



POWVOW

Bimonthly newsletter of the Pennsylvania Outdoor Writers Association

December / January 2007

We're connecting kids with the outdoors

POWA has been at the forefront for years, awarding youth outdoor education grants for worthy projects. We'll be raising funds to do this again at the POWA auction at the Eastern Sports and Outdoor Show, February 3 - 11, 2007, in Harrisburg. We could use your donations to help us connect kids with the outdoors.



Since the first POWA auction back in 1984, the Education Committee has raised over \$250,000, which has helped to introduce thousands of young people to the outdoors. Every penny raised has gone to support youth educational opportunities, such as youth field days, conservation camps, school classrooms, fishing derbies and many, many more.

For 2007, the POWA Education Committee has approved 16 requests for grants. The amount of money each group will receive depends entirely on how much money POWA raises at the **Harrisburg Sports Show Sportsman Auction** – the sole source of funding for these grants. Following is a rundown on the grants and where they will use the money:

Pennsylvania Wildlife Habitat Unlimited -- Sponsors a youth group of approximately 30 young people who work in partnership with the Pennsylvania Game Commission on hands-on activities, such as tagging elk calves and banding geese. Money will be used to provide field guides and other texts.

Anderson Creek Sportsmen Club -- Youth field day for 100 youth in Clearfield County.

Helen S. Faison Arts Academy -- Fishing and outdoor club for children in grades 3 to 5.

Fishing For Kids -- Stream habitat improvement and hatchery construction on Marvin Creek. All work is done by youth – club has over 300 youths involved.

DuBois Rifle and Pistol Club -- Teaches a shooting course for young shooters. Team has won several National shooting titles.

Bluebird Society of Pennsylvania -- Provides outdoor education programs to youths aged 8 to 14. Builds bluebird nesting boxes, builds nesting trails and monitors boxes throughout the year.

Pennsylvania Federation of Sportsmen's Clubs -- Publishes

a Hunter-Trapper Education edition of On Target, distributed to 55,000 young readers, primarily at Hunter-Trapper Education courses throughout the state.

Harrisburg Inner City Outings -- Introduces inner-city youth to hiking, camping and canoeing. Conducts close to a dozen outings a year for youth aged 5 to 18.

Lake Edinboro Sportsman League -- Sponsors the Pennsylvania State Clay Target Program, with over 100 young competitive shooters.

Pennsylvania Institute for Conservation Education -- Two education camps for 30, between the ages of 14 and 17. One camp focuses on ruffed grouse and one on whitetail deer.

Pennsylvania Envirothon -- Sponsors environmental competition for over 12,000 high school students throughout the state.

Capital City Bassmasters -- Sponsors Casting For Kids competitions at the Harrisburg Sports Show and at **Bass Pro Shops**, a fishing derby in Harrisburg for inner city kids and a fishing derby for Leukemia and Four Diamonds Fund kids at Lakeside Marina in Harrisburg. A personal note – I have attended the leukemia kids derby the past several years. You should see the looks on these kids' faces when they catch their first fish! Many of them are terminally ill or very sick and some of them come to the derby directly from hospitals or treatment centers. What a great way to take their minds off their illness!

-- Kermit Henning, Education Fund Chairman

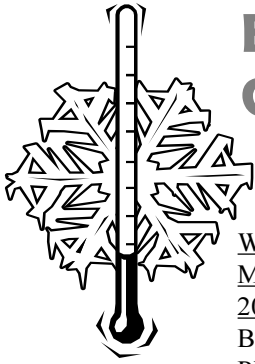
IT'S TIME TO ENTER POWA'S AWARDS CONTESTS!

In the centerspread of this issue, you'll find information on how to submit your work to POWA's prestigious and lucrative "Excellence in Craft Awards."

Please note the new postmark deadline for mailing entries: January 24, 2007.

There have been some revisions to the awards procedures, so please be sure to read the general directions, as well as the submission criteria for all awards.

The POWA awards will be presented at the spring 2007 conference banquet. Good luck!



Events Calendar

POWA Events:

Winter Interim Board Meeting, Feb. 17, 2007: Pa. Fish & Boat Commission Pleasant Gap Visitor

Center, Pleasant Gap. Contact: Patty Burdge, Exec. Director.

May 17-20, 2007: POWA Spring Conference, Butler. Co-chairs: Linda and Bob Steiner.

Fall 2007: POWA Fall Conference, Harrisburg. Co-chairs Kermit Henning and Gerald Putt. Dates t.b.a.

Spring & Fall 2008: POWA conference sites open. Contact Exec. Director Patty Burdge for hosting details. Show off your part of Penn's Woods to your fellow POWAers!

Other Events:

Jan. 5-7, 2007: The Great Outdoors Show, Riverfront Sports Complex, Scranton. For more information, visit www.TheGreatOutdoorsExpo.com.

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

Jan. 18-20, 2007: Archery Trade Association, Atlanta, GA.

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

Feb. 3 - 11, 2007: Eastern Sports and Outdoor Show, Harrisburg. Contact Sandy Pochapin, 781-734-8604.

Feb. 18, 2007: Wilson F. Moore Memorial Masters Turkey Calling Championship, hosted by the Pa. Chapter NWTF, at the Pa. Outdoor Times Hunting and Fishing Show, Blair Co. Convention Center, Altoona. Contact: 814-692-4707 or 717-692-3817.

Members in the News

Allen Benas wins NYSOWA's "Pass It On Award"

Allen Benas writes: "I received PowWow today and saw that Jerry Bush had won the Pennsylvania Pass It On Award (sponsored by Bass Pro Shops). I was so honored to win New York State's. I am affiliated with both POWA and NYSOWA and thought it interesting that POWA members racked up two of the awards."

POWA congratulates Allen on not only his award, but also his work to involve young people in the outdoor sports, "passing it on" to the next generation.

In the article, written by Leo Maloney, that was sent with his note, some of Allen's activities and accomplishments with young people were noted.

These include the Clayton Kids Fishing Contest, recognized as the New York State qualifier for IGFA's Junior Angler Program National Championship, and its Take A Kid Fishing Program. Allen organized the program and publicizes it throughout New York State.

Coleman Co. strengthens its partnership with Leave No Trace

Following a decade of financial support, the Coleman Co., Inc. has increased its commitment to the Leave No Trace Center for Outdoor Ethics, a non-profit organization dedicated to the enjoyment and stewardship of natural lands for all people, through education, partnership, volunteerism and ethical behavior in the outdoors.

Coleman's increased commitment to the group will include funding and participation in a unique educational initiative aimed at kids and younger adults. The Leave No Trace/Coleman Kids Team will mobilize a team of outdoor educators to provide hands-on demonstrations, interactive activities and general education. The team's outreach programs will visit retail stores and other venues to promote the responsible enjoyment of the outdoors.

Since its founding in 1994, Leave No Trace has worked to spread the message that all people must care for the outdoors and use resources wisely. The group's programs and educational initiatives are focused on values it shares with Coleman, including reaching kids at an impressionable age with the outdoor message is critical.

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www.paoutdoorwriters.com

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President's Message

by Linda Steiner

During my years with POWA, I have attended many of the association's conferences. I noticed something curious about them when I first attended; something that I now not only accept, but look forward to.

POWA get-togethers are more than professional gatherings of business associates. They are also multi-day "parties," involving lots of good friends.

So is POWA a professional organization or a social club? This is the question, often voiced as a criticism, that has occasionally been asked when members talk about the association.

The answer is, POWA is both. I think that is a very good thing for each of us, both professionally and personally.

In POWA having both business and social components, we are not different from many organizations and companies. The most successful ones know how to capitalize on the human side of their employees. This has multiple benefits for the people who work for them, as well as for the business.

Encouraging the social component increases employees' productivity. If this weren't true, why do so many corporations have "retreats," "team-building getaways," and even "casual Fridays"?

Mix employees together in a social setting, and they will feel more comfortable in each other's company when they return to work. They will care more about each other as people and generally be more cooperative when involved in a business task. They'll work better and they'll work harder, increasing the company's profits.

That a lot of business gets done on the golf course and even at the "19th hole" is not just a premise for jokes. There's a kernel of truth at the core of the humor. It is in informal sessions, when people can "let their hair down" and be themselves that we get to know them best. We decide then if this is someone with whom we would not only want to play another round of golf, but also work with them on a business project.

I remember one of my first POWA meetings, when I was feeling intimidated by all of the "famous" people who were there. I was a tongue-tied wallflower because I couldn't imagine what "lowly me" could have to talk about with these "stars" of the outdoor writing world.

What I found instead is that POWAers are warm, down-to-earth people. I was immediately welcomed by some of the very top names in the business. **Lou Hoffman**, an editor whom I admired, asked me to sit with him after one of the sessions and just talk. I had submitted queries to him and I had written one article that he had published, but Lou wanted to meet me and get to know me better as a person and a writer.

We had a good chat about not just the outdoor writing business, but also about what kinds of hunting and fishing and other outdoor pursuits we enjoyed. The time spent socializing with this editor lead to additional sales to him and, I believe, to his recommending me and my work to others.

I am sure that I owe a lot of my being asked to be a columnist for the Pennsylvania Game News to a raft trip on Pine Creek, in Tioga County, that was offered at a POWA meeting some years ago. **Bob Bell** was one of the participants and, although I was in awe of him as the Game News editor, he sought me out to talk to when the rafts were pulled to shore for lunch.

Bob said he had been reading my work in the Hazleton newspaper (through the commission's clipping service) and he liked it. He wanted me to submit to the Game

"CURIOUS GRAY SQUIRREL" is Mark Nale's title for this shot. Learn why this is a successful photo on page 5. To have your photos published in PowWow and get free exposure for your work, send images via e-mail – as a high quality .jpg attachment – or regular mail – on a CD we can keep or slides/prints that we will return.

News. Then, when an opening came for a columnist to write on views of the outdoors from the distaff side ("Another View"), he thought of me. If we had never gotten splashed and laughed on that raft trip in the "Grand Canyon," I wouldn't have had that magazine's forum for my writing and enjoyed my years of sales there.

When I was executive director, I was often asked by new members to counsel them in how they could get the most out of POWA. Certainly they could come to a conference prepared to pitch story ideas to any editors that were there, but I encouraged them more to just come and "be yourself." Mix with the people who attend, get to know them and let them get to know you.

At the conferences, seek out editors or others who may be able to directly benefit your business, if you want. But also just spread yourself around. POWA members have their own connections. If they know you write about, say, grouse hunting with setters, and they don't, and an editor they know is looking for such a feature, they'll recommend you.

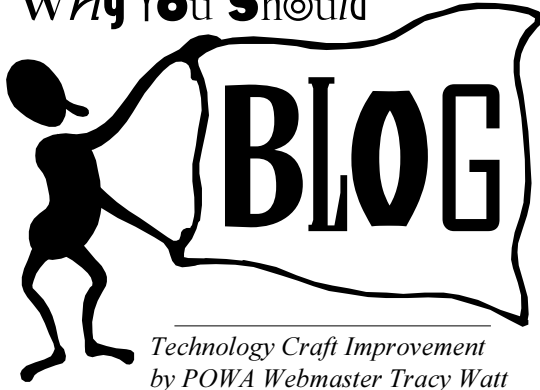
The same goes for photography. I have been selling to several magazines because of chance seating arrangements at banquets, or because we chatted over a beverage and chips in the hospitality room. And we got to talking about photography.

When I was making assignments as editor of Pennsylvania Wildlife magazine, I relied heavily on my connections within POWA, on the people I had met at conferences or outings and whose work I ad-

(continued on page 4)



Why You Should



This is the second in a series of articles about some of the latest trends on the Internet, what they are and how to use them. Topics will include RSS, blogs and how to use them together to increase Web traffic and profits.

Blogs are simple to create and maintain. They afford the opportunity to publish links to other Web sites. Their popularity makes them natural targets for traffic. Their constantly changing content attracts the search engine spiders.

One of the best ways to capture an audience of potential customers is to provide free information, either through a "content site," or through publication of an informative e-mail newsletter that gives free information and may employ a "soft sell" when mentioning products.

A blog is the perfect blend of the two. The best way to start an online business is by offering a free newsletter, which allows you to collect e-mail addresses. While a blog doesn't develop your e-mail address list in quite the same way, it does give you the opportunity to build a loyal following among your readers, which accomplishes much the same purpose.

Whether you mention a product or service through an e-mail list or a blog, you are announcing it to people who want to hear what you have to say. Your blog readers may even be more interested than your e-mail newsletter recipients.

What Blogs Allow You to Do

-- Promote your work, deliver news, publish your thoughts. A blog gives you your own voice on the Web. Professional and amateur journalists use blogs to distribute breaking news and publicize their work, while personal journalers write about a variety of subjects.

-- Get feedback. The blogging experience is about not only putting your

information on the Web, but hearing back from and connecting with others.

-- Post photos. Photos can be compelling and are easy to upload. With most blog accounts, you can also send camera phone photos straight to your blog, if you're on-the-go.

-- Go mobile. Send photos and text straight to your blog while you're traveling. Many blog accounts will even allow you to call from a telephone and leave a message that is immediately posted to your site as an MP3 audio file.

-- Get started. The fastest way to understand blogging is to try it out. Blogger is totally free. Just go to <https://beta.blogger.com/start> (their newest version) and you can be part of the phenomenon that's transforming Web and media in less than five minutes.

Linking Your Blog to an Existing Web Site

Once you've created a blog, it makes sense to connect it to your existing Web site, if you have one. The simplest way to make a blog part of your Web site is to create a link to it from the existing navigation bar or as a stand-alone hyperlink.

For the purposes of this article, I will assume readers (or their webmasters) know how to do this using your Web site editing software. However, you will also want to create a link back to your Web site from your blog, and that's what is covered below.

Blogger is used for this example. If you blog with a different program, hopefully it will work similar to the instructions that follow.

Log into your new Blogger account at <https://beta.blogger.com/start>. At your Dashboard, you have the following options listed under Manage Your Blogs: New Post and Manage: Posts, Settings, Layout

Choose Settings. Once you're taken to the Settings page, there are eight boxes across the top. Click on Formatting.

Then scroll to the bottom of the page where you will see a blank area with the words "Post Template."

Enter the link here to take visitors back to your Web site. It should read something like this: `Go Back To My Web Site`.

Click on Save Settings. There will be a message at the top of the page that reflects the changes have been saved. Next, just

under your blog title, there are three tabs. Choose Posting.

A window opens up as though you are going to create a new post, and you can see the link [back](#) to your Web site. It will now be listed whenever you go to create a new post.

The next article will give some advanced instructions on how to actually put your Blogger blog on your existing Web site.

-- Tracy Watt may be contacted at webmaster@powaoutdoorwriters.com or tracy@mywordman.com.

PRESIDENT'S MESSAGE

Continued from page 3

mired. I felt comfortable calling them and confident, because I knew them personally, that they would deliver "the goods," well done and on time. They made my job easier and made the magazine top-notch.

Sometimes something unexpected comes your way through POWA. Having gotten to know **Joe Workosky** through the association, I was the person Joe thought of in northwestern Pennsylvania when his power company employer needed photos taken in this region. The company paid generously for these photo assignments, at least compared with the usual compensation I received as an outdoor writer. The POWA social connection helped make that year's Christmas a little merrier.

Besides making the effort to attend conferences, the other recommendation I use to make to new members was to go on POWA outings. We don't have as many of these as we use to, but they were always great sources of story ideas and "photo ops." They were also the equivalent of the golf course for getting to know business associates as people.

I remember going to Clayton, NY, to fish the Thousand Islands, through **Allen Benas's** offer, and getting to know fellow POWAers better. Also fishing on Lake Ontario and at Big Cedar Lake (the Taggarts' lodge), in Canada, and by those opportunities getting closer to POWA members who before had been mere names in the directory.

You'll develop lucrative relationships, as well as priceless friendships, by taking advantage of the social component of POWA. It's just good business.

-PW-

*Craft Improvement Corner***"THE EYES HAVE IT!"***By Tim Flanigan*

Want to shoot great wildlife photographs all the time? It can be done by strict adherence to one hard, fast rule: "The eyes have it." Photography is all about the eyes, especially the eyes of the subject.

Eyes are much more than the windows of the soul. So much so that the manner in which they are rendered in a photograph or painting is of the greatest importance to the quality of the work. From the moment that you read this sentence, your photography will immediately improve if you always focus your attention and your lens on the eye of the subject and nothing else.

To produce high-quality images of living things, from elk to mayflies, you must capture at least one of the subject's eyes in sharp focus, and it must contain a catch light or highlight. These small telltale reflections of the photo's light source convey the impression of life. Flat, dark eyes, without the enhancement of a catch light appear dead, and the entire subject loses interest to the viewer's eye.

No matter what focusing mechanism or method you use in your photography, the camera and your eye must be constantly focused on the subject's eyes and the shutter tripped only at the moment the eye is in completely sharp focus and a catch light flashes on its surface. Forget about the rest of the subject and shoot it in the eyes! This rule applies always, always, always; no matter how large or small the subject or

how narrow the depth of field may be. Shoot the elk or buck in the eyes and let the rest of the subject be rendered as it may. We can, of course, influence the depth of field by selecting various f-stops (lens aperture sizes), but even the narrowest band of sharp focus will produce great wildlife photos if the eye is located within the sharpest portion of the photo.

We've all heard about the deer hunter who focused on the antlers of the buck of a lifetime and missed the shot. This same division of attention afflicts photographers. We must force ourselves to observe the scene within the viewfinder with divided vision.

What is divided vision? It is the ability to observe and monitor the overall composition of the scene, while keeping the subject's eye in constant focus by our eye and the camera lens. It doesn't matter how

the subject is oriented to the camera, or how long or broad the subject may be, if the eye is captured properly, you will have a presentable photo.

So vital is this rule that we must also select the proper eye to focus upon. With animals such as deer, elk, moose and most birds, we often see only one eye at a time, but when shooting subjects such as owls, bear and, of course, humans, with eyes located on the same plane and observed simultaneously, it is vitally important to focus on the eye that is closest to the camera. A slight turn of the subject's head can shift one eye a few millimeters farther from your lens and slightly out of the focal plane. No problem; keep your attention and the focus sensor on the nearest eye. Focusing on the more distant eye renders the closer eye in soft focus, imparting a bleary-eyed look.

Most of us are now using auto-focus

cameras and lens. Although auto-focus capability is a wonderful aid, it must be applied with precise purpose to render a living thing's eyes as sharp as possible. Nearly all modern, high-end digital and film cameras feature focus sensors that can be selected at the will of the photographer.

Even so, the location of the sensor in the viewfinder frame rarely falls directly on the subject's eye as you compose the overall scene. When this occurs, simply place the focus sensor on the eye and depress the shutter release until it snaps into sharp focus. Maintain that focus setting with steady pressure on the shutter release, move the lens to the desired composition and trip the shutter.

We must also remember that the eye's surface is highly reflective and often produces mirror images that may include the photographer and the area behind him or her. This is especially true with close-up photography. I once saw a full page photograph of the head of a great-horned owl and its overly large eyes contained a

clearly visible scene of a suburban garage and the driveway, containing an auto and several human onlookers. Although perfectly composed and exposed, neither the photographer nor the publication's editor had focused his attention on those all-important eyes.

Of course, the appearance of the subject's eyes can be manipulated in the computer, but we must strive to obtain the best quality photograph possible in the camera. Great

images require very little computer manipulation and result in images that please the eye of the beholder. Remember: **THE EYES HAVE IT!** **-PW-**

Award-winning photographer Tim Flanigan put his recommendations into practice in these photos. Note the "catch light" on the sharply focused eye in each photo. The spot of brightness imparts a wide-awake aliveness to the subject and increases the photograph's visual impact.

Tim Flanigan Photo



POWA CRAFT AWARDS ENTRY RULES

*New deadline for entry!
Must be postmarked by 1-24-07*

Joe Gorden, Awards Chairman

Review your 2006 work now

Contest entries must be sent to the award coordinators and must be **postmarked by January 24, 2007**. Winners will be announced at the annual POWA Awards Banquet in May.

General Rules/Guidelines for Entries

1. All Active and Apprentice POWA members are eligible to enter.

2. A maximum of three entries per award are allowed, unless otherwise noted. Four copies of each entry (both originals and photocopies are permissible) are required for each award. Exception: for the published photo, art and the Best Book/Radio-TV award contests, send one each.

3. 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 also counts toward the limit that member may submit.

4. To be considered for an award, the published material must have been compensated for by cash, check, goods or services of value.

5. Members may submit an entry in only one core award* category, to eliminate the possibility of a person winning multiple core awards for a single piece. For example: an item published in a newspaper may not be entered in both the newspaper column and the newspaper feature categories. In nearly every instance, such a distinction is obvious. On the other hand, a member may submit an entry for a writing award, and the accompanying photo/art for a photo/art award. A member also may submit an entry for one core award, and for any number of specialty awards for which it meets the criteria. Entries submitted for the wrong award will not be considered.

6. Entries must cover nature, wildlife, conservation or outdoor field sports such as hunting, fishing, camping and boating. Topics such as swimming, diving, golf, hang gliding, etc., do not qualify.

7. Entries must have been published in the prior calendar year, unless indicated

otherwise in the contest description. One entry copy must identify publication, date of publication and author. The other three copies (see #2) must have all identifying marks as to the author rendered unreadable.

8. Entries must be neatly bound or mounted to facilitate handling.

9. Envelopes containing entries must be clearly marked on the front with the words "POWA 2006 Awards," followed by the name of the award for which the entries are being submitted. Do not combine entries for more than one award in a single package.

10. Entries must be postmarked no later than January 24.

11. Contest materials will be returned by mail only if accompanied by a self-addressed envelope stamped with sufficient postage.

12. One copy of all entries will be available for pick up at the spring conference.

13. The winning entry in each category will be on display at the spring conference.

POWA CORE AWARDS*

1. BEST NEWSPAPER COLUMN
(\$150 and plaque, sponsored by Winchester-Olin)

Entries must have been published in a daily or weekly newspaper. The column must appear a minimum of 12 times per year. Tear sheets or photocopies are acceptable. Submit four copies of each entry. Send entries to: Connie Mertz, 105 Steffens Rd., Danville, PA 17821.

2. BEST NEWSPAPER FEATURE
(\$150 and plaque, sponsored by Spring Ridge Club)

Entries must deal with a single topic and be either a single article or a series of not more than five articles about a single topic. Tear sheets or photocopies are acceptable. Submit four copies of each entry. Send entries to: Joe Gorden, 2102 Franklin St., Johnstown, PA 15905-3408.

3. BEST MAGAZINE OR REGIONAL NEWSPAPER COLUMN
(\$150 and plaque, sponsored by Coleman)

The subject must be primarily of interest to Pennsylvanians or at least be applicable to Pennsylvania. For example, a column on buck hunting is appropriate even if it doesn't mention Pennsylvania, as long as it is about white-tailed deer and the reader can relate the article to a comparable experience in Pennsylvania. A similar

column on mule deer, however, would not be acceptable. A "regional newspaper" is one such as Pennsylvania Outdoor News or Pennsylvania Outdoor Times, which publishes other than daily or weekly. It need not be an outdoor publication, as long as the entry qualifies. To meet the "column" requirement, the author's work must appear in the same publication at least six times each year. Submit four copies of each entry. Send entries to: Christian Berg, 1144 Catawissa Rd., Tamaqua, PA 18252.

4. BEST MAGAZINE OR REGIONAL NEWSPAPER FEATURE
(\$150 and plaque, sponsored by Pure Fishing)

The subject must be of primary interest to Pennsylvanians or at least be applicable to Pennsylvania. The example for the Best Magazine or Regional Newspaper Column, and the "regional newspaper" applies here as well. The entry may be a single article or a series of not more than three articles dealing with a single subject. Submit four copies of each entry. Send entries to: Joe Gorden, 2102 Franklin St., Johnstown, PA 15905-3408.

5. BEST PUBLISHED PHOTOS -- BLACK & WHITE; COLOR
(\$150 and plaque -- Black and White, sponsored by Pennsylvania Federation of Sportsmen's Clubs); (\$150 and plaque -- Color, sponsored by Nikon Sport Optics)

There will be two photo awards, one for best published black and white and one for best published color photograph. Entries must be submitted as they appeared. The format the photograph was taken in -- black & white or color -- does not matter, only the published form. If the photo appeared in a newspaper or other pulp-type publication where printing quality is not on par with slick magazines, a print not larger than 8 X 10 may be submitted with the entry. Each entry must be mounted singly in an appropriate manner, on a base not smaller than 5 X 7 inches. The caption or cutline must also be included with the entry, exactly as it appeared when published. In addition, an explanation of the use of photograph to illustrate an article, column, etc., may be included, but is not mandatory. Photos published in pamphlets, brochures, on postcards, etc., are eligible, as long as they were published in the award year. Each entry must include the name of the publication, the date of issue of the publication and the title of the story (headline) which was used, if applicable. Submit one copy of each entry. The Best Published

Black and White Photo is used as the cover of the following year's POWA membership directory. Send entries to: Marcus Schneck, 310 Independence Drive, Hamburg, PA 19526.

6. BEST BOOK (alternates with Best Radio/TV Award) *(\$150 and plaque, sponsored by Walker's Game Ear)*

These two awards alternate each year. Entries for each award, when offered, must have been published in the preceding two years. The theme in both cases must be outdoor oriented. Submit one copy of each entry. Send entries to: Bob Steiner, P.O. Box 207, Cooperstown, PA 16317.

SPECIALTY AWARDS

1. PENNSYLVANIA DEER AWARD *(\$150 and plaque, sponsored by the Pennsylvania Deer Association)*

This award will be given for the best newspaper or magazine article featuring Pennsylvania white-tailed deer. Topics can include deer management, natural history, and both hunting and non-hunting stories about whitetails. Submit four copies of each entry. Send entries to: Harvey Bauer, 328 Arch St., Greensburg, PA 15601.

2. PENNSYLVANIA TRAPPERS AWARD *(\$150 and plaque, sponsored by the Pennsylvania Trappers Association)*

This award will be given to the best published piece that promotes interest in or education about trapping. Submit four copies of each entry. Send entries to: Bob Clark, 102 Beechwood Dr., Mechanicsburg, PA 17055.

3. SPORTSMEN WITH DISABILITIES AWARD *(\$150 and plaque sponsored by the National Wild Turkey Federation)*

The award will be for an article or story about disabled sportsmen/women participating in some outdoor activity such as hunting, fishing, nature, hiking, boating, etc. The story can be in a newspaper or magazine and the activity or publication is not limited to Pennsylvania. The story should discuss accessibility for disabled sportsmen, as well as the where and how of the activity. Submit four copies of each entry. Send entries to: Ben Moyer, 126 Krepps Rd., Farmington, PA 15437.

4. THEODORE ROOSEVELT CONSERVATION PARTNERSHIP AWARD *(\$150 and plaque, sponsored by Theodore Roosevelt Conservation Partnership)*

This award will be made for the best published piece addressing the issues and management of the Allegheny National Forest. Submit four copies of each entry. Send entries to: Mark Demko, 1017 W. Broad St., Quakertown, PA 18951.

5. TROUT & THE COLDWATER RESOURCE AWARD *(\$150 and plaque, sponsored by Pennsylvania Council of Trout Unlimited)*

This award will be made for the published magazine or newspaper story which best shows the importance of protecting and/or promoting our coldwater resource. The article may or may not include trout and other salmonids. Submit four copies of each entry. Send entries to: Ron Tussel, R.R. 1, Box 362, Hawley, PA 18428.

6. WHITETAIL MANAGEMENT AWARD *(\$150 and plaque, sponsored by Trupe's Quality Hunting and Wildlife Management)*

This award will be given for the best published piece dealing with management of the white-tailed deer. Submit four copies of each entry. Send entries to: Gerry Putt, P.O. Box 184, Boiling Springs, PA 17007.

7. WILD TURKEY AWARD *(\$150 and plaque, sponsored by the Pennsylvania Chapter of the National Wild Turkey Federation)*

This award will be made for the best published piece that promotes interest in the American wild turkey. Topics can include wild turkey and/or habitat management, turkey hunting, or hunter education programs designed for turkey hunters. Submit four copies of each entry. Send entries to: Melody Zullinger, 2426 North Second St., Harrisburg, PA 17110.

8. YOUTH FISHING AWARD *(\$150 and plaque, sponsored by Expositions, Inc.)*

This award will be given for the best published piece, magazine or newspaper, devoted to encouraging readers to introduce, or to further the involvement of children in fishing. Send four copies of each entry. Send entries to: Joe Gorden, 2102 Franklin St., Johnstown, PA 15905-3408.

9. YOUTH & THE SHOOTING/HUNTING SPORTS AWARD *(\$150 and plaque, sponsored by the National Shooting Sports Foundation)*

This award is given to the best published piece that furthers the participation of young people in the shooting/hunting sports. Submit four copies of each entry. Send entries to: Ron Steffe, 26 Wagon Way, Oley, PA 19547.

POWA ART AWARDS

Four art awards will be presented at the spring conference. All entries must be taken (not necessarily by the artist) to the spring conference. Each artist is responsible for getting his/her work to and from the conference. Artists would be wise to have their entries insured. Arrangements will be made to collect all artwork at a common meeting spot. Winners will be selected by a panel of judges, and winning entries will be announced at the banquet. The art awards are as follows:

1. FINE ART FISHING AWARD *(\$150 and plaque, sponsored by Daiwa)*

The artwork submitted may be original art or a copy of a limited edition, but it must be fishing-related. There are no size limitations and it can be in any media. The entry may also be something reproduced (such as a magazine cover, provided that the original was done by the artist). It must have been completed within the preceding two years. It must convey an appreciation of sport fishing or game fish. Two entries are the maximum allowed per artist.

2. WILDLIFE ART AWARD *(\$150 and plaque, sponsored by Ned Smith Center for Nature and Art)*

Artwork may be original and in any media (i.e. oil, watercolor, pastel, etc.) Three-dimensional work such as carvings and sculptures are also eligible. Reproductions or lithographs of an artist's original work may be entered. No size restrictions. Entries must have been completed in the preceding two years. The subject may be any North American wildlife other than fish. Birds of prey, songbirds, non-game species and game birds and animals are all suitable subjects. Each artist may submit up to two entries.

3. * BEST PUBLISHED ART AWARDS *(\$150 and plaque — Black & White, sponsorship open, contact Exec. Director Patty Burdge); (\$150 and plaque — Color, sponsored by GATCO Sharpeners/Timberline Knives)*

There will be two Best Published Art Awards, one for best black & white and one for best color. Both are core awards.* Published work shall include magazines, tabloids, newspapers, catalogues, brochures, or any other publication available to the public to convey the outdoor message. Published work shall not include limited or unlimited editions of fine art works. The

(continued on page 8)

Awards entry instructions, from page 7

published form of the work must be submitted for judging, but it may be accompanied by the original art piece. The published form may be submitted in the form it actually appeared or it may be removed from the original publication and framed, (a magazine cover, for example, may be removed and framed and entered independently of the rest of the magazine). Subject matter must be outdoor oriented, featuring wildlife, nature, hunting, fishing or other forms of people interacting with the outdoors. The original work may be in any media, with no size limitations. Art must have been published in the preceding two years. Previous winning entries are not eligible. Limit: Two black and white and/or two color entries per artist. **-PW-**

You can still get Bob Bell's classic "Even the Last Six" from POWA

"Even the Last Six," the classic book of stories written by POWA Life Member **Bob Bell**, is available to POWA members who may want to have this powerful read in their personal library. Bob Bell has generously autographed each copy. Order now for holiday giving!

In the words of **Jim Bashline**, "'Even the Last Six' is at once a mini-history of World War II and a study of the travels of a young veteran looking for his place in the world that doesn't always agree with him. There are offbeat hunting stories, Idaho logging camp stories, an elk hunt that's actually about a fugitive in a Chicago bus station. Some of these stories are rough, some are raunchy, others are tender or funny. They follow many paths, but they all end with the same conclusion: Bob Bell is a man who is happiest and most complete when holding a rifle."

As a fund-raiser for POWA, these books will be sold at the Harrisburg Sports Show at \$10.00. But you can get yours first and at a "bargain." Single copies of "Even the Last Six" are \$5.00, plus shipping, to POWA members. Arrangements can also be made for the purchase of multiple copies. Don't miss out on your chance to enjoy this classic and to add "Even the Last Six" to your collection. Send your order to Executive Director Patty Burdge, POWA, P.O. Box 21, Brookville, PA 15825. **-PW-**

Bob Steiner Photo



Fly-fishing writers wanted

The Drake is a magazine published twice a year for those who fly-fish. The editors are currently accepting queries for 200- to 600-word essays on any aspect of the fishing world and profiles of people who fish. Payment is 10-20 cents per word for first North American serial rights. Editorial lead time is one year. Read guidelines at www.drakemag.com (click "Contributors Guidelines"). Contact Tom Bie, editor, at tom@drakemag.com.

* * *

Freelance opportunities at F&S

Field & Stream is focused on hunting and fishing and covers everything from basic how-to pieces to carefully crafted features with a philosophical edge. Topics include adventure, techniques, tips, natural history and conservation. To get an idea of the editors' needs, study recent issues of the magazine.

Freelance opportunities include the following: short front-of-book pieces (100-750 words) for the Bullet Points or Sportsman's Notebook sections; feature-length articles (1,000-2,000 words); and departments (maximum 1,000 words). Remember -- less is more.

Payment ranges from several hundred to several thousand dollars for first North American rights, depending on quality, author's experience and the difficulty in obtaining the story.

Submit a cover letter and query or manuscript with SASE to submissions editor, Field & Stream, 2 Park Ave., 10th Fl., New York, NY 10016. E-mail fsletters@time4.com; put "article submission" in the subject line.

Newsletter will purchase where-to-hunt reports

In its 18th year of publication, the Bird Hunting Report newsletter speaks to traveling wingshooters who want the facts on quality places to hunt.

Sought for publication are experienced-based, fact-checked reports that make educated value judgments and recommendations about available worldwide hunting opportunities on both 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 additional questions, queries and requests for style sheets to Managing Editor Tom Carney, tom@birdhuntingreport.com.

* * *

Focus on retrievers for sales

The Retriever Journal emphasizes the tradition of hunting with dogs and concentrates exclusively on the retrieving breeds. Features, 1,500-2,000 words, should focus on the use of retrievers in hunting and training situations.

Types of stories sought include where-to-go on public lands for upland birds and/or waterfowl; dog-training techniques; photo essays; historical figures; and advice for competitors. Features should be accompanied by illustration (slides or prints).

Payment is \$400-\$450, on publication. First North American serial rights are purchased. Multiple-idea queries are OK. About 30 percent of The Retriever Journal is written by freelancers. Kill fee is paid to OWAA standards. Contact Jason Smith, managing editor, The Retriever Journal, 2770 Aero Park Dr., Traverse City, MI 49686 or jake@villagepress.com. **-PW-**



For more markets and money-making opportunities, check the POWA Web site between PowWow issues. It's open 24-7-365!

www.paoutdoorwriters.com

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On a recent warm and drizzly fall day, my eight-year-old niece Jessie received her 2005 Christmas gift. We went horseback riding together, on a trail ride through the rolling hills of Maryland's Patapsco River Valley. Walking nose-to-tail, our horses gingerly made their way down slightly slippery slopes covered in brown, fragrant leaves.

Riding behind her, I could see Jessie tense at each unexpected slide of her mount's hoofs, and she clutched at the saddle horn for dear life. But when she turned around to look back at me, the wide grin stretched across her bright young face showed, at that moment, she was having the time of her life.

Like many girls her age, she's certifiably horse-crazy, and a little bit of a drama-queen to boot. After we dismounted at the barn, she jumped up and down while proclaiming, "I don't know if I'll ever get over this happy day!" and my heart jumped with joy at her delight.

Jessie's actually been waiting since she was six to get this particular gift (insurance regulations at the stable required she be at least eight or older before she was permitted to ride on the trail), so considering the length of time she's been waiting, she can be forgiven for her unbridled excitement.

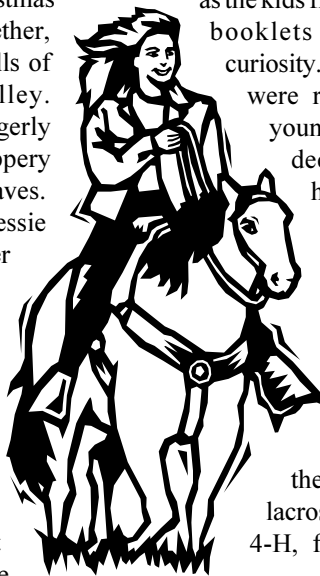
Let me back up some and explain how this fun-filled day came about. My husband and I have 11 nieces and nephews, who now range in age from college sophomore to second grader. For Christmas each year I would purchase a "one-size fits all" toy for my crew, so that each child received an equivalent gift. But as time passed, the age and gender differences showed that this gift-giving approach lacked true

thoughtfulness on my part ... and enthusiasm on the part of the receivers. So about three years ago, I came up with the idea to give "the gift of time."

That particular Christmas, I wrapped up a copy of our Destination Maryland travel guide and a calendar of events, and added a simple poem printed on festive paper that invited the kids to pick something from either book, and we'd spend the day together doing whatever they choose.

As they unwrapped their identical packages and read the enclosed explanation as to what the booklets really meant, I was worried that my "gift of time," in lieu of a toy, would not be well received. I was soon proven wrong, as the kids flipped through the two booklets with undisguised curiosity. My brother and sisters were recruited to help the younger kids make their decisions, and later to help me schedule each outing once a choice was made.

Scheduling has actually been the toughest part of this whole gig. Between my work/travel schedule and the kids' soccer, dance, lacrosse, motorcross racing, 4-H, family vacations and



*Your opinion matters in POWA,
and the Board of Directors wants
to hear from you on various
issues concerning the
organization.*

school obligations, sometimes we don't have Christmas until November (as in Jessie's case this year), but we always manage somehow to find a workable day for each child.

Their choices since that first Christmas have been illuminating. Our outings have varied from trips to the National Aquarium in Baltimore, to sea kayaking on an Eastern Shore creek, to a rock concert at a local under-18 club (which was much, much wilder than the trip to the zoo!), but no matter where we went or what we did, the best part for me was simply spending one-

on-one time with each child/tween/teen/adolescent/young adult in my family.

At this point in your reading you may be wondering, "Connie, what in the world does your holiday gift to your nieces and nephews have to do with the business of POWA?" To which I reply, "Nothing really, and everything actually."

You see, it's not so much the gift-giving part of the story above that is translatable to POWA, but the concept of giving undivided attention and being actively engaged that I'd like to convey. The return on investment of a day or so of time per year in this organization can pay huge dividends to the company or organization that you represent.

Top of the list is to attend a POWA conference, where you can engage in one-on-one conversation with veritable icons of the outdoor industry. Book authors, newspaper reporters, magazine publishers, cable TV producers and artist/illustrators and more are all represented in the active member ranks. And they want to see you there and talk to you, too!

While at a conference, observe what your fellow supporting members are doing to bring attention to their products and services. See if there are opportunities to partner on future projects by hosting journalists, or corroborating on joint press releases, or supporting a common cause, like youth hunting or introducing an urban-dweller to fishing.

Your opinion matters in POWA, and the Board of Directors wants to hear from you on various issues concerning the organization. Read through your issue of PowWow to see what's needed or what's coming up, then pick up the phone and chat with any member of the Board, or call me as your representative to the Board.

Can you find a day or two in your schedule next year to give to POWA? Yes, I realize it costs something more than a token gift, and you undoubtedly have a gazillion other obligations that fill your calendar. But take my word on it, you won't regret giving the gift of time to POWA.

P.S. Happy holidays and may Santa fill your stocking to the brim! -PW-

**POWA SUPPORTING MEMBER
RENEWALS WILL BE MAILED
IN EARLY JANUARY. PLEASE
RENEW PROMPTLY. THANKS!**



**POWA
remembers
when ...**



POWA has always offered top-notch activities at its conferences, where members have shared good times and story-making experiences. Clockwise, from top left, **Roger Latham** rigging up (you're supposed to clip that line, not bite it!) to fish with Pa. Fish Commission officer Joe Bartley, in October 1971; a float trip down Pine Creek in May 1972, at a spring POWA conference, with **Thad Bukowski** wielding the paddle at far right; **Day Yeager** (we believe) in the foreground, taking a ride in Hovercraft's experimental unit in October 1971; **Mark Passaro** displaying a shad caught from the Delaware River, near Easton, in May 1990; **Will Johns** steers his wife and daughter through the rapids on Pine Creek, during the 1972 trip; and **Bob Bell** arrives at the May 1973 POWA meeting in style. **Sam Hossler** sent the early photos; **Tim Flanigan** sent Mark Passaro's photo. Thanks for the memories!

Executive Director's Report

by **Patty Burdge**



I consider it a blessing to share my love of the outdoors with my friends and family; and the outdoors has blessed my family by providing so many opportunities to build relationships and create memories.

The time spent and memories created are treasures we can't take for granted, treasures that will never be lost. And in the process, a new generation of outdoor enthusiasts is being developed.

Renew your POWA membership today! Renewals for Active, Apprentice and Honorary members of POWA were mailed in mid-November. Please re-up promptly! This helps POWA to stay on track financially. Thank you. **-PW-**

With the holidays approaching, I find myself focusing more on friends, family and new beginnings. I also recognize the opportunity to share my passion for the outdoors with them.

This is the time of year that I take my nieces and nephews walking through the woods, looking for deer, birds, tracks and, of course, the perfect tree.

I remember last year, sitting in the woods with my 12-year-old niece, sharing her first hunting experience and hearing, "Aunt Patty, I was shaking because I was cold, but now I'm shaking because I'm excited," as we watched eight deer string across the ridge in front of us.

Membership Totals as of 11/11/06

- Active - 208
- Apprentice - 11
- Honorary - 2
- Supporting - 127

Individual Membership Changes

- Will Elliot**, e-mail willodrs@gmail.com.
- Frank Felbaum**, e-mail address: 2beachbumz@verizon.net.
- Tim Flanigan**, email address: timnatureexposure@adelphia.net.
- Chip Hart**, new contact info, 700 WLW Big Outdoors Radio, 3608 St. Rt. 222, Batavia, OH 45103. Work, 513-797-7900; Fax: 513797-1013.

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

That's right: sponsor 3 and your is free. This applies for all POWA members – active, apprentice and supporting.

Supporting members may now sponsor members, with an active member co-signer.

POWA membership recruitment cards are available for you to give to potential members. Contact the Exec. Director for cards and applications, or print member applications from www.paoutdoorwriters.com.

Extra PowWows are available for membership recruitment from Exec. Director **Patty Burdge (contact info, p. 2).**

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: **Patty Burdge, POWA Executive Director, P.O. Box 21 Brookville, PA 15825 Phone: 814-328-2301 FAX: 814-328-2308 powa_ed@yahoo.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):



This is Butler County!



conference co-chairs **Linda** and **Bob Steiner** (linstein@galacticis.com) or to Patti Jo (pattijopr@msn.com).

POWAers suggested that we have a video or Powerpoint presentation highlighting Butler County's outdoors, during the barbecue; have a roundtable discussion with the top three from the Pa. Game Commission, **Pa. Fish and**

Boat Commission, Pa. Dept. of Conservation and Natural Resources and the top people from statewide sportsmen's groups; duck calling; how to sell more articles; how to publish your book; how to improve photos using Photoshop; selecting the best digital cameras; include the wild prairie at Jennings Environmental Education Center as an outing; involve nearby Slippery Rock University's resources and students; coyotes as a predator in Pennsylvania; see the fallow deer at the local winery; blackpowder shooting demonstration; guided trout and panfish fishing; deer, fish and stream management; a conservationist program; and "have an artist teach writers how to draw wildlife, and then have a "People's Choice art contest."

Patti Jo is working hard to set up enjoyable and productive newsmaker activities, so as not to disappoint you. So, please make plans now to attend the May 17 - 20 POWA spring 2007 conference in Butler ... and don't disappoint Patti Jo!

-PW-

Photos, left to right: Lake Arthur is a good place to see nesting ospreys; bicyclists on the paved trail in Moraine State Park; the North Country Trail Association's Pennsylvania headquarters is the park.

Patti Jo Lambert, of the Butler County Tourism and Convention Bureau, took the time at POWA's



fall conference to seek attendees' ideas on what they would like to see be a part of the spring 2007 conference in Butler (**May 17 - 20**).

Here is a summary of the comments. We will do our best to include some of these great suggestions. The next issue of PowWow will have more details on what has been set up. Unfortunately, we don't have enough conference days to schedule all of the ideas, but we'll keep them on hold.

We would appreciate knowing which of these strikes your "fancy," or if you have other requests. Send your comments to



**P.O. Box 21
Brookville, PA 15825**

**FEBRUARY / MARCH
PowWow Deadline
Jan. 5, 2007
Please Be On Time**