding Street, New Cumberland, PA 17070. It will retail for \$16.95. For more, e-mail tandem@headwaterbooks.com **-PW-**

Outdoor writer and "Pennsylvanian" Wiggie Robinson passes

Wilmot "Wiggie" Robinson, of Millinocket, Maine, passed away in early July, at his fishing camp. Although not an "official" member of POWA, the long-time outdoor writer was an "unofficial honorary" resident of Pennsylvania. **Rich Walton** sent the photo at right, of Wiggie proudly holding his "honorary" resident certificate, in the



company of many familiar POWA faces, at an Outdoor Writers Association of America gathering. After Robinson's passing, Rich wrote, "Wiggie took such a liking to the Pennsylvania delegation at OWAA conferences that we got together in 2000 to present him a certificate designating him (unofficially of course) an 'honorary' resident of Pennsylvania. He was really proud of that certificate and maintained a close relationship with the Pennsylvania gang." Wiggie was a constant attendee at OWAA conferences and will be much missed by the outdoor communication and conservation community. He was an outdoor columnist for the Katahdin Press and the Northwoods Sporting Journal and was a Master Maine Guide. Kevin Rhoades, OWAA executive director, says that donations in Wiggie's memory can be sent to any OWAA fund you feel is appropriate (OWAA, 121 Hickory St., Suite 1, Missoula, MT 59801. Condolences can be sent to the Robinson family at 147 Medway Rd., Millinocket, ME 04462. **-PW-**



Alex Zidock sent these photos from the spring conference. At left, Tim Flanigan photographs Heather Jerry of the Moraine Preservation Fund and Annie the Barn Owl; below, Tina Ehrig on Lake Arthur.



POWA has two new ways for you to win and help the association financially. This fall we will introduce the ...



POWA Membership Raffles

We know that nobody enjoys paying more for benefits and goods, whether purchasing a new gun, bow or forwarding dues to membership organizations. Paying more for the same product is a tough pill to swallow! However, companies and organizations are subject to cost increases which sooner or later must be passed onto customers and members.

Starting this fall, POWA members can participate in yet more fun activities offered by the association, which will simultaneously postpone the need to increase dues. Play and you may win!

We are pleased to announce our first annual, "Additional Dues Raffle Program." Here's how it works.

-- Members will be asked to voluntarily contribute extra funds as they can afford, when they renew their membership. For example, in addition to the \$60 mandatory POWA individual dues, members might choose to send \$70, \$80, or more. We just request that additional amounts be in \$10 increments.

-- With each additional \$10 donation, members will be granted a chance to win a **Remington** firearm (\$20 additional earns 2 chances, \$30 earns 3 chances, and so on.)

-- There will be two raffles, each of which will provide participating members with the opportunity to win a Remington firearm. The first raffle will select a chance winner based on the final score of the Super Bowl. The second will be based on the Pennsylvania Daily Number of April Fool's Day (April 1).

-- In sending the additional donation

As Ways & Means Committee Chairman, I feel obligated to thank each and every person who helped to make the spring conference auction and raffle the success it was.

We had more volunteers than ever, and it showed. We raised an admirable amount of capital; the auction and raffle went off without a hitch; and was completed in record time. Thanks also for items donated by active members and their spouses. Your personal objects help to make the raffle a little more special for fellow members.

Many things happen behind the scenes, and I'm grateful to all. **Bob Steiner** and **Don Feigert** helped transfer items to the banquet room. **Gerald Putt** and **Kermit Henning** sold tickets, while Thelma and **Bob Clark** handled the money and accounting duties. I'm also grateful for the enthusiastic runners who moved prizes to winning members, and thanks to Janet Steffe, who graciously stood at my side for an hour while drawing winning ticket stubs. Special thanks to my assistant, **Steve Sorensen**, who took time from a busy schedule to help solicit our wonderful outdoor items, and enthusiastically chipped in to help me set up the display.

All of our supporting members are and were credited for their gracious generosity. We supplied attending members with 29 story ideas, based completely on donated items. That's 29 thoughts that will serve to spark a growth of better ideas by our very talented outdoor communicators. I will keep that tip sheet available to any member who e-mails and requests a copy from me before our fall conference. We plan to present more tips based on donated items for the fall auction and raffle. Thanks for proving POWA members are the best.

-- Jerry Bush

with the renewal, the participating member will instruct the Executive Director as to which fund-raising event (either one or both) he/she wishes to participate in.

More information on the rules of play for the "Remington/POWA Super Bowl Raffle" and for the "Remington/POWA April-Fool Number Raffle" will be available at the fall conference and on the POWA Web site.

The advantage of raising funds in this manner is obvious. Sooner or later POWA will need a membership dues increase. But with membership cooperation, these raffles will place another \$2,000 annually into our coffers, hopefully postponing the need for a mandatory dues increase by several years.

By raising funds in this manner, our members will be provided yet another means of having fun as a POWA member and

perhaps becoming "richer" by winning great Remington firearms. The calibers/models will be announced at the fall conference and will be on the Web site.

Prize information and complete instructions for entering the raffles will be included in the 2008 membership renewal mailing, which you will receive about November 1.

This is a win-win situation for POWA and its members. Imagine how much more interesting it will be to watch the Super Bowl this year, knowing the outcome, regardless of which team wins, could place a new Remington rifle in your gun cabinet! What are you going to do on April Fool Day that is more fun and interesting than observing the daily number to see if you won a new Remington shotgun?

-- Jerry Bush, Ways & Means Chair

**Minutes of the POWA
Board of Directors Meeting
May 18, 2007
Days Inn, Butler**

Call to order and roll call: Board Chairman Russ Englehart at 8:30 p.m. Present: Pres. Linda Steiner, 1st VP Ron Tussel; 2nd VP Harry Guyer, Jr.; Patty Burdge, Executive Director; Parliamentarian John Swinton; Secretary JoAnne Zidock; Supporting Member Rep. Connie Yingling; Directors Jerry Hassinger, Christian Berg, Charlie Burchfield, Bob Ballantyne, Bob Lollo. Absent but excused, Frank Felbaum.

Motion to approve the minutes of the spring board of directors: Tussel/Lollo. Approved.

Correspondence - Exec. Director Patty Burdge: Answered routine correspondence, a couple of letters and thank-you notes.

Chairman's Report - Russ Englehart: Since the last meeting of the board, there has been little of significance to report, except to note that it is that time of year for auditing a portion of our membership. Notices have gone out to those members selected for audit, and we are beginning to receive the required documentation in return. It has been noted that our past policy of presenting Past Presidents with a plaque had, for reasons unknown, been interrupted, and the last three POWA Presidents have not received this memento. This will be remedied and, unless formally discontinued by board action, the practice will continue.

President's Report - Linda Steiner: Since last fall, POWA has gotten on better footing with planning its conferences. The two Vice Presidents are now involved, each with helping to find sites/chairs and other startup planning for the two conferences that will take place during the year they will be President (Ron Tussel, 2008, and Harry Guyer, 2009). According to the Duties Manual, the VPs were always "supposed" to be involved in the conferences, but, speaking as a former VP, we just didn't know where to jump in. I think we now have a system in place to keep the conferences rolling, with the extra assistance that was needed – the expertise and enthusiasm of the VPs. The new 2nd VP elected this fall should start planning for the 2010 conferences.

Speaking of conferences, we're still watching how attendance is at the two conferences this year. If this fall's conference attendance is very low again, I would like the membership to revisit its decision to continue to have two conferences a year. Your actions may be speaking louder than your words – and this is coming from someone who really does like two conferences, but who has a practical side, too.

On another subject, Patty Burdge seems to be settling into her new job as she gets to know POWA and our needs and expectations. I have been assisting her with advice, information and background materials, to fill in gaps. I have also been working with the board and committees on

the new Photograph of the Year Award, wording updates on the awards and in the duties manual, and on some potential streamlining of election procedure.

POWA lost two great friends recently: Kay Scharadin and Buddy Grucela. They will be missed more than we can say, and our friendship and condolences go to both their families.

Executive Director's Report - Patty Burdge: Membership Totals are Active 210, Apprentice 6, Supporting 138. Researched new accountant, Mark McKinley of Brookville, to complete taxes and audit, saving approximately \$3,000. Researched local printers for PowWow. Battaglia Printing of Brookville offers printing of PowWow, including color covers, and mailing saving approximately \$600 annually. Attended POWA Auction at the Harrisburg Sports Show. Revising active/apprentice membership application to increase complete records. Assisted in preparation of membership audit materials. Prepared 2007/2008 Membership Directory. Researched local vendor for POWA embroidered merchandise. Distributed monies to grant recipients from POWA auction at Harrisburg Sport Show.

*Motion to accept officers' reports: Burchfield/Ballantyne. Approved

Treasurer's Report - John Street: Reported in June/July PowWow. As of April 1, 2007, income \$17,089; expenses \$13,508. Total POWA assets, \$104,021.

* Motion to approve Treasurer's Report: Berg/Lollo. Approved

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Committee Reports:

Awards - Joe Gorden: The Awards Committee has completed judging of all writing and photography categories and submitted the results to Executive Director Patty Burdge. Work remaining to be done includes judging of art categories, which will take place at the spring conference, and judging of the Bass Pro Shops "Pass It On" Award. The entry deadline for the latter is July 31, with presentation scheduled for the fall conference. As of May 1, all of the committee's work is up to date.

Awards Review (ad hoc) - Bob Mitchell: The proposed for a new photo award, "POWA Photograph of the Year," was further developed and is up for membership vote at this meeting. If approved, a sponsor then needs to be found.

Constitution & Bylaws - Jim Fitser: No current activity. Awaiting direction from board regarding possible wording changes to Constitution and Bylaws regarding certain officer functions and duties. Also possibly adding Grandfather Clause within the Membership section.

Craft Improvement - Bob Frye: No report.

Duties Manual - Bob Mitchell: The Bass Pro Shops Award was added under the Awards section, and it was made clear that the Chairman of the Board is also Chairman of the Membership Auditing Committee. Just recently, the Duties Manual has been posted on the POWA website,

accessed through the "Members Only" section. Advice was offered on a few questions regarding award submissions.

Editorial Review - Sam Hossler: The committee agreed with President / PowWow Editor Steiner that the printer of PowWow could place color on the front and back pages in exchange for a line giving the printer's name and address, etc. on the cover page.

Ethics - John Swinton: Ethics Committee (Joe Gorden and Bob Ballantyne are the other members) had no business to attend to since last fall, and we have no requests to make of the board.

Finance & Budget - Ron Tussel: Financial materials and Treasurer's Report were provided to board.

Financial Auditing - Ron Tussel: Deferred to Exec. Dir. Burdge. Audit should be completed by the weekend.

Historical Archives - George Dolnack: No activity.

Membership Audit - Russ Englehart: Reported in Chairman's Report.

Membership Recruitment - Bob Steiner: Earlier this year, the committee put into motion the idea of tapping our favorite publications (magazines, mostly) as a source of new POWA members. Linda Steiner prepared a letter to potential applicants (with the critique assistance of Bob Mitchell) and to the publications' editors, and asked some POWA members to be the point people with these publications – Vic Attardo, Pa. Angler & Boater; Bob Ballantyne, Pa. Outdoor Times; P.J. Reilly, Pa. Game & Fish; Steve Sorenson, NWSA Outdoors; Ron Steffe, Pa. Outdoor News; and Linda took the Pa. Game News. She sent the members samples of the letters (one to potential applicants; one to the publication's editor, asking him to forward the letters to the potential applicants, which maintains that person's address confidentiality). But, so far, we have not heard of any new member applicants through this "membership drive." We'll give it until the end of the POWA year. If anyone else would like a sample of the letters, to send to writers, photographers, etc. whose work they see in their favorite publications and whom they would like to invite to apply for membership in POWA, contact Linda.

Member Screening - Dennis Scharadin: Since October 2006 the following have been approved for membership: Brent Postal (achieved needed criteria for Active membership from Apprentice); Thomas S. Venesky (Active); Christopher Rolinson (Apprentice); Kenneth Mauer (Active).

Nominating - Don Feigert: The committee has completed this year's task of developing and submitting a list of candidates for office for the upcoming elections. The list was submitted via e-mail to the president on March 29. On April 25, we also submitted a list of suggestions for future Nominating Committees. Pres. Steiner reported at the meeting that Exec. Dir. Burdge will prepare the ballot this year.

Outdoor Education - Kermit Henning: At this time of year there is no activity. Members are reminded that applications for POWA educational grants are due August 1. If they know of a worthy group that helps introduce young people to the outdoors, have them contact me for details

Past Presidents Council - Jeff Muhollem: No report submitted.

Scholarship - John Swinton: The committee completed our application screening and have two fine, deserving scholarship winners. Their biographies will appear shortly in PowWow. We have no requests to make of the board at this time.

Sports Shows - Harrisburg - Kermit Henning: No change since March board meeting report, which was published in the June/July PowWow.

Supporting Member Rep. - Connie Yingling, Maryland Office of Tourism: Nothing new to report.

Supporting Mbr. Screening - Harry Guyer: Since the October POWA meeting, the committee approved the following: Collins Pine Company (Kane Hardwood Division); Pennsylvania Municipal Authorities Association; Fish Hands Free Company; Vision Quest Sport Fishing LLC; Pennsylvania Department of Conservation and Natural Resources; PASPORTSMEN-PORTAL.COM; Pennsylvania Institute for Conservation Education.

Technology/Web - Advisor, Tracy Watt: Keeping POWA Web site updated, mostly with info from Pres. Steiner. I will try to take a more active role in requesting updated information from the exec. director, board and members. Technical articles continue to be published in PowWow. Please send updates and info for the Web site. We need job listings, items for sale, upcoming events (not listed on Calendar of Events), articles for the Home Page, etc. Need to post info regarding the upcoming POWA Spring Conference, and definitely would like some post conference info and photos. Also, 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 the POWA membership.

Ways & Means - Jerry Bush: Everything is right on schedule for the spring conference auction and raffle. Supporting members have again stepped up to the plate to deliver an envious bounty of cherished outdoor items. In an unprecedented move, the Ways & Means Committee will hand out a shopping list of story ideas to members attending spring conference. Those ideas will be generated by the donations themselves. It is hoped this will give supporting members some well-deserved notoriety. The committee is opening boxes, observing items, and formulating story ideas that will be shared with the members attending conference. This will hopefully achieve two objectives -- give supporting members the coverage they deserve and motivate members to attend conference.

For example, members who attend the spring 2007 conference will be given a list that includes nearly 30 story ideas that are simply developed by the donated items. This doesn't even touch the story ideas developed by participating in conference activities or associating with fellow members. While these thoughts can be taken and run with, the listed ideas are actually intended to stir the creative process in the minds of talented members who will develop ideas of their own to sell. Still, this should do away with all the comments that, "I don't go to conferences because I don't get enough story ideas to make it worthwhile." In another order of business, Jerry is curious about the discussions that are to taking place among the board members, regarding the idea of holding a raffle based on adding voluntary donations to funds sent to POWA when submitting membership dues. I think this could be a good way to generate more funding without demanding a dues increase. As this report is being typed, Jerry has incurred expenses of \$48.71 since last fall's conference. That money was used for items such as postage for thank-you letters and 24 donation requests sent to members not listing e-mail or listing expired e-mail addresses. Included are also expenses for paper, ink and raffle tickets. I will plan to be reimbursed at the conference on Saturday evening, when I will no doubt turn the money right back to the POWA as I purchase my allotment of raffle tickets (it always seems to go that way).

*Motion to accept committee reports: Burchfield / Lollo. Approved

* * *

Conference Sites:

1) Spring 2007 – Linda Steiner: You'll shortly be at the conference; so far the planning is going well; we just need everyone to come! Activities, seminars, etc. are still as were noted in the April/May PowWow. Patti Jo Lambert and Butler County Tourism and Convention Bureau have been outstanding to work with. Any questions about the conference, give me a call. At the meeting: We are here! Enjoy!

2) Fall 2007 – October 18 - 21 - Kermit Henning and Gerry Putt: Report was published in the June/July PowWow.

3) Spring 2008 – 1st VP Ron Tussel is looking at Carbon County or the Pocono area. At the meeting: Chris Berg and Mark Demko will chair and are interested in having the conference in the Lehigh Valley. Will pursue details. Must book hotel by fall 2007.

4) Fall 2008 – 1st VP Ron Tussel looking at center state, in conjunction with PGC Big Game Awards program.

5) Spring 2009 – 2nd VP Harry Guyer: Oil City, to coincide with 150th anniversary of first oil well (1859). Chair, Marilyn Black.

* * *

Old Business:

1) Fund-raising Ideas: Steiner suggested that to save money, POWA not publish an Oct./Nov. PowWow this year. This should save

about \$1,200 in printing/editor fees/ mailing.

* Motion to not publish PowWow for Oct./ Nov. 2007: Lollo/Ballantyne. Approved.

2) Photograph-of-the-Year Award (Awards Review Committee - Bob Mitchell). Committee recommends it be a learning tool and that details of photography/post-camera enhancement be explained by the entry submitter. Entry must be submitted digitally. You can "Photo Shop" the image all you want. The award could begin in fall 2007 if we obtain a sponsor.

* Motion to accept the award and submission criteria as outlined by the Awards Review Committee: Ballantyne/Tussel. Approved.

* * *

New Business:

1) Resignation Letter, Ron Hilliard, Treasurer and Appointment, Bob Lollo.

* Motion: To appoint Bob Lollo as POWA Interim Treasurer. Steiner/Berg. Approved.

2) Conference "invitees." Discussion of POWA policy. Exec. Dir. Burdge to get more information as to what other outdoor writer associations do in this matter. Will get back to the board by e-mail.

3) Membership Renewal Raffle. Regarding the need for additional funding of POWA, a raffle at membership renewal time was suggested. The opportunity to purchase chances could be included with the 2008 membership renewal. Ways & Means Chair Jerry Bush says he could do a "grid"; members could buy a square for \$10 (one or more). That would raise \$2,000, and we could raffle a gun. Maybe we could get one from Remington. Or POWA could raise the dues.

* Motion that the board request a vote of the general membership at the regular business meeting, asking the membership's permission to conduct a fund-raising raffle in conjunction with membership renewal mailings. Ballantyne/Lollo. Approved

* Motion to go into Executive Session: Tussel/Lollo. Approved and Executive Session conducted. Resume regular order of business.

* Motion that the board grant Carol Mulvihill reassignment to Associate Membership for two years (she was an Active member) and to reinstate as a supporting member the Hunting and Fishing Museum of Pennsylvania (their membership had lapsed). Tussel/Lollo. Approved.

* Motion that the board invite Connie Yingling to be an Associate Member of POWA. Tussel/Lollo. Approved. This type of Associate membership is for "an Individual who has contributed extraordinary service to the association and subscribes to the purpose of the Association, but who is not eligible for active membership." Membership is by invitation of the board of directors. Connie was welcomed.

Motion to Adjourn: Burchfield/Lollo. Approved. Meeting adjourned at 10:05 p.m.

-- Respectfully submitted,
JoAnne Zidock
POWA Secretary

**Minutes of the POWA
Membership Meeting
May 19, 2007
Butler City Hunting & Fishing Club**

Call to order at 2:30 p.m. and roll call: Pres. Linda Steiner. Present: 1st VP Ron Tussel; 2nd VP Harry Guyer, Jr.; Patty Burdge, Executive Director; Parliamentarian John Swinton; Secretary JoAnne Zidock; Interim Treasurer Bob Lollo; Supporting Member Rep. Connie Yingling; Board Chairman Russ Englehart. Directors Jerry Hassinger, Christian Berg, Charlie Burchfield, Bob Ballantyne. Absent but excused, Frank Felbaum.

Motion to approve the minutes of the fall 2006 membership meeting: Fitzer/Lollo. Approved.

Correspondence and Officers' Reports

See board meeting minutes.

*Motion to accept officers' reports: Alex Zidock/Clark. Approved

Treasurer's Report

Published in June/July PowWow; see board meeting minutes for totals.

* Motion to accept Treasurer's report: Moyer/Bukowski. Approved.

Committee Reports

Same as board meeting minutes, with these additions:

Membership Recruitment - New member

ship brochure due by end of summer, with updated information.

*Motion to accept committee reports: Putt /Englehart. Approved.

Conference Sites

1) Spring 2007 – Linda Steiner. We are here and hope you are enjoying yourself.

2) Fall 2007- Kermit Henning and Gerry Putt, co-chairs. Hotel Carlisle, October 18-21.

3) Spring 2008 - Christian Berg and Mark Demko, co-chairs. Lehigh Valley.

4) Fall 2008 - May be central state and include the PGC's Big Game Awards presentation.

5) Spring 2009 - Oil City, Marilyn Black, Chair. To coordinate with the 150th anniversary of the first oil well.

6) Fall 2009 - Open. Contact Harry Guyer.

Old Business

Photograph-of-the-Year Award. See board meeting minutes. Award can start this year, to be presented at the fall conference. Sponsor is Vivid Publishing. They will award \$150 and a print on canvas of the winning photo.

* Motion to accept this new award: Bob Steiner/Alex Zidock. Approved

* Motion to change the name of the photo of the year award to "Photo-Art of the Year Award." Only one entry by a member and all image content must be by that member. Bob Steiner/Ballantyne. Approved.

New Business

* Motion to accept board actions, those

taken at the winter interim board meeting and published in PowWow and motions made at the May 18 spring board meeting (see board minutes). Henning/Putt. Approved

* Motion to accept new members (those accepted by the board since the fall meeting). Henning/Putt. Approved

* Motion to continue the current practice of notifying POWA contest award winners in advance of the award presentation. Henning/Bukowski. Tie vote, 13-13. Pres. Steiner cast the deciding ballot in favor of the motion. Approved.

* Motion that the general membership meeting be held at the conference breakout site at the discretion of the conference chair. Berg/Tussel. Approved.

Good of the Order

The Ruffed Grouse Society is offering to sponsor a specialty award about habitat for the ruffed grouse.

*Motion. That the Ruffed Grouse Society's offer to sponsor such an award be sent to the Awards Committee to formalize and deliver to the board. Ballantyne/Tussel. Approved.

An observation and suggestion was offered that seminar attendees not talk over the guest speaker. Everyone agreed.

* Motion to adjourn: Fitzer/Bob Steiner. Meeting adjourned at 4 p.m.

*Respectfully submitted,
JoAnne Zidock
POWA Secretary*

2007 YOUTH OUTDOOR EDUCATION FUND GRANTS

POWA provided \$11,150 in grants to organizations furthering youth education in outdoor-related subjects, activities and conservation. The monies were generated at the POWA auction at the Eastern Sports Show in Harrisburg, earlier this year. The recipients (storymaker ideas all) and grant amounts were:

- Helen S. Faison Art Academy, Pittsburgh (\$500)***
- Bucktail Council, Boy Scouts of America, DuBois (\$500)***
- Wildwood Lake Sanctuary, Harrisburg, \$850***
- Perry County Youth Field Day, Loysville, \$750***
- Pa. Institute for Conservation Education, Kempton, \$850***
- Pennsylvania Envirothon, Bedford, \$850***
- Capital City Bassmasters, Middletown, \$1,000***
- Lake Edinboro Sportsman League, Edinboro, \$850***
- Harrisburg Inner City Outings, Harrisburg, \$750***
- Anderson Creek Sportsman Club, Grampian, \$500***
- Bluebird Society of Pennsylvania, Enola, \$750***
- DuBois Rifle & Pistol Club, DuBois, \$750***
- Fishing for Kids, Hazel Hurst, \$500***
- Pa. Federation of Sportsmen's Clubs, Harrisburg, \$850***
- Pennsylvania Wildlife Habitat Unlimited, Penfield, \$150***
- Youth BASS Anglers Conservation School, Cressona, \$750.***

For more information, contact Youth Outdoor Education Committee Chair Kermit Henning. The deadline for applications for the 2008 POWA Youth Outdoor Education grants was Aug. 1, 2007.



Will Johns Scholarship winners

Ashley Brahosky, of Greensburg, is the recipient of the 2007 POWA Will Johns Scholarship, at the University of Pittsburgh at Johnstown. She received a strong recommendation from her journalism professor and advisor of the student newspaper. She is a lifelong hunter and catch-and-release angler, reports **Joe Gorden**, POWA's liaison with UPJ for the scholarship.

At Penn State, Daniel Long, of Hillsgrove, is the recipient of POWA's Will Johns Scholarship. He enjoys a variety of outdoor activities, including hunting, fishing, hiking, kayaking and camping. He served as public advocate for Penn State's School of Forest Resources, as well as with the Society of American Foresters public outreach program. **John Swinton**, POWA's liaison with PSU for the scholarship, says that in his application, Daniel quoted John Muir as synopsizing his own philosophy: "Going to the woods is going home."

Funds for the scholarship, which POWA administers, come from contributions from the friends of the late Willard T. Johns and other donations in memory of POWA members.

-PW-

POWA Fall Conference 2007 / October 18 - 21 / Hotel Carlisle, Carlisle, Pa.

Name _____ Phone _____ () Member

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

() Spouse Name _____ () Guest Name _____

#1 -- REGISTRATION

	Cost x	# persons =	Total Fee
By October 5, \$30 each	\$30.00 x	_____ =	\$ _____
After October 5, \$40 each (late fee).....	\$40.00 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)

#2 -- MEALS*

FILL OUT NUMBER OF PERSONS, even if meal is sponsored (we need a count to order food)	# persons =	Total Fee
Friday BBQ: <i>sponsored by Reed Exhibitions</i>	_____ =	N/C
Saturday Breakfast: <i>sponsored by Greater Philadelphia Tourism Marketing Group</i>	_____ =	N/C
Saturday Lunch at Breakout (<i>unsponsored; if a sponsor is found, your fee will be returned</i>)	@ \$15 _____ =	\$ _____
Saturday Banquet <i>sponsored by NSSF and U.S. Sportsmen's Alliance</i>	_____ =	N/C
SUBTOTAL MEAL FEES:		\$ _____

Note: Sunday breakfast is "on your own." Children and guests (not spouses) must pay for sponsored meals. Costs: Friday BBQ \$15; Saturday breakfast \$13; Saturday lunch \$15; Saturday banquet \$30 (incl. tax & tip).

#3 -- 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 -- Smallmouth bass fishing on the Susquehanna River	_____ =	\$ _____
Friday -- Trout fishing on local limestone streams	_____ =	\$ _____
Friday -- Wagner's Gap Hawk Watch	_____ =	\$ _____
Friday -- Archery ___ or muzzleloader ___ deer hunting (WMU 5B antlerless permit needed for muzzleloader)	_____ =	\$ _____
Friday -- Spouses' Tour -- Union Hotel, hayride and more	_____ =	\$ _____
Saturday -- Spouses' Tour -- Chef Harris's Wild Game Cooking	_____ =	\$ _____
SUBTOTAL ACTIVITY DEPOSITS		\$ _____

#4 -- GRAND TOTAL

(#1 + #2 + #3 = amount you pay POWA) Enclose full amount/no partial payment = \$ _____

#5 -- SEND REGISTRATION FEES TO POWA

Check payable to POWA or MasterCard/Visa # _____ exp. date _____

Send form and check/credit card info to: Patty Burdge, POWA, P.O. Box 21, Brookville, PA 15825; 814-328-2301; fax 328-2308

#6 --POWA FALL CONFERENCE 2007 HOTEL RESERVATION INFORMATION

Call to make your room reservations at the Hotel Carlisle, 1-800-692-7315. Or clip and mail this section of the registration form (send one night's deposit for late arrival). When making your reservations, tell them you're with POWA.

Make reservations before the **SEPT. 20, 2007 guarantee date**, to be sure you have a room at our special group room rate: **\$68 single/double, plus tax** (guarantee late arrival with a credit card).

HOTEL ADDRESS: HOTEL CARLISLE, 1700 HARRISBURG PIKE, CARLISLE, PA 17013

Map and driving directions are on back page. For more on the host hotel and more detailed driving instructions, visit their web site: www.hotelcarlisle.com.

Name: _____ Phone: _____

Address: _____

Arrival Date: _____ Departure Date: _____

POWA MERCHANDISE

DESCRIPTION	QTY	SIZE *	COLOR	UNIT PRICE *	NAME ** (Add \$6)	TOTAL PRICE
Sweatshirt (contact E.D. for colors)				\$23.00		
Sport Shirt (contact E.D. for colors)				\$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 - adjustable size				\$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				\$10.00		
				Subtotal		
				Shipping/Handling		
				TOTAL		

* 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



Send all orders and payments directly to:
Patty Burdge,
POWA
Executive Director,
P.O. Box 21
Brookville, PA
15825
Phone:
814-328-2301
FAX:
814-328-2308
powa_ed@
yahoo.com

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

NEW MEMBER SPONSORS: You are responsible for making sure the application you sign is correct/complete.

Want the new member applicant you sponsored to sail smoothly through the screening committee? Make sure the form is filled out correctly and completely before sending it to the Exec. Director. Some recent applicants have "bogged down" in committee because their applications weren't complete. Some tips:

-- Don't sign the application and give it to the applicant to fill out and send to POWA. The proper order is to give them the application and have them return it to you for signature and transmittal to the Exec. Director, for processing.

-- You check the application for completeness. Active membership application: Make sure it has the minimum number of tear sheets (with publication date, name and applicant byline); proof of compensation (proof of professional status) for published material; and the dues/application fee check. Apprentice application: Must include a letter on how they intend to work toward active membership.

-- Applicants may qualify in a combination of categories. They won't belong as a "magazine editor active member," for example, just as a generic "active member." So check all/any categories in which the applicant has work. But be sure that the minimum of 60 points (total of all categories combined) is met.

-- An explanation of the point system for qualification is on the application, or contact Exec. Director Patty Burdge or Membership Screening Chair **Dennis Scharadin** with questions, before sending it to POWA. This will save the applicant and POWA much time and streamline the process. **-PW-**

The next issue of PowWow will be for the months of November/December 2007 and January 2008. It will have these special features:

-- Information on how to enter POWA's 2008 Craft Award contests. Review the categories in the back of the 2007-08 Membership Directory for next year's contest categories, save your tear sheets, and enter by January 24, 2008.

-- The winners of the Bass Pro Shops' "Pass It On Award" and the "Photo-Art of the Year Award," sponsored by Vivid Publishing.

-- Wrap-up of the fall 2007 conference and preview of spring 2008. **-PW-**

SPONSOR 3 NEW POWA MEMBERS IN 1 YEAR AND YOUR DUES FOR THE NEXT YEAR ARE COVERED!

That's right: Sponsor 3 and yours is free! This applies for all POWA members -- active, apprentice and supporting.

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Membership information cards are available for you to give to potential POWA members. Contact Exec. Director Patty Burdge for cards and applications or print applications from the Web site, www.paoutdoorwriters.com.

Extra copies of PowWow are available for membership development from Exec. Director Patty Burdge. Her contact information is on page 2.

Working with tourism agencies

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



This past June, I was honored to be asked to sit on a seminar panel at the Outdoor Writers Association of America's annual conference in Roanoke, Va., and even more honored when the room filled to capacity with outdoor journalists wanting to hear about working with tourism agencies.

Linda and Bob Steiner were in attendance, and afterwards Linda asked if I would share some of the tips and pointers from that seminar with POWA members, so here they are:

Just about every community in the U.S. and abroad is interested in marketing itself as a tourism destination, and to that end they have hired people (like me) to promote their area. But to the confusion of many, tourism agencies come in many different shapes, sizes and colors and are often described using an alphabet soup of acronyms.

An organization may be a CVB (a convention and visitors bureau); a CVA (a convention and visitors association); a TPA (a tourism promotion agency); a DMO (destination marketing organization); a tourism council; a chamber of commerce; county tourism office; state tourism office; or a regional tourism marketing agency. Whew! First tip: A comprehensive directory of the PR people at state offices, CVBs, hotel and attractions may be found at www.tia.org; then click on the media tab.

To add more to the mix, some areas also rely on independent public relations firms to represent their destination in the marketplace -- many POWA members may have worked with The Georgia Turner Agency or Geiger and Associates, both of whom offer press trips to outdoor journalists. As another example, Pennsylvania works with the Tierney

Agency in Harrisburg for their PR and media needs.

* * *

This varied mix of tourism promotion agencies provides a large number of (free) services to travel writers, outdoor writers and broadcast journalists above and beyond the proverbial press trip. These include but are not limited to:

- Phone or e-mail consultations
- Provide story ideas (so pick our brains at writer conferences; we are not here solely to bid on future conferences)
- Press kits that contain travel guides, maps and calendars of events (and often more story ideas)
- Press releases (can be on individual events or new attractions, a roundup release based on a common theme, or evergreen topics)
- Online press rooms, typically populated with fact sheets, story ideas, background material and other resources (available 24/7)
- VIP passes or VIP media programs
- Stock images or local photographer lists
- Group press trips (typically themed)
- Research in advance of a trip
- Itinerary planning
- Assistance in obtaining admission to attraction, reduced rate or comped lodging and/or reduced rate or comped meals
- Transportation while touring the destination
- Identify guide services and outfitters
- Identify local informational contacts (for example DNR or Fish and Game staff)
- Guided tours
- Fact checking

Not all agencies can offer all of the above (depending on factors like staffing and budgets). Even if the agency does offer a service, that there may be certain limitations.

So what's the best way to go about getting in touch with the right agency? As a general rule of thumb, contact a regional tourism group if you really don't know of a specific county or town, but know the general geographic area. Call a state tourism office if your travels will take you through several counties. They can be the umbrella organization and simplify your life immensely. Call the local CVB if your story lies within the confines of a single county.

* * *

Once you've reached the proper agency for your needs, here are some handy tips on

how best to sell yourself to the PR rep. at the other end of the line:

- Identify yourself as a journalist (you'd be surprised at how many people do not say that up front)
- Identify your outlet(s)
- Alert us as to your professional affiliations (OWAA, POMA, POWA, SATW, SEOPA, etc.)
- Provide full contact information, including any Web sites for you and/or your publication/broadcast. Many tourism offices have media request forms or journalist applications on their Web sites for this purpose.
- Offer to provide recent clips or DVDs of your work
- Let us know if you have an assignment letter or if one can be obtained from your editor
- Provide stats on your publication (coverage area, circulation, demographics, topics covered, etc.)
- If possible, tell when you expect the finished article/program will be published or aired
- Be specific about your needs and expectations
- Follow the WIIFM rule -- let the tourism agency know what benefits they can receive by working with you.

* * *

Now that you have established your professional credentials and the PR rep. knows "what's in it for me," here are some additional tips on how best to work with the CVB when planning your visit:

- Please give plenty of advance notice of your visit. Some destinations require a minimum two or even three weeks in advance of travel. This is done as a courtesy to all parties involved.

(continued on page 14)

SUPPORTING MEMBERS --

Breakout at the fall POWA conference will be Saturday, October 20, at the Carlisle Fish & Game clubgrounds, just minutes from the host hotel, the Hotel Carlisle. Conference Chair Kermit Henning says the club has large lawns, a lake and archery and firearm shooting ranges, plus ample indoor display space. Register for the conference now; make your hotel reservation; and watch for an e-mail with more breakout information to come.

News from Supporting Members

W.R. Case and Sons Cutlery Company, an American manufacturer of premium knives, received an Editor's Choice Award from Popular Mechanics magazine at this spring's National Hardware Show, in Orlando, Florida. The Case SlimLock® folder with Damascus blade was one of only 13 products to be chosen from among thousands of products this year, and the only pocket knife to have won an award. The Editor's Choice Awards highlight products that demonstrate outstanding achievement in innovation, invention, design and engineering. Popular Mechanics recognized the Case SlimLock for its unique blend of beauty, quality construction and useful function, calling it "the quintessential example of the knife maker's art." They added, "It's not just exotically beautiful, it's razor sharp and resharpenes easily."

* * *

During ICAST 2007, the sportfishing industry's annual trade show, six members of the American Sportfishing Association were recognized by the Recreational Boating and Fishing Foundation (RBFF) for exceptional achievement in encouraging anglers to take the Anglers' Legacy pledge and commit to taking more people fishing. Recipients of the inaugural Anglers' Legacy Leadership Award are **Bass Pro Shops, BASS/ESPN Outdoors, FISHHER, Penn Fishing Tackle Manufacturing Company, The Red Drum Tackle Shop, Inc. and Shimano American Corporation**. ICAST was held July 11- 13, at the Las Vegas Convention Center.

* * *

Glenn Simms, the original Sales Manager for **Plano Tackle** boxes, was inducted into the National Fresh Water Fishing Hall of Fame, on July 19. The ceremony was held on the Hall of Fame grounds in Hayward, Wisconsin. Simms was inducted into the Enshrinement category for having a significant and lasting international impact on the sport of fresh water fishing. Through his guidance, Simms built Plano Molding Company into the world's leader in the tackle box business.

-PW-

Working with Tourism Agencies, from page 13

-- Let us know what the best times of the day are to reach you during the trip planning process. We recognize that many freelancers also have full-time jobs, so they may not be available between 9 a.m. and 5 p.m. We will do our best to work around the clock.

-- Let us know the best method to reach you (phone, fax, e-mail, etc.).

-- If you are not traveling alone, indicate the size of your party and clearly identify your traveling companions and their role in your assignment.

-- Ask about the optimal time to visit, so as to work around seasonal closures, weekly closures, staff availability, etc.

-- Ask about a destination's seasonality. If you plan to visit in high season, this may affect room availability and may make the difference between comps or media rates.

-- Ask about any major events, festivals or conferences in the area at the same time as your planned visit; this also may affect room availability, etc.

-- Ask about any cultural norms or local traditions that you should be aware of during your trip (examples might include the Amish and taking of photographs, which, as we all know, is discouraged).

-- Be understanding if the CVB cannot cover 100 percent of your trip costs. There are many factors that will determine the ability to host you as a visiting journalist.

-- Ask about media rates or discounts if a property cannot provide comps. Media rates can be significantly less than standard fees.

-- Inquire about tipping during your stay, especially in the case of complimentary services or meals.

* * *

Some final tips on working with a tourism agency:

Before you arrive:

-- Talk in depth with the PR rep. about the level of "hand-holding" you prefer. Some journalists want total "hands-off" after making the initial arrangements; others want the PR rep. to stay with them every step of the way through the trip; still others may need a combination of the above approaches.

-- Work closely with the PR rep. to prepare an itinerary for your trip. Discuss everything from lodging preferences (which can range from wilderness camping to Motel Six to luxury resorts) to expectations for

meals (which can range from "buy your own at the grocery store" to boxed lunches on the boat to gourmet meals prepared table-side by a celebrity chef).

-- Let the PR rep. know of any special needs including dietary restrictions (food allergies, vegetarian, low carb diet, etc.); medical requirements (refrigerator for medicines, allergic to bee stings, who to contact in case of emergency, etc.); fears and phobias that may impact your activities (no tippy canoes, horses, heights or crossing bridges, etc.). While these items are highly personal in nature, it is important to share them with service providers if special action must be taken.

-- Call us immediately if for any reason your visit must be changed. We understand about sudden illnesses or breaking news in your hometown and will take steps to rearrange your trip to the best of our ability.

* * *

While you are here:

-- If you are unaccompanied and have a prearranged, set itinerary, please be on time to appointments.

-- If you are unaccompanied and are delayed, please either call ahead to the next appointment or call your PR rep.

-- If you find that "something" is just not working for you or for your story, chat with your PR rep. It might be possible to return to a site later in the day to capture the light falling on the wall a certain way or to pull in another expert for an interview.

-- If you find that things are working well – let us know that, too. Feedback on how an arranged trip is going is always appreciated.

* * *

Once the party is over:

-- Please do not hesitate to call us if we can provide any follow-up materials or help in identifying additional sources for post-trip interviews.

-- We love you when let us know exactly when a piece will be published or aired.

-- We love you even more if you mail us tear sheets of print articles or tapes, CD's/DVD's of broadcast items.

* * *

I hope that this article has provided a few good tips on how to partner with tourism offices on your next assignment or press trip. If you have any questions, please contact me – or any of the POWA supporting members representing tourism agencies.

-PW-

Executive Director's Report

by **Patty Burdge**



Summer vacation; I remember the excitement I felt many years ago.

Counting down the last days of school, anticipating the carefree days and the adventure that summer would bring.

Spending days hiking through the woods, listening to the sounds, attempting to identify tracks in the creek beds, sure to find, "lions and tigers and bears... oh my"!

We would spend all day out and about, using our imaginations, exploring the unknown and discovering what the outdoors had to offer.

The world looks very different from the perspective I had then and the world I see now. Now I am surrounded by 13 nieces and nephews with more gadgets and gizmos than I could imagine.

They have cell phones, video games, MP3 players and virtual reality. If encouraged, though, they will put all of those aside and explore the same woods, the same fields and the same "wilderness" that I use to.

My seven-year-old nephew, Cameron, has been living with me the past six weeks, and what an adventure we have had! We have climbed trees, biked trails and kayaked the Clarion River. I

Instead of "shooting people" and "stealing cars" in video games, we imagine we are hunting wild animals in Africa and Alaska, whitewater rafting and fishing the depths of the oceans.

Our backyard has no limits, the sound of a squirrel becomes the growl of a tiger, the breeze in the bushes becomes a grizzly bear, and he and I are there together, building a relationship, enjoying the outdoors and imagining what they have to offer.

POWA Membership Totals as of 7/20/07

Active - 210
Apprentice - 10
Honorary - 2
Supporting - 132

POWA membership applications are available at www.paoutdoorwriters.com. Remember, if you sponsor 3 new members (of any type) in one year, your membership the next year is FREE!

* * *

Welcome New Supporting Members

Friends of Allegheny Wilderness

220 Center St.
Warren, PA 16365
814-723-0620
www.pawild.org
Contact: Kirk Johnson

Products/services: Friends of Allegheny Wilderness seeks to foster an appreciation of wilderness values and benefits and to work with local communities to ensure that increased wilderness protection is a priority of the stewardship of the Allegheny National Forest.

Sponsored by: Michael Bleech

Lehigh Valley Hunting and Fishing Extravaganza

4642 Kernsville Rd.
Orefield, PA 18069
610-398-7609
www.LVHFE.com
Contact: Bob Danenhower Sr.

bobstaxidermy@nni.com
Products/services: Lehigh Valley Sports Show.

Sponsored by: Christian Berg

Schuylkill Conservation District

1206 AG Center Drive
Pottsville, PA 17901
570-622-4124 ext 113

Contact: Pat McKinney
porcupinepat@yahoo.com
Products/services: Environmental education, land-use planning, farmland prevention, erosion/sediment control

Sponsored by: Doyle Dietz

Please correct your directory with these changes to members' listings:

Charlie Burchfield's new e-mail address is GWOutdoors@comcast.net.

Jim Collins's correct e-mail address is jimcollinsinsurance@frontiernet.net.

Doyle Dietz's correct e-mail addresses are yankeegiant@verizon.net (home) or ddietz@republicanherald.com (office).

Mark Passaro's address is 1441 Hillcrest Court, Apt. 203, Camp Hill, PA 17011.

Gil Twiest's name is misspelled in the new directory. His e-mail is also corrected to gtwiest@csonline.net.

Membership Withdrawals:

Steve Loder has withdrawn his membership, as he no longer qualifies.

Web Craft, from page 4

efficient way to showcase your work. Prospective buyers can see what you have to offer. Providing brochure-type information on your Web site can save you money on shipping costs and is less expensive to keep updated than the print counterpart.

Customer service and satisfaction can be improved using your Web site. By spelling out policies online, customers know exactly what to expect. A listing of Frequently Asked Questions is also helpful. If more information is needed, customers can contact you from a quick and easy link or form on your Web site. Finally, if you keep your Web site dynamic or offer certain incentives, it can help bring in repeat customers.

Certainly there are just as many reasons to not have a Web site as there are reasons to have one. They can be time consuming, and the technology is ever-changing so there is a constant learning curve. However, if you want more business, or even if you don't, a Web presence is a must. Most people expect the majority of businesses they deal with to be on the Internet, and Web sites have become, simply, a part of doing business. **-PW-**

The 2007-08 POWA Membership Directory should now be in your hands. If not, or if you have any corrections/changes to your contact information, please contact Exec. Director Patty Burdge (powa_ed@yahoo.com; 814-328-2301; FAX 814-328-2308). To access the Members Only side of the POWA Web site, use the new username/password (beginning August 1). The access words are in the directory, on page 2.

Fall in Cumberland County, from page 1

Harrisburg and Gettysburg. In the 1890s the hotel was bought by the Anheuser Busch family and renamed the Stop Inn. They owned it until Prohibition in 1917. It then became the Hilltop House and became famous all over the area for its home-style chicken and waffle dinners served in stoneware bowls. The new owner has refurbished this fantastic property and will host the POWA spouses with an authentic old-fashioned chicken and waffle lunch with special, seasonal desserts. You'll finish the day with an old-fashioned hay ride and a tour of nearby farm markets.

On Saturday, Chef Jim Switzenberg, Chef Instructor of the Harrisburg Area Community College Culinary School, will bring some of his students to the hotel and demonstrate the preparation of several wild game and fish dinners for you to taste and enjoy. Chef Switzenberg is an expert in wild game cooking and each February has his students prepare game dishes for tasting at the Harrisburg Sports Show. He will also have a wine expert with him to pair the proper wines with the various dishes. Yum.

Saturday morning's breakfast is sponsored by the **Greater Philadelphia Tourism Marketing Group**. Saturday's seminars are sure to provide you with more story material and will provide the craft improvement to make those stories even better. We'll have a mix of craft improvement, newsmakers and breaking stories.

Don't miss **Jerry Hassinger's** program entitled, "Sportsmen Are Taxpayers, Too." Ed Perry will address the hottest topic to hit the outdoors in years—"Global Warming and Wildlife." A seminar on digital photography and storage of images will help us all.

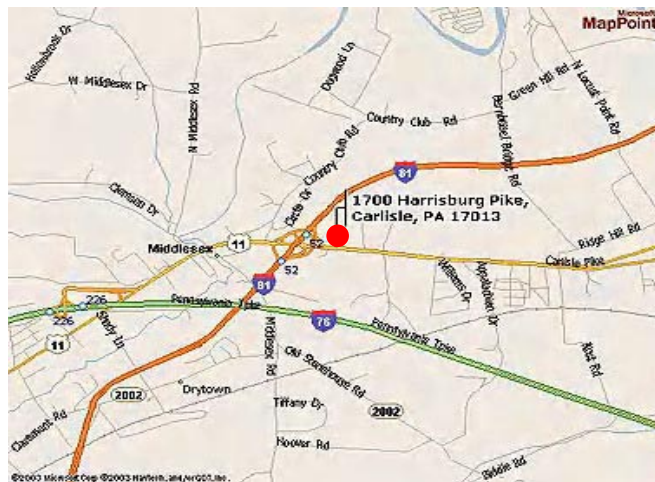
Breakout will be back at the Carlisle Fish & Game grounds. Supporting members, you owe it to yourselves to make an extra effort to attend. This is one of the best facilities for a breakout that

we have enjoyed in a long time. Big grassy lawns, a lake and archery and shooting ranges, plus a big, comfortable, indoor facility.

Saturday evening's banquet will top off the weekend. Our own Chris Dolnack, Senior Vice President of the **National Shooting Sports Foundation (NSSF)**, will be our speaker. NSSF and **U.S. Sportsmen's Alliance** are co-sponsors of the evening banquet.

Top it all off with a "Nutty Irishman" in the hospitality room each evening and you have the makings for one great POWA get-together. See you all in Carlisle!

-- Kermit Henning and Gerry Putt, Co-chairs



The conference host hotel, the Hotel Carlisle, is located on US 11, two miles off the Pa. Turnpike at exit 226 or off exit 52 of I-81. For more driving information, call 1-800-692-7315 or visit their Web site, www.hotelcarlisle.com/mapanddirections.asp.



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

www.paoutdoorwriters.com

**Nov./Dec. 07- Jan. 08
PowWow Deadline
Oct. 25, 2007
Please Be On Time**