



# POWVOW

Bimonthly newsletter of the Pennsylvania Outdoor Writers Association

February / March 2005



*Where's winter?  
We're already  
looking to spring!  
No matter what  
time of year  
Pennsylvania's  
famous groundhog  
says this is, now is  
the time for you to  
register for the  
May 19 - 22 POWA  
conference. The  
registration form  
is in this issue.*

That's right. Rooms will be at a premium for the spring conference; we're at a much-in-demand resort hotel. Not a problem -- indeed it's a plus because the site offers so much -- as long as you register early. The cutoff date to get POWA's special room rate is March 20 (see registration form, centerspread).

**Alex and JoAnne Zidock** and their committee have been planning for months to make this conference fun personally and profitable professionally.

Just a taste of what they have lined up: Friday will feature lots to do right on the resort property. How about sporting clays? Or superb trout fishing? Are you a golfer? We have that, too!

Off site are shad fishing on the Delaware River and spring turkey hunting, the latter on your own at local State Game Lands.

Members and spouses/guests are specially invited to a tour of the Tannersville Bog. Take a camera to catch the unusual

and scenic at this wetland habitat. Or how about a mule ride? **Pocono Adventures on Mules** will host an outing for us. The region's unique shops and outlets are also nearby.

On Saturday, spouses/guests will enjoy a carriage ride and lunch. Saturday seminars are still being planned (catch them in the next issue) and we'll have breakout for supporting members, the awards banquet, and more!

Sign up today -- form in this issue.



Bob Steiner Photo

**February 4:** Eastern Sports and Outdoor Show POWA Dinner. Watch your mailbox for the official invitation.

**February 5-13:** Eastern Sports and Outdoor Show, Harrisburg. Contact Reed Exhibitions 800-732-2914.

**March 15:** Deadline for individual members to pay their 2005 dues.

**March 19:** POWA Interim Board Meeting, Penn Stater Conference Center, State College.

**April 1:** Deadline for Nominating Committee to choose candidates for 2005-06 elections. Election petition process begins (details next issue and in POWA Constitution, Article V).

**April 22:** Woolrich Anniversary Tour for POWA members. Contact Dave Staples at 610-258-5408 for more details.

**May 1:** Deadline for supporting members to pay their 2005 dues.

**May 15:** Deadline for 2005-06 election petitions to be mailed to Treasurer John Street.

**May 19-22:** Spring conference, Pocono Manor. Co-chairs, JoAnne and Alex Zidock. Host hotel – Pocono Manor Golf Resort and Spa. Registration form this issue.

**June 15:** Treasurer mails 2005-06 election ballots to active members.

**June 18-21:** OWAA Annual Conference, Madison, Wisconsin.

**June 30:** Deadline for Youth Mentor Award nominations to be mailed to committee chairman Charlie Burchfield. Form in this issue.

**July 31:** Deadline for individual members to return 2005-06 ballots.

**August 1:** Deadline for 2005 Youth Outdoor Education Fund grant requests to be mailed to committee chairman Kermit Henning.

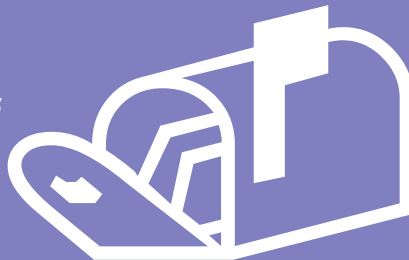
**October 20-23:** Fall conference, Johnstown. Co-chairs, Joe Gorden and Len Lichvar. Host hotel – Holiday Inn. POWA's 55<sup>th</sup> anniversary.

**Spring 2006:** Conference site open. If you'd like to "show off" your area of the state, contact Executive Director Eileen King for details.

### POWA MERCHANDISE BY MAIL

- Member Directory: \$5
- Embroidered Patches: \$3
- Member List (via e-mail, disk or labels): \$25
- POWA History Book: \$5
- License Plates: \$5
- "The Eastern Trail" book: \$14.95

All prices include shipping  
Order from E.D. Eileen King,  
158 Lower Georges Valley Rd., Spring Mills, PA 16875.



# PowWow

FEBRUARY / MARCH 2005

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#### IN THE NEWS

Spring 2005 Conference .....	1
Calendar .....	2
Merchandise .....	2,9
President's Message .....	3
Craft Improvement .....	4,5,7
Market News/Contests .....	6,7
Supporting Member News .....	8
Fall 2005 Conference .....	9
Executive Director's Report .....	10,11
Letters to POWA .....	11,12,13
Members in the News .....	13,14
Web/Tech .....	14
Ways & Means / Photo Contest .....	15
Will Johns Scholarship .....	15
Sport Shows / Auctions .....	16
Conference Registration and Youth Mentor Award forms .....	Centerspread

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# President's Message

by Jeff Mulhollem

## It's no secret that much of the public has a low opinion of journalists.

Their credibility, honesty and integrity have been repeatedly called into question. The "biased news media" is a term we hear often these days, and there were several incidents in 2004 that reinforced the perception that journalists rarely are trustworthy and objective.

But that doesn't apply to us, right? "We're outdoor writers," I can hear some of you say. "We are in the entertainment business. We aren't really journalists."

Maybe.

But for those of us whose work appears in newspapers and general broadcast media, I believe it's a relevant issue. I have had several troubling conversations recently with contacts for stories that indicate our reputation isn't as solid as you might think. I'm concerned about our image, and perhaps you should be, too.

"The news coverage about deer management has only been about what **Gary Alt** says," one man said. "You outdoor writers never question what he says — you just print it and don't tell the other side."

And another called Pennsylvania outdoor writers "just lackeys for the Game Commission." "PGC officials tell you what to write, and you toe the line. You are afraid to make waves."

And a third entirely different and sobering criticism — perhaps the one that bothers me the most — that we don't make an effort to be fair and adequately research our topics: "Too many of you guys don't take the time to learn enough about an issue, and then you just shoot from the hip in your columns."

Ouch.

And these comments came from people unaligned with radical sportsmen's organizations or conservation agencies — folks without a major stake in how we cover stories. That's what made them especially disturbing to me. It could be that they hold more than a kernel of truth.

When I began working in the newsroom in the late 1970s, outdoor writers still had a terrible reputation for lousy writing, acting in an unprofessional manner, being lazy, playing fast and loose with the truth, and taking product and free trips in return for positive stories. That is mostly not true anymore.

Collectively, we have worked hard and ethically over the last couple of decades and now deserve and get nearly the same



respect as other writers. Increasingly, we are considered to be science and conservation writers, and that is fine with me. Outdoor communicators have advanced to leadership positions in national print, broadcast and electronic media, influencing journalism and conservation at the highest levels.

But writing about complex issues — such as wildlife management and the important societal niche of hunting and fishing, possible merger and realignment of conservation agencies, the social, economic and recreational damage caused by urban sprawl, and environmental issues such as invasive species and protecting the Clean Air and Clean Water acts — requires more from us than banging out those annual spring crappie fishing how-to or fall bear hunting where-to stories.

I think many of us find ourselves on new ground with uncertain footing when we choose to (or are forced to) broaden our horizons and write more than those comfortable hook and bullet features. One reason might be that the stories and columns involving issues and real people are more work. It seems to me, in general, that we need to do less writing off the top of our heads, and more consulting with genuine

experts on both sides of the issues. Not that we shouldn't tell readers what we think, but we need to make a sincere effort to ask readers what they think, too, and why; and seek out the most knowledgeable of them to quote and round out our stories.

As a young reporter, I was fortunate to work for a savvy assignment editor, and I have not forgotten his advice, which remains ideal for writing about the complex issues we increasingly deal with. "When you think your story is done, make one more phone call, talk to one more source," he often said. "It is those quotes that will bring your story alive. Don't let your opinions and intuition get in the way of the facts. Be sure to talk to real people. Readers get tired of hearing only bureaucrats' side of the story. And in the long run, if they're the only people you talk to and quote, the readers won't believe what you write, and you will lose your credibility. For a writer, credibility is the most important thing you have."

He always ended his speech to young reporters with one final exhortation: "Always — and I mean always — tell the reader what the news means to them ... how will it affect their lives."

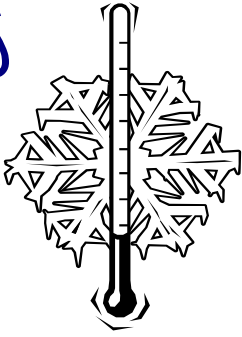
There is no question that times have gotten more complicated for folks who love and write about the outdoors, and sometimes I think the stories we write that are read by people who aren't passionate sportsmen might be the most important. The upcoming Game Commission meeting is a perfect example. Everyone has focused on the deer-management controversy, sportsmen's rally and Alt's departure and replacement, but we have another important situation developing.

A state senator has announced she will be demanding that the Game Commission extend the shotgun-only deer-hunting regulation into more densely populated counties as a result of a young woman being hit by what apparently was a stray bullet from a hunter's high-powered rifle. It's not a clear-cut issue. As I'm sure you all know, the Game Commission recently finished a years-long study on the public safety of hunters using shotguns versus rifles, and the results seem to go against public perception. Emotions run high on both sides of the issue.

That's a good example of a difficult story or column many of us will write. But how we handle issues such as that one may well dictate our future, both as outdoor writers and in the long run, as Pennsylvania sportsmen.

-PW-

# PHOTOS ON THE SNOW



Bundle up and get outdoors this winter with your camera. But beware! Snow creates a new challenge for the photographer - getting the proper exposure. To do that, you need to understand the camera's exposure meter.

The camera wants to see everything as a medium tone. That is, when the meter says the exposure is "dead on," it's saying this is what the settings, the aperture and shutter speed, need to be so that the finished image will be a mid-tone, usually spoken of as "30-percent gray" (more on that later). The camera isn't smart enough to recognize an extreme scene -- one that is mostly white or mostly black -- but you are.

When you take a meter reading on the snow, the camera doesn't know it's looking at white. It "thinks" it's seeing a medium tone. If you follow the meter's recommendations or just let the camera's automatic features fend for themselves, the snow photo will turn out dark, underexposed.

How can that be? Why doesn't the camera make a shot of a bright sun-on-snow scene too light, that is, overexposed, instead of too dim, underexposed?

In order to make the bright white snow the "gray" it wants, the camera tells you to use a smaller aperture or faster shutter speed than would portray the snow as white (remember the camera's limited "brain



Photo on the snow -- barred owl by Tom Fegely

## Craft Improvement Corner

### Do you wait for weeks, even months, to get a reply from an editor on your submission?

Perhaps the problem isn't as prevalent today with e-mail queries and submissions as it was when I started writing. That was back in B.C. (before computers). So you know what kind of dinosaur is writing this.

Even today I use this tip, although I may have gotten a go-ahead from an editor. Usually my queries give the editor an out by saying, "submitted on spec, of course." So if the copy isn't what they thought it should be, they have the option of canning it without a kill fee.

With editors you have worked with over the years and have built a rapport, this certainly would not be needed. However, if the editor isn't one of your regulars, it could speed up a reply. The hint is simple. I send a self-addressed postcard along with the manuscript and photos, as shown below.

#### We have received your article, "Fishing Without Ice"

- We are considering it for a future issue
- Sorry, this does not meet our needs at present

XYZ Magazine

In today's world of cyber space, where manuscripts and photographs are sent magically over phone lines and now through the air, this seems like a prehistoric idea. Yet there are still editors that want to see hard copy along with a disk. Many have never seen my work and, after opening it, the mail goes in a slush pile until they have time to read it.

The postcard forces their hand to at least give it a glance and, if passable, send the card back with the first line checked. If they are not impressed with the story and check the second line, I know I can send it to another editor.

Years ago Jim Bashline taught me, "Never double submit a story. If they both accept it and schedule it, you are in a world of trouble and may never get in either's good graces again."

This postcard is something you won't use on every story submission, but if you want a quick reply and are not familiar with the editor, it's worth a try.

-- Sam Hossler

power?"). Both of these ploys mean less light falling on the film, resulting in a finished image that is underexposed. Although the camera is happy with it, you're not. You want the snow white and the other objects to appear in their natural color.

To compensate for this quirk in exposure metering, open the aperture or decrease shutter speed. Try going from the camera's recommendation of, for example, f/16 to f/11 or f/8 for the aperture or from 1/500 to 1/250 or 1/125 of a second for the shutter speed, that is, a stop or two. Either or both will allow more light to fall on the film. You decide if the situation can tolerate less depth of field (a wider aperture) or will allow a slower shutter speed.

Here's another way to outsmart the camera. Instead of metering on the whole snowy scene, meter on the subject using the camera's spot-meter feature. The main subject is usually what you are most concerned about having correctly exposed, anyway. Or fill the frame with the subject, so that's what the camera meters.

Another trick is to meter some object, like a gray tree trunk, that appears medium tone. You can also obtain a 30-percent gray card at a photo shop and meter on that or use an incident light meter.

Then bracket your shot or, if you're shooting digital, take a "practice" shot, review and adjust settings.

-- Linda Steiner



## BREAKING INTO PHOTO SALES AND INTO POWA

*Last summer, new member Cathy Shea wrote to POWA asking for help with the photo market. Long-time member Bob Steiner responded to her. We share his letter here, as craft improvement for us all to use.*

Breaking into the photo field can be tough, but you certainly have started correctly by joining POWA. This will be a "how-to-use-POWA"

note, as much as anything else.

First you need to begin by being sure you read each and every issue of PowWow. The craft improvement articles over the years have taught me everything from camera basics, article packaging, filing systems and nearly every subject dealing with writing and photography imaginable.

The biggest benefit to be gained from POWA is from meeting/conference attendance. Sign up for pre-conference trips that interest you, spend time in the hospitality room, and sit in on relative seminars. This is where you meet the editors, talk to other photographers, and get inspired to "keep at it."

One such chance meeting led to my wife, **Linda**, writing a magazine monthly column that has lasted for nearly 20 years. The meeting was on a rubber raft trip at a POWA conference, yet the column has to do with hunting and wildlife. Go figure.

Opportunities are everywhere. Several years ago at an Outdoor Writers Association of America conference, I sat at dinner with an editor that I had never met, nor had I heard of the magazine. We chatted, and I sell to that editor regularly now.

One other major reason to attend conferences is to interact with the "big" names in the photography field. They often present seminars to the group. Others of us often spend hospitality room hours discussing the various merits of different equipment and techniques.

Finally, take part in photo contests. My sales in the writing and photography fields increased proportionately with my successes in the various writing and photo contests. Study the winners ... and losers.

Like most occupations, keeping up with new techniques takes constant study. I read many photography books and magazines. I buy magazines and study markets and try to come up with ideas for many of the unusual titles found at the bookstores.

Let's think about the vole picture you mention and the many magazines on the Barnes and Noble magazine rack. Have you tried it to the hundred or so gardening magazines, country living magazines and parenting magazines, as well as wildlife venues? You don't know what the editors are looking for and they don't know you exist. Let them know you are out there.

I generally sell only first North American serial rights. This is understood as the usual publication rights sold to editors, unless they ask to buy more and do so for sufficient compensation. I have mailed, e-mailed and shipped thousands of photos with just my name and address on them. No copyright notice. In nearly 30 years, I have only once had one of my pictures show up without my knowledge on a magazine cover. When all was done, I received \$500 for that use, as well as the payment for where I first sold it. Copyright and ownership are understood by all but the most unscrupulous of editors.

Packaging your product is half the game. I always ship slides in plastic archival protective slide sheets (usually 20 slides to a page). Stiffen the envelope with extra cardboard and enclose a letter, captions for each photo, and a self-addressed stamped envelope for their return.

Selling photos is a game of patience. I have noticed in the last year or two that even the small market magazines are more and more willing to review files on disk and occasionally via e-mail. This is nice since I can retain the originals. Then I provide the original slides for them to use. Again, in 30 years I doubt if I have lost 10 slides. When you figure that I provided one a week to the newspaper for 30 years, as well as monthly articles and freelance submissions, including brochure and pamphlet work, I think this is astounding.

I would suggest that you work on your writing skills, as well as photography skills, as you pursue this occupation. Editors like a "done deal," a complete package. If you can provide it, you win.

I would also suggest that you work on developing a specialty. Most successful writers have a lock on a particular field. They are the "best" writer dealing with dog training, for instance. Remember, the

writing and photography are primary; the activity, such as dog training, is secondary. You make money on both photos and writing.

Now the sad news. Don't expect to make millions. The outdoor writing field is one of the lowest paying writing and photography fields. That's another reason to try to work other markets, as well. Often you can rewrite and resell articles to several media outlets. I often sell to magazines and once the article has run, resell it slightly tweaked to a noncompeting market. I don't tweak photos; I just advise the editor of the previous sale of the image.

There are a number of POWAers that would lead you to believe they are "full-timers," making a living. I doubt any one writer pays all his bills, owns a house, a car, pays health insurance and puts money away for his "li'l rascals'" education from outdoor writing or photography. Most either hustle product, lead photo tours, or have a "real" job or a retirement from a real job. But as a small business -- and you are one -- and with a good tax accountant, you will help support your photography habit and be able to do some fun trips in the name of "work."

Professionals don't give their work away. I generally offer my work for "appropriate, agreed upon compensation." Never be afraid to talk money. I regularly sell slides for \$25 and occasionally for \$500. It is what the market will bear. Writing is similar. Newspapers pay \$25 to \$50 for columns, while some magazines pay \$1 a word.

Find an excuse to call and talk to an editor once you have sent your proposal. But wait a few weeks so they get a chance to look at it. They really are busy.

Everytime a photo you sell is published, the tear sheet should be clipped and kept, whether you like it or not. Someone liked it when they bought it. Keep a record.

If you shoot film, get a loupe and try not to present any photos for consideration that are not absolutely sharp and perfect. You will quickly be known for the quality of your work and ability to provide first-quality photos. That's when the calls come, asking, "Do you have a photo of ..." from the editors.

-PW-



## Birder's World wants queries

Birder's World, a bimonthly magazine by and for birdwatchers, accepts article queries about bird species, birding hotspots, and other bird-related stories. Queries should include samples of your published writing. Features are 2,000 to 2,400 words and pay \$450 (less for shorter pieces). Purchased are first-time rights and Web rights. Payment is upon publication. Contact Birder's World, editorial department, Kalmbach Publishing, P.O. Box 1612, Waukesha, WI 53187; e-mail [mail@birdersworld.com](mailto:mail@birdersworld.com).

## Celebrity fishing stories sought

FLW Outdoors Magazine, published eight times annually, is geared toward serious bass, walleye, kingfish and redfish tournament anglers. The magazine is currently seeking queries regarding celebrities and their passion for fishing (any species). Articles should be 600-1,000 words in addition to a short sidebar. Pay is \$500 to \$1,000 per article and \$50 to \$200 per photo depending on the celebrity. Manuscripts must be original works and previously unpublished. Full print and Web rights to manuscript and photographs are purchased. Submissions are acknowledged upon receipt. Queries will be answered as time permits. Queries should be sent via e-mail to Associate Editor Chris Eubanks at [ceubanks@flwoutdoors.com](mailto:ceubanks@flwoutdoors.com).



## Part-time staff writer position

The Izaak Walton League of America (IWLA), a national conservation group, is looking for a talented, enthusiastic part-time staff writer in the Washington, D.C. area for its award-winning quarterly membership magazine, Outdoor America, and other publications.

The job requires the writer to work from IWLA's offices in

Gaithersburg, Maryland, 20 hours a week. Hours are flexible and salary is commensurate with experience. Candidates with a magazine writing background are preferred.

Send published writing samples, cover letter, resume, references and salary requirements to editor, Outdoor America, 707 Conservation Lane, Gaithersburg, MD 20878-2983. Applications may also be e-mailed in Adobe Acrobat format to [oa@iwla.org](mailto:oa@iwla.org). IWLA is an equal-opportunity employer.

## The Mariner seeks boat articles, photos

The Mariner magazine seeks how-to boating articles with digital photography geared toward Mid-Atlantic readers. Payment starts at \$75 for 750 words or more, plus \$10 for each photo published. Purchases first North American serial rights. Contact Editor Christopher Knauss at [themariner@chespub.com](mailto:themariner@chespub.com).

## Think summer! The WaterSkier is buying

The Water Skier magazine is published nine times per year by USA Water Ski. Most feature articles range between 800 and 1,200 words. Payment varies and is made on publication. Freelance articles are accepted only via e-mail.

Photographs (color slides or prints) and articles are accepted only after prior arrangements have been made with the editor. Payments for photographs are as follows: cover, \$300; two-page spread, \$150; one page, \$50; half page, \$25; all others, \$15. USA Water Ski buys all North American rights and all published photos become their property.

Contact USA Water Ski, Scott Atkinson, publisher and editor, 1251 Holy Cow Rd., Polk City, FL 33868-8200; phone 863-324-4341; fax 863-325-8259; e-mail [usawsmagazine@usawaterski.org](mailto:usawsmagazine@usawaterski.org).

## Photos of boaters wearing life jackets can earn you \$100

The BoatU.S. Foundation is calling on outdoor photographers to send in their best images depicting outdoor enthusiasts wearing a life jacket. Any photos selected for the new photo library can earn the photographer up to \$100 per image. The deadline to submit photos for consideration is June 1, 2005, but purchases will start immediately on a first-come, first-served basis. Early submissions are encouraged, as funding is limited. There is no limit on number of submissions. To download an entry form and full submission guidelines, visit [www.BoatUS.com/foundation/sportsman](http://www.BoatUS.com/foundation/sportsman).

The selected photos will become property of the U.S. Coast Guard and will be distributed to the press by the Foundation under the Sportsman's Forum, a coalition of national sporting organizations brought together to promote boating safety among hunters and anglers.

## Do you write about / photograph ATVs? Sell here.

Sportsmansguide.com seeks all-terrain vehicle adventures, tips, how-to, new model reviews and destination-type articles. Content must be accompanied by high-quality images. Query before submitting articles. One-time and Web rights purchased; previously published works are accepted. Pay begins at \$50 per article with 500-750-word length optimal. Contact Senior Editor Tom Kacheroski at [tkachero@sportsmansguide.com](mailto:tkachero@sportsmansguide.com) for more information.



## National Wild Turkey Federation needs magazine editor, freelance photographers and writers, and web manager

The National Wild Turkey Federation (NWTf) is launching a magazine for members of its new Hunting Heritage Program. This magazine's target audience will be people interested in hunting and managing their acres for wildlife.

The magazine, similar in concept to NWTf's "Get in the Game" television series, will show readers how to improve habitat for deer, quail, wild turkeys, small game and other wildlife. Readers will also learn about strategies that work for hunting

deer, turkey and more. The magazine will also emphasize the importance of sustainable forestry. The articles would range from tips for locating your tree stand to suggestions on how to improve your soil, building a duck blind and more. The 64-page magazine will mail twice a year.

The NWTf is searching for an editor for this publication. This position is full-time and requires relocating to Edgefield, South Carolina.

If interested in being considered for this position, send resume and writing samples to Tammy Sapp, Vice President of Communications, NWTf, P.O. Box 530, Edgefield, SC 29824, fax 803-637-0034; [tsapp@nwtf.net](mailto:tsapp@nwtf.net).

Freelance writers and photographers are also needed for the new magazine. If interested in submitting photos and article ideas, please contact Tammy Sapp via e-mail: [tsapp@nwtf.net](mailto:tsapp@nwtf.net).

The National Wild Turkey Federation is also seeking a strong communicator to manage the NWTf's Web sites. This position will develop content for a turkey-hunting-oriented Web site and coordinate

the flow of information from NWTf departments to online visitors.

The successful applicant will work with other NWTf departments to create and display online content. Duties include supervision of online databases and creating effective ways to display information contained in these databases. Candidate must be able to pull together all communications elements, including photos, graphics, text, audio, video, interactive elements and more, to deliver a Web experience that will keep visitors coming back for more. Position requires a good grasp of Web design and navigation principles and the ability to produce short, punchy copy. Good organizational skills a must; experience with HTML a plus. Candidate must be knowledgeable about hunting and conservation.

The NWTf offers excellent benefits and a great career opportunity for a highly motivated team player. Relocation to Edgefield, South Carolina, is essential.

Send resume and cover letter to Tammy Sapp, NWTf, P.O. Box 530, Edgefield, SC 29824.

## The Tax Man Cometh

If you missed or forgot to take notes at the several tax-time seminars that public accountant Ron Kistler presented at POWA conferences, here's what he listed as deductions that outdoor communicators can take on their income tax returns. Be sure to discuss allowable deduction items with your own tax preparer and be sure to keep good business records.

Thanks to Ron for sharing his expertise with us. He can be contacted at Ron Kistler, 5267 Oakview Drive, Allentown, PA 18104; 610-398-0361.

### BUSINESS DEDUCTIONS REVIEW FOR SELF-EMPLOYED

1. Advertising.
2. Automobile expenses. Keep contemporaneous records (logs). Per mile standard deduction or actual expenses.
3. Insurance

4. Interest. Car, business use of credit card and finance charges.
5. Legal / professional costs.
6. Office expenses. Such as postage, office supplies, help, newspaper and other subscriptions, and resource publications.
7. Rent. Office, equipment.
8. Taxes / licenses.
9. Travel.
10. Entertainment, such as for clients.
11. Utilities. Phone(s), pager, answering service.
12. Dues. Association and club memberships.
13. Meeting expenses.
14. Computers.
15. Equipment and materials used for and pertinent to your business. Supplies, licenses, clothing of specific use.
16. Office space in home. Take square feet of office and/or business storage space and divide it by the square footage of your home, less bathrooms and hallways. Take as a business deduction the resulting percentage of mortgage interest, real estate taxes, utilities, repairs, maintenance and cleaning, homeowners insurance.

## "Good Shots, Great Stories" contest needs your entries

Up to \$28,000 in prize money from the National Shooting Sports Foundation will be awarded to winning writers and photographers in the 8<sup>th</sup> Annual "Good Shots, Great Stories" contest.

The contest is all about rewarding coverage of responsible, skilled, dedicated people who participate in the shooting sports across America. Competition is open to print, radio, television and Internet media. Forty-eight prizes are available in a range of contest categories, beginning with \$1,000 for a first-place win, to \$500 for second, to \$250 for third. Deadline for entering is March 1, 2005.

For complete contest rules and entry form, send to NSSF, Flintlock Ridge Office Center, Newtown, CT 06470; call 203-426-1320; or go to the Web site [www.nssf.org](http://www.nssf.org). **-PW-**

## Supporting Member News

### Eastern Sports & Outdoor Show marks 50th anniversary

This year is the 50th anniversary of the Eastern Sports & Outdoor Show, and some of the nation's most renowned hunters will be featured seminar speakers at the 2005 event. Chuck Adams, David E. Petzal, Jim Shockey and Jim Zumbo will be at the show, presented by Field & Stream and Outdoor Life, February 5-13, at the State Farm Show Complex in Harrisburg. This year's hunting seminar speakers roster is shaping up to be one of the show's best, according to Sandy Pochapin, Director of Marketing.

The Eastern Sports & Outdoor Show is the largest consumer event of its kind in North America. It attracts outdoor sports enthusiasts from Pennsylvania, Maryland, Virginia, West Virginia, Delaware, New Jersey, New York and Washington, DC to view hunting and fishing products, plan outdoor sports and camping vacations, shop for boats, RVs, SUVs, motorcycles and ATVs, and participate in a wide range of family entertainment. For seminar times and more information, or to buy tickets online, visit [ww.easternsportshow.com](http://ww.easternsportshow.com) or call 800-511-8376.

### Berkley joins California trout hatchery foundation

Berkley and its conservation division, the Berkley Conservation Institute, have joined the recently formed Hot Creek Trout Hatchery Foundation. The Institute is the Foundation's first partner with a multi-year financial commitment.

The Hot Creek Trout Hatchery Foundation was formed to help finance operating expenses at California's historic Hot Creek Trout Hatchery. As a result of the Foundation's efforts, the production facility will be able to survive state budget cuts and continue to improve trout and salmon recreational angling California.

Tom Bedell, Chairman of Berkley, stated, "At Berkley we are very focused on what we do. Our passion, our goals, our dreams, everything we do is centered on fishing. Designing and building products. Helping people enjoy them. And working to sustain fishable waters with good populations of fish. These efforts we gladly undertake, carrying on our long-standing tradition and echoing the value and spirit of our fishermen founders."

### Walker's Game Ear partners with NWTF

Walker's Game Ear, Inc. is pleased to announce a partnership with the National Wild Turkey Federation (NWTF). As the official hearing protection products for NWTF, Walker's Game Ear, Inc. will offer three NWTF licensed products, the Original Game Ears, the Range Ear Muffs, and Walker's disposable earplugs. These NWTF/Walker's Game Ear products will be available early in 2005.

All three products were specifically selected by the NWTF to provide hearing protection for its members and all turkey hunters. Bob Walker, president of Walker's Game Ear, said, "We are honored to be able to partner with NWTF in an effort to assist and protect hunters across the country."



**SUPPORTING MEMBERS ... You will receive a special letter inviting you to be a part of the spring conference breakout, May 21. Register your representative(s) to attend the conference by using the form in this issue. At right, a photo contributed by Bob Ballantyne shows MapTech's display at the fall conference.**

*Left, POWA Supporting Member Liaison Connie Yingling, Maryland Office of Tourism Development*

### NSSF STEP OUTSIDE program's new national coordinator greets writers

I am writing to introduce myself as the new STEP OUTSIDE national coordinator. In my new role, I will lead the **National Shooting Sports Foundation's** (NSSF) high-profile STEP OUTSIDE program and encourage outdoor enthusiasts to introduce newcomers to target shooting, archery, hunting and fishing.

Before my promotion, I served NSSF for two years in a variety of responsibilities, most recently as the public relations specialist. Prior to that, I was in the programs department and assisted in coordinating STEP OUTSIDE partner events, the Hunting Heritage Partnership program and other recruitment and retention efforts.

With personal interest in active enjoyment of the outdoors, I look forward to utilizing my knowledge to continue to develop and expand the program. My experience ranges from fishing and target shooting to canoeing, hiking and winter sports. I graduated from Marist College in Poughkeepsie, NY, with a BA in public relations and multimedia communications.

I am looking forward to working with you and hope we will have an opportunity to meet in the near future.

Sincerely,  
Melissa A. Schilling  
STEP OUTSIDE  
National Coordinator

-PW-







*That's not a tourist admiring Raymondskill Falls, in the Poconos, but a kayaker considering running the flume (they do; he didn't). The region is known for its scenic beauty and is home to the bulk of the state's waterfalls. Raymondskill Falls is in the Delaware Water Gap National Recreation Area, along the Delaware River. This and other sights are accessible if you attend the spring conference.*

***TURN THE PAGE TO GET STARTED ...***

# POWA SPRING CONFERENCE 2005 / May 19 - 22, Pocono Manor Golf Resort

Name \_\_\_\_\_ Phone \_\_\_\_\_ ( ) Member

( ) Supporting Member, Company Name \_\_\_\_\_ ( ) First POWA conference

( ) Spouse Name \_\_\_\_\_ ( ) Guest Name \_\_\_\_\_

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

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

**MEALS\***

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

Friday BBQ: <i>Co-sponsors, Pittsburgh 2005, The CITGO Bassmaster Classic (ESPN Outdoors/BASS) and Pocono Mountains Vacation Bureau</i> .....		_____	= N/C
Saturday Breakfast: <i>Sponsor, Maryland Office of Tourism</i> .....		_____	= N/C
Saturday Lunch: <i>Sponsors, Howard Communications clients Browning, Hunter's Specialties, Winchester</i> .....		_____	= N/C
Saturday Banquet .....	@ \$30 each	_____	= \$ _____
Sunday Breakfast ( <i>on your own; must buy meal ticket by noon on Saturday at the Resort for total cost of \$11</i> ) .....		_____	= \$ _____

**SUBTOTAL MEAL FEES:** ..... \$ \_\_\_\_\_

\* Children and guests (not spouses) must pay for sponsored meals — Fri. BBQ \$25; Sat. Breakfast \$15; Sat. Lunch \$22; Sat. dinner \$30.

**ACTIVITIES      \$20 REFUNDABLE DEPOSIT REQUIRED FOR EACH ACTIVITY**

*(Attend activity; your fee is returned / Any activity charges will be deducted)*

	# persons	(x \$20)	
Friday -- Sporting Clays (on site) .....	_____	=	\$ _____
Friday -- Trout Fishing (on site).....	_____	=	\$ _____
Friday -- Shad Fishing (Delaware River) .....	_____	=	\$ _____
Friday -- Tannersville Bog Tour (members and/or spouses) .....	_____	=	\$ _____
Friday -- Golf (on site; golf cart fee of \$25 will be collected on site before play begins).....	_____	=	\$ _____
Friday -- Pocono Adventures on Mules Ride (members and/or spouses) .....	_____	=	\$ _____
Friday -- Turkey Hunting (area State Game Lands; no guides provided) .....	_____	=	\$ _____
Saturday -- Spouse Event -- Carriage Ride and Lunch .....	_____	=	\$ _____
<b>SUBTOTAL ACTIVITY DEPOSITS</b> .....			\$ _____

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

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

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

## POWA SPRING CONFERENCE 2005 HOTEL RESERVATION FORM

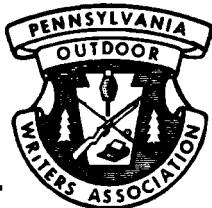
Call to make your room reservations at the Pocono Manor Golf Resort & Spa, Pocono Manor, PA. PHONE 800-233-8150; FAX 570-839-0708. When you call/write, tell them you're with POWA so you can obtain the special rates. Make your reservations before the March 20, 2005, cutoff date to be sure you have a room at our group rate. A two-night minimum stay is required.

Room rate is \$89 double/single (\$35/child/night) plus sales tax. Room registration must be made by MARCH 20, 2005.

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_



# 2005 POWA Youth Mentor Award Nomination Form

The POWA YOUTH MENTOR AWARD, sponsored by the Pennsylvania Outdoor Writers Association, Inc., salutes an individual's accomplishments in initiating and maintaining the interest of our youth in the outdoor sports and the conservation of our natural resources. This non-monetary award is presented annually to an honoree at the fall conference of POWA. The recipient will be contacted prior to the conference and will be the guest of POWA at the convention.

**Nominating Criteria:** Nominees must be a Pennsylvania resident OR have worked with Pennsylvania children; nominees can be active as volunteers or work in a paid position. Nominees may be submitted by POWA members or by the general public.

**DEADLINE FOR NOMINATION: JUNE 30, 2005**

Nominee's name: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone(s): ( \_\_\_\_\_ ) \_\_\_\_\_ ; ( \_\_\_\_\_ ) \_\_\_\_\_

Employment: \_\_\_\_\_

*-- Please answer each question in the space provided. Use one additional page if needed--*

1) What is the nominee's SINGLE GREATEST CONTRIBUTION which qualifies him/her for the Youth Mentor Award?

2) List other accomplishments in promoting youth in outdoor sports and/or conservation of our natural resources.

<u>YEAR</u>	<u>ACCOMPLISHMENT</u>
-------------	-----------------------

*(Please complete other side)*



3) Previous awards and/or recognitions:

4) What are the nominee's goals for continuing youth involvement in the outdoors/environment?

5) List below any additional information you wish to include about the nominee.

Nominated by (your name): \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: ( \_\_\_\_\_ ) \_\_\_\_\_

**MAIL BY 6/30/2005 TO:  
CHARLIE BURCHFIELD, CHAIR  
POWA YOUTH MENTOR AWARD COMMITTEE  
327 S. HIGHLAND ST.  
DUBOIS, PA 15801**

*(Please complete other side)*



**THIS IS YOUR GUIDE**

*The above photo is my nephew, Mike Fesko, with a buck he shot the last week of archery season 2004, on his mini-farm, about 6 miles from the fall POWA conference hotel in Johnstown. Mike has offered to guide two POWA bowhunters on his property from his pre-set stands. It's a secluded area and always produces a few nice bucks.*

*-- Joe Workosky*

*Thanks to an anonymous donor, POWA will celebrate its 55th Anniversary at this fall's Johnstown conference. The donation will be used to cover the registration and banquet meals of the POWA Past Presidents and their spouses, as well as boutonniere expenses. Board Chairman and Past President Dennis Scharadin will be sending the Past Presidents a special invitation to the anniversary dinner. In the meantime, if you are a POWA Past President, please set the conference dates aside. Everyone else ... do the same too, so you don't miss the good time and the chance to honor POWA and those who have served it so well.*



**The Fall 2005 POWA Conference**

in Johnstown will include two special speakers who can provide a wealth of story material.

Because we are proud of the progress we have made in converting our rivers from polluted drains to viable recreational fisheries and whitewater boating destinations, we have invited Pennsylvania Fish and Boat Commission Area 8 Fisheries Manager Rick Lorson to speak on recovering and urban fisheries.

And because we are attuned to the serious environmental challenges facing us today, we have invited Penn State professor of Forest Resources **Dr. William Sharpe**, a native of nearby Windber. Dr. Sharpe is one of the nation's foremost experts on acid precipitation's effects on trout, trees and wildflowers and a fellow POWA member. Dr. Sharpe has not only agreed to conduct a seminar on Saturday regarding the effects of acid precipitation on our forests, but has also volunteered to lead an outing on Sunday

to sites in Somerset County, where he conducted some of his research.

Every effort is being made to provide something of interest to everyone. Our timing -- October 20-23 -- will allow us to offer traditional, and some different, hunting experiences for small game. There will be bowhunting for deer on private land and fall fishing on rivers and lakes for warmwater species. Fly fishermen will have a chance to pursue almost-wild trout in area of breathtaking natural scenery. Others will get to sample those same urban fisheries and recovering rivers of which we are so proud.

For the shooters, we are planning tests of long range marksmanship for rifles and a challenging sporting clays course for shotguns. We are also working on a number of suggested self-guided trips for before or after the conference that will provide even more story material and enrich the experiences you have during your visit.

More information on those will be coming so that you can plan to spend an extra day or two with us and maximize your productivity and profitability from this conference.

*-- Chairs Joe Gorden & Len Lichvar*

**Gary Alt**, Pennsylvania bear and deer biologist, has retired. Gary is a long-time member of POWA. All POWAers owe Gary a thank-you. Whether you were a fan of his recent deer management strategy or not, you simply cannot deny that Gary provided writers and radio and TV show hosts in our organization with a constant flow of story ideas.

Prior to taking over the controversial deer management position, Gary thrilled us all with bear stories and information and took most of us to crawl in a bear den or "wrestle" a bear on the behalf of science and media attention for his program. Gary deserves the most credit for showing the scientific community, as well as resource agencies, what a powerful ally the media can be if they are just given the information.

No single person has provided our group with more to write about for the last 25 years than Gary. I believe he and his work inspired more than 100 of my newspaper columns over that time period. I'll bet that is true for many of the other veteran members of this organization.

I would like to thank Gary publicly in PowWow for including all the media in his career here in Pennsylvania and wish him luck in his retirement.

**-- Bob Steiner**

**From the 2005 Membership Audit Committee Chairman, Dennis Scharadin:**

Welcome to 2005. I hope all of you have had happy holidays. January brings with it the start of the outdoor shows, hard-water fishing, and the POWA Membership Audit. The Membership Audit, which was begun in 1982, was instituted by that board of directors to demonstrate to our supporting members that POWA is an association of active communicators, not just a social club.

Every year since then, it has been the duty of the Chairman of the Board to send audit forms to 20 to 25 active members who have been in the association for at least five years. This list of members is provided by the executive director, who has lists of those previously audited and those who are "Grandfathered." A 15-year active member is considered "grandfathered" and need not be audited.

Those who receive an Audit Form should complete the form in full, include all the required proofs of publication and payment, and return it to me as soon as possible. Those that do not qualify for Active membership may request Associate membership if they have been an active member for a minimum of five years. Associate membership is limited to 15 percent of the total membership. Anyone misstating their facts for the audit would be considered in violation of POWA's Code of Ethics.

**-PW-**

# Executive Director's Report

by Eileen King



## I've been listening to members' comments over the past several months regarding conference costs.

Concerns are that hotel room costs are increasing each year and members don't feel they should be paying approximately \$85/night. Facilities are also charging for meeting room rental and amenities that once cost the organization nothing. Those costs are now being added to the master bill and in turn they need to be passed on to the membership.

I recently read an article that indicates hotels will again raise rates and charge more for amenities because they are now in the "seller's market." Hotel rates have increased an average of 8 to 12 percent over the last year. Those rates are expected to increase an additional 7.5 percent in 2005.

The new "buzzword" in the hotel industry is attrition. Hotels are now charging organizations for sleeping rooms contracted for, but not used by attendees. For example, if we contract for 30 rooms/night at \$80 for 3 nights (\$7,200) and use only 25 rooms/night for 3 nights (\$6,000) the organization has to pay for the 5 rooms/night for 3 nights (\$1,200) we didn't use.

We have not had to pay attrition because I've negotiated a lower sleeping room block than we've had in the past. That's why it's so important for members to book rooms early and stay at the hotel the organization has contracted with. A few years ago hotels were hurting so badly they were willing to do just about anything to book a group, which is one reason sleeping room rates were so low. Now the tables have turned and it's their turn to make up for those concessions.

We're trying to keep conference costs to a minimum for all members, but that is becoming increasingly difficult. The \$5 increase in conference registration fees will help offset some of those costs, but not all. The raffle money raised by the Ways & Means Committee has paid the rest of those

conference fees. I'd like to see the day when that money can be put toward more craft improvement sessions and better member services.

Let the board and me know what concessions you'd be willing to make for lower cost sleeping rooms and we'll see what we can do. Conferences are the best networking and learning opportunities within the organization. If we can make it more affordable for everyone, more will attend. And the benefits of attending and networking will be even greater.

### Membership Totals as of 1/3/05

Active: 220  
Apprentice: 8  
Honorary: 1  
Supporting: 146

### Welcome New Members:

#### Individual Members

#### **VICKI DIEBOLD (Active)**

3307 Clifton Ave., Ste. 4  
Cincinnati, OH 45220  
Home: 513-923-2739  
Work: 513-281-0022  
Fax: 513-281-3322  
E-mail: Vicki@hartproductions.com  
Vicki is the co-host of 700 WLW Big Outdoors.  
Sponsor: **Chip Hart**

#### **DAVID LOCKARD (Apprentice)**

1956 Milton Grove Rd.  
Mount Joy, PA 17552  
Phone: 717-653-1008  
E-mail: dlockard@redrose.net  
David started writing when he took the course offered by the North American School of Outdoor Writing. He has been writing for the last two years for local newspapers (Elizabethtown Chronicle and

Donegal Ledger) and magazines. He is continuing to query new articles and has two articles that have been accepted for publication, but not printed yet.

Sponsor: **Eileen King**

#### **RICK METHOT (Active)**

14 Fabrow Drive  
Titusville, NJ 08560  
Phone: 609-737-0274  
Fax: 609-737-9082  
E-mail: rikwrite@aol.com  
Rick is an outdoor columnist for the Trentonian, Lebanon Daily News and U.S. Sportsmen's News.  
Sponsor: **Eileen King**

#### **JAMES J. PETERS (Active)**

14772 Lancelot Lane W  
North Royalton, OH 44133  
Phone: 440-915-1295  
E-mail: outdoorsradio@aol.com  
James is co-host, producer and business manager for the weekly "Inside the Great Outdoors" radio broadcast on WKNR AM 850 Radio.  
Sponsor: **Eileen King**

#### Supporting Members

#### **BRILEY MANUFACTURING**

1230 Lumpkin  
Houston, TX 77043  
Phone: 800-331-5718  
Web site: www.briley.com  
Contact: Cliff Moller  
Briley Manufacturing is a world-renowned maker of screw chokes and sub-gauge tube sets, refurbisher of old double guns, rifle makers, and handgun specialists.  
Sponsor: **Nick Sisley**

#### **CONEMAUGH VALLEY CONSERVANCY**

1334 Franklin St.  
Johnstown, PA 15905  
Phone: 814-536-6615  
Fax: 814-536-6759  
E-mail: jqka@twd.net  
Web site: www.conemaughvalleyconservancy.org  
Contact: Michael Quinn  
The purpose of the Conemaugh Valley Conservancy is to promote the conservation and preservation of natural and cultural resources and to encourage prudent land use practices along the Conemaugh River corridor.  
Sponsor: **Joe Gorden**

(Continued, next page)



## HART PRODUCTIONS, INC.

3307 Clinton Ave., Suite 4  
Cincinnati, OH 45220-2001  
Phone: 513-281-0022  
Fax: 513-281-3322  
E-mail: chip@hartproductions.com  
Web site: www.hartproductions.com  
Contact: Robert S. "Chip" Hart III, CEO  
Hart Productions produces consumers boat,  
travel, hunting and fishing shows in Ohio.  
Sponsor: **Chip Hart**

## LEUPOLD & STEVENS

14400 NW Greenbrier Parkway  
Beaverton, OR 97006  
Phone: 503-646-9171  
Fax: 503-526-1475  
E-mail: pmundy@leupold.com  
Web site: www.leupold.com  
Contact: Pat Mundy  
Leupold manufactures a complete line of  
scopes, binoculars, spotting scopes,  
rangefinding binoculars, mounting systems,  
hunting enhancement accessories and ac-  
cessories for the hunter, shooter and law  
enforcement community.  
Sponsor: **Eileen King**

## PENNSYLVANIA FISH AND BOAT COMMISSION

P.O. Box 67000  
Harrisburg, PA 17022  
Phone: 717-705-7805  
Fax: 717-705-7802  
E-mail: dtredinnic@state.pa.us  
Web site: www.fish.state.pa.us  
Contact: Dan Tredinnick  
The Pennsylvania Fish and Boat Commis-  
sion is the state agency with jurisdiction  
over fish, fishing, reptiles and amphibians,  
and recreational boating in the Common-  
wealth. Their mission is to provide fishing  
and boating opportunities through the pro-  
tection and management of aquatic re-  
sources.  
Sponsor: **Dan Tredinnick**

### Individual Membership Changes:

**Stephen Carpenteri**, new e-mail  
scarpenteri@primedia.com.

**Doyle Dietz**, new e-mail  
yankeegiant@earthlink.net.

**William Halbfoerster**, fax 610-837-  
2533.

**Roger Hayslip** has been upgraded to  
active from apprentice status.

**Chris Henderson**, 794 SR 68, East  
Brady, PA 16028; delete fax number.

**Jim Hyland**, 167 Heimer Lane, Jersey  
Shore, PA 17740; 570-725-3551.

**Carl McCardell**, new phone number,  
570-265-8610.

**Evan Nappen**, new e-mail  
gunesq@optonline.net.

**Carol O'Neil**, new e-mail  
carol\_oneil@netzero.net.

**Jack Paluh**, new e-mail  
jpa@jackpaluh.com.

**Gregg Rinkus**, new work phone 814-  
226-0851, ext. 1004; additional e-mail  
gregg.rinkus@atcpnls.com.

**Sherwood Schoch**, new e-mail  
sherschoch@dfnow.com.

### Supporting Membership Changes:

**MPI Outdoors**, new e-mail  
pat@mpioutdoors.com.

**National Shooting Sports  
Foundation**, new contact is Steve Wagner,  
swagner@nssf.org.

**Ned Smith Center for Nature and  
Art**, P.O. Box 33, 176 Water Company  
Rd., Millersburg, PA 17061.

**Pennsylvania Bowhunters Festival**,  
new zip code 18614.

**Raystown Striper Club**, new contact  
is Don Brumbaugh.

**Trupe's Quality Hunting and  
Wildlife Management**, RR1, Box 114, SR  
44 S. Sharon Center (shipping),  
Shinglehouse, PA 16748; 814-697-  
7723 or 7727; 877-806-6993; cell 717-314-  
1067; steve@ezsowdeerfood.com or  
strupe@desupernet.net.

**United Bowhunters of Pennsylvania**,  
216 Chicka Rd., New Alexandria, PA  
15670-9627; 724-668-7531; 800-279-  
2024; ubofpa.org

**Withdrawals:** Individual members Doug  
Leiby and Dan Tredinnick. Supporting  
member USA Outback Outdoor Television.

**Donations:** Adele Dovey, to the general  
operating fund

-PW-



Please accept this letter as notice that, regretfully, I will not be able to serve on the POWA Board of Directors for the appointed term. I was very eager to serve, but shortly after notification of my election, I contracted to work for the Visual Imagery division of **Bass Pro Shops** as an artist and designer.

Initially, this involved mural painting at the new Bass Pro Shop in Harrisburg, but quickly evolved into the much larger capacity of designing the themes and imagery for many of the new stores across the country and painting special outdoor images at many of them. This will demand much travel and a very rigorous schedule (very long days) that will allow very little time for anything else. I will, however, continue to write my column for Pennsylvania Game News.

If you get an opportunity to see the Harrisburg store, I painted the huge big game portraits that wrap around the entrance area, the Pennsylvania banners in the center of the great room, the wildlife of the Appalachian Trail, diorama paintings on either side of the escalators, and the art outside the Gun Room -- about 450 feet of art in total.

I am determined to serve POWA once I get a handle on this enormous opportunity, perhaps through presentations at conferences or in PowWow. Also, at this time I would like to volunteer the services of my design and art studio in designing and implementing a graphics identity program for POWA that would reflect a more contemporary vision, while retaining the tradition of the organization. Would be most happy to make a presentation to the board at the spring conference for your consideration.

Best,  
**Bob Sopchick**



## MORE OPEN SPACE -- Additional Letters to POWA

PowWow welcomes brief letters from readers (include full name, address, phone and e-mail). Anonymous letters will not be accepted. Send to POWA Exec. Director Eileen King, 158 Lower Georges Valley Rd., Spring Mills, PA 16875-9123; e-mail kingenp@cs.com.

*I have come to the decision not to renew my membership in the POWA for 2005. I certainly hope everyone understands that I believe this is a solid organization with good people that I am proud to say I was associated with for so many years.*

*I am currently spending all my available time doing fun things, now that the kids and myself are through college, and have little time or desire to meet the schedules demanded in today's competitive marketplace. I will be retiring in a couple of years from my full-time job and will return to writing on a regular basis then.*

*Until then I want to thank all the members of POWA for the good times and guidance they provided over the years. I wish everyone the best, and they are always welcome to go fishing on the river or hunting groundhog with me. God bless.*

*— Doug Leiby*

As a Camp Director for the Carlisle Family YMCA, I received a POWA grant several years ago for the youth at New Frontiers Day Camp. It was awesome to see these funds make a difference in the lives of young people as they learned a new appreciation for the world around. We purchased two digital cameras and field guides for them to capture pictures as they learned to identify the nature that abounds the camp. The pictures have been truly amazing!

Thanks, POWA, for your support to get this program started! A few years ago we were serving 500 campers per year and last year we enrolled over 800 campers into our New Frontiers program.

With this substantial increase, I would like to increase the camp's ability to place cameras into more campers' hands and to purchase equipment and supplies to make copies of the pictures onto computer disk and paper. Does POWA still support youth programming by donating funds to promote these types of activities? Thanks for your consideration in this request and I look forward to hearing from you.

— Steve Kuhn, Youth and Camping Director, Carlisle Family YMCA.

*E.D. Note: Chair **Kermit Henning** notified Mr. Kuhn he could apply for a grant for 2006 funds since the deadline for 2005 was August 1, 2004.*

*I am in the process of moving my home and business and the move should be mostly complete by year's end, although I'll still be looking for things for another year!*

*New address for Steve Trupe and for **Trupe's Quality Hunting and Wildlife Management:***

*RR1, Box 114, SR 44 S. Sharon Center (shipping), Shinglehouse, PA 16748; 814-697-7723 or 7727; 877-806-6993; cell 717-314-1067. The e-mail will remain the same: [steve@ezsowdeerfood.com](mailto:steve@ezsowdeerfood.com) or [strupe@desupernet.net](mailto:strupe@desupernet.net).*

*My location is along PA Rt. 44, north of Coudersport, Potter County. Going north, it is the first house on the left in the Village of Sharon Center. For my seed customers: I expect to have a small retail store opened by spring for food plot seed mixes, food plot fertilizers and other wildlife management products. I have nearly four acres here and plan to have sample plots planted of most of the different food plot seeds that I sell, for my customers to view. Thanks for your support and have a happy Holiday Season and a great New Year.*

— Steve Trupe

I have made the decision to step out of outdoor television and pursue another career in the outdoor industry. I believe that all things happen for a reason, and I have recently been given an opportunity that will still allow me to continue promoting outdoor products and services directly to the consumers at the point of purchase. I have accepted a position with the national sporting goods distributor Hicks, Inc. as their sales representative for the eastern region of Pennsylvania.

Since I started producing outdoor television in 1996, I produced and hosted 104 shows that featured some of the best hunting, fishing, new products and human interest stories that not only entertained, but also educated our viewers every fall for eight years. As far as outdoor television shows go, that was a darn good run. I met and worked with some fantastic people who have become not only business associates, but also lifelong friends.

The things I have seen, the places I have been and the experiences shared with our audience will always be cherished — which I hope to some day chronicle in "The Outback Journal" — a hard copy manuscript that is but a few miles down the road.

Thank you all for your help and support over the years, and I hope that we can continue to work together providing the outdoor enthusiasts with quality products and services that will ensure our outdoor heritage a future in years to come.

— **Denny Snyder**, Executive Producer/Host, USA Outback Outdoor Television

I'm retiring from the Reading Eagle, January 6, but will continue my outdoors career as a freelancer. Please delete [ddietz@readingeagle.com](mailto:ddietz@readingeagle.com) and send all info to [yankeegiant@earthlink.net](mailto:yankeegiant@earthlink.net). Thanks. Doyle Dietz

As of 2005, I will be managing the outdoors section of the Sunday Reading Eagle. I can be reached at: Roger Mallon, 1115 Bellevue Ave., Reading, PA 19605; phone 610-921-3761; and e-mail [roger@GreatDayOutdoors.com](mailto:roger@GreatDayOutdoors.com).

— Roger Mallon



## Education Fund grant recipient says we helped kids have a great day afield

Hi. This is just a little additional write-up of the Youth Pheasant Hunt we sponsored on October 9. We had 60 children who all went hunting at Hyd-A-Del Hunting Preserve, in Blain, PA. Hyd-A-Del shut down three of the fields for the day so we could have the hunt.

Each hunt lasted about an hour, two children, a guide, dog, and one additional adult would go out at a time. Before each pair, if children went, four pheasants were put into the field, and then off they went. For the children that did not have guns or ammo, it was supplied by our organization. The Perry County Sportsmen for Youth purchased 120 pheasants and all the food and drinks needed for the children, parents, and all the helpers.

At the end of the day, we had only six children who did not get at least one pheasant in the field. The owners of Hyd-A-Del, Mike, Carol and Jason Book, then took the children into a smaller field and each of those children finally did get a bird. Totally for the day we ended up putting out 132 birds,

shot 86 pheasants, two chukars and one quail. All in all, everyone had a great day.

Once again, we appreciated all you did for us this year and hope you will again consider us for a donation next year. If I can be of any help, please give me a call, 717-789-9260. Thanks for your support.

-- Fred Schulthies III, Vice President, Perry County Sportsmen for Youth  
781 Montour Road, Loysville, PA 17047

## MEMBERS IN THE NEWS

**John Taylor announces he has two new books, "Gunning the Eastern Uplands" and "A Gentleman's Shooting Dog: The Evolution of the Legendary Ryman Setter."** Both were published by Bonasa Press, for which Taylor is editor/publisher.

"Gunning the Eastern Uplands" examines the past, present and future of the East's bird hunting, in a blend of natural history, bird hunting adventures, and the love of fine guns and dogs. It follows Dr. Charles Norris's classic 1946 "Eastern Upland Shooting" trail, bringing readers a fresh look at gunning game birds.

The limited edition (150), with leather/art insert on cover, is signed by the author and the illustrator, Dennis Burkhart, and sells for \$65. The trade version costs \$35.

"A Gentleman's Shooting Dog" explores two topics: a quest to find dogs that "manifest a vision of quintessential excellence" that resulted in the Ryman setter. It also includes Taylor's 30-season personal quest of self-discovery in the upland gunning game.

The limited edition (500), with leather/art insert on cover, is signed by the author and the artist, Dann Jacobus, and costs \$85. The trade version hardback sells for \$35.

Contact John at his address/phone in the POWA directory and also visit Bonasa Press at [www.bonasapress.com](http://www.bonasapress.com). **-PW-**

## The Fegelys unveil their new book, "A Guide to HUNTING PENNSYLVANIA TURKEYS"

*Just a short note to friends and acquaintances to announce the publication of "A Guide to HUNTING PENNSYLVANIA TURKEYS." We're pleased to report that the book is now at the printer and is due for delivery here in early December (POWA received the letter after publication of the December/January PowWow).*

*The entire process -- from writing the first sentence to having the final work "hit the presses" -- was lengthy, complex and involved. But now it's done; all 11 sections, 41 chapters, 312 pages and 250-plus photographs. This work follows "A Guide to HUNTING PENNSYLVANIA WHITETAILS," first published in 1994, with a revised version in 2000.*

*If you're a dedicated turkey hunter, you will likely see some familiar names and faces in this one-of-a-kind Pennsylvania-focused work. Many of you asked Betty Lou and me to let you know when the books will be available. We are already getting orders and expect to fulfill them beginning the day the books arrive in early December.*

*"A Guide to HUNTING PENNSYLVANIA TURKEYS" is published by B&T Outdoor Enterprises, P.O. Box 986, Cherryville, PA 18035-0986. It's available through the publisher for \$16.95 (\$3 off the \$19.95 list price) plus 6 percent state sales tax for Pennsylvania residents and \$4 shipping and handling. For two or more books, add \$2 shipping/handling per book. Check or money order accepted. For more information on the guide and/or ordering via the Internet, log onto [www.fegelyoutdoors.com](http://www.fegelyoutdoors.com) (credits cards are accepted through PayPal via the Web).*

*In addition to the 312-page perfect bound, soft-cover edition, we have also decided to print a Limited Edition of 200 copies bound in a black leather cover. The handsome, autographed, inscribed and personalized edition with foil stamping, signature page and marker ribbon sells for \$75 each plus 6 percent state sales tax and \$5 shipping and handling. Should you wish to purchase a Limited Edition book, we suggest getting your order in early. Include detailed information for personalizing and to whom the book should be directed.*

*We have worked hard to produce this book and believe you will enjoy it and benefit from it. We'd appreciate your passing the word of its availability to friends and acquaintances. Should you have any questions or comments, drop us an e-mail at [tom@fegelyoutdoors.com](mailto:tom@fegelyoutdoors.com).*

**-- Tom and Betty Lou Fegely**



# Going Wireless

by Jerry Bush, Web/Tech Chairman

For the purpose of this manuscript, I'm going to assume you already own at least one computer (desktop or laptop) and that you log onto the Internet regularly. The odds are favorable that your computer is connected to the Internet by a physical wire, though I will explain that this is no longer a limitation that needs to be endured.

Roughly 80 percent of all personal computers are connected to the Internet by a telephone cable. This is true regardless of whether you option for dial-up modem service or broadband (which is the same as DSL). Dial-up service utilizes a modem and passes through a telephone line, interrupting the signal that normally transmits voice communication. The disadvantages to dial-up are: a) it is slow by comparison, and b) the telephone itself is rendered useless whenever the Internet is first accessed and, conversely, the modem will not operate if the phone is first accessed.

DSL or broadband uses an external modem that also connects to a telephone line. However, this external modem somehow permits the Internet signal to pass through the telephone lines without interfering with the voice service for the telephone. I switched to DSL service about 16 months ago and I would never go back to dial-up. The DSL is at least 75 percent faster, and my teenage son can now talk to his girlfriend all he wants without inconveniencing me. Computers hooked to the Internet by television cable are even faster, but I must report that in most areas DSL is 30 percent cheaper and the speed difference is negligible.

Regardless, there was a problem with each of these setups. Even if you owned a laptop computer, you were limited by the requirement to physically link to a wire or cable when you wanted to log onto the Internet. If you owned two computers and desired to access e-mail with each of them, they both had to be connected by a wire or cable to the Internet or to each other.

Today however, you can purchase a "wireless router." The wireless router looks similar to the DSL modem box, except it has one or two antenna attached to it. It will connect to a DSL or Broadband modem,

which is still connected to a phone line, and then transmit a wireless signal to a reception card that

you install in your computer. The range of reception is fairly impressive.

Let me explain. My family owns three computers that access the Internet. The computer in my wife's daycare facility is what I would label our main connection, and it is located in our basement daycare. My office, however, is on the second floor of our home. I did not want to run wires to it from her computer, so I installed a wireless router, which sits next to her computer. I then installed a reception card into my office computer. Both computers now access the Internet from one connection, although my computer is approximately 30 feet away from that connection, and separated by two ceilings. "Look, Ma, no wires!" In case you're wondering: we can access the Internet simultaneously without interfering with each other.

The actual distance from which your unit can be separated from the router will vary according to the computer system, type of router, and other variables. If interested, I can recommend you check into a Linksys 802.11- G Wireless Router – Model: WRT54G. Mine works marvelously! The router and receptor combined set me back less than \$100. It was a small price to pay for the convenience.

After equipping a laptop with a wireless reception card (just plug it into the PCMCIA slot), it is possible to experience tremendous mobility. Heck, you can even answer e-mail from that hammock you suspended between those shade trees. Be certain to keep your firewall and anti-virus programs running.

But remember, while you're accessing the Internet from under that shade tree, security patches will not protect your computer from bird droppings.

-PW-



**GREETINGS FROM NORTH DAKOTA**  
Dennis Scharadin sent this photo of successful POWA hunters and their tundra swans. From left, guide Josh Yonke; Sal Pitera; Kermit Henning; and Dennis, who adds, "My swan landed in the water and Honey (far left) retrieved it and carried it to us."



**A BIG SMILE AND FISH REMEMBERED**  
The photo above is from a scanned slide and the date on the slide mount says 1989. Deb and I and the Keirs (Ted and Evelyn) took advantage of a fishing opportunity that was offered by the tourism folks at Lake Wallenpaupack. This was (obviously), the night-fishing portion of that trip. Ted took the big smallmouth on a top-water lure and he was a happy camper. The weather was not the best, but the fishing was great and the local hospitality was superb.

-- Tim Flanigan

## Ways & Means Committee is anxious and ready for spring POWA conference

by Jerry Bush

During the next few weeks, I will be writing letters to our supporting members, requesting they provide items for our auction and raffle. It is with sincere appreciation that I inform the membership of a couple of items that have been donated already.

Ithaca has donated a mint condition, 1972 Pennsylvania Game News. This item will be among the items auctioned at the spring conference. Thanks, Ithaca!

**Jeff Frischkorn**, a member who resides in Ohio and who is also a member of the Outdoor Writers of Ohio (OWO), has graciously donated a great prize on behalf of that organization. The Outdoor Writers of Ohio is going to jump-start its long-dormant fall outing program in 2005 with an invitation by the **Horton Manufacturing Company** for a crossbow hunt to the firm's Monroe County camp. That is in southeast Ohio, not far from Marietta. Horton will supply lodging, meals, tree ladder stands, hunting over bait (legal in Ohio), as well as the crossbows. The time of the hunt is early November, which coincides with the peak of the rut.

As a POWA spring conference fund-raising auction item, OWO is inviting one POWA member to join them. To further accommodate POWA, Cleveland-based **Expositions, Inc.** (both a POWA and OWO supporting member) is willing to pick up the license fees for the POWA member. In Ohio, a general hunting license costs \$125 for a nonresident. A single deer tag, good for either an antlered or antlerless animal, costs \$24. Also included would be a fall wild turkey tag (also \$24), with Ohio's archery-only fall turkey season running until the end of November.

I think you'll agree this is a great prize. Jeff requested that we offer this prize in our auction, so that is exactly where we'll place it. I'm hoping each member will come prepared to bid for a chance to participate in this trip. We are obviously grateful to Jeff and the OWO for the opportunity.

As always, I am also requesting that active members consider donating objects to our raffle. Your books, craft items and paraphernalia are always welcome and cherished items, which contribute greatly to the welfare of our organization. **-PW-**

### A Friendly Ways & Means Reminder:

The 2005 subject for the "Supporting Members Favorite Photo" contest is "Small Game Hunting." Did you remember? Have you been sorting through your small-game photos?



I will again accept 35mm slides (which I'll convert to .jpeg digital format) or digital images taken with a 3.0 mega pixel or greater camera. Black and white images are welcome. **REMEMBER – I will not accept images submitted by e-mail, so don't send them! Don't forget to send me a SASE if you send slides.**

The fee is lowered to \$1.00 per entry, and each member may submit up to 5 entries. Any small game image you've ever taken is eligible, so don't be afraid to look through your collection. Our winner will be announced at the fall conference, and the winning image will be displayed on our Web site for four months. I must receive all entries by June 15, 2005 – NO EXCEPTIONS.

-- Jerry Bush, Ways & Means Chairman

## Will Johns Scholarship Fund applications being accepted

Report by Joe Gorden, Chairman

FOR IMMEDIATE RELEASE ... IN YOUR MEDIA OUTLETS

Students who are currently enrolled full time at Pennsylvania State University's University Park campus and the University of Pittsburgh at Johnstown and who anticipate a career in communications may be eligible for a \$1,000 scholarship from the Pennsylvania Outdoor Writers Association's Willard T. Johns Memorial Scholarship Fund.

The fund is named in honor of a charter member and past president of POWA, the Commonwealth's professional organization of broadcasters, artists, photographers and writers specializing in the outdoors and conservation topics. Johns, a college-trained wildlife conservationist, served as editor of Pennsylvania Game News and then as an education specialist for the National Wildlife Federation, before assuming his post with the Pennsylvania Fish Commission. At the time of his death, he was that agency's Director of Information and Education.

The focus of this scholarship is to encourage a better understanding and exchange of information between those responsible for managing and protecting our outdoor resources and those who make use of them. While these are broad guidelines, they reflect the goals and philosophy of the scholarship's namesake. Consideration for these scholarships is given students who show strong evidence of academic achievement and need for financial aid. Preference is given to those enrolled in one of the following programs.

At Penn State University: Forest Resources Program within the College of Agriculture or Writing Option within the English Department of the School of Liberal Arts or School of Communication's Journalism Program or College of Agriculture, per se.

At University of Pittsburgh at Johnstown: The Terrestrial Ecology Option with the Biology Degree Program in the Natural Sciences Division or The Journalism Degree Program in the Humanities Division or Writing Majors in the Humanities Division.

The recipient must be planning a career that combines public relations and journalistic skills with an intention to apply these skills to the communication of the principles of conservation and the attractions of the out-of-doors.

Scholarship applications are available from Joe Gorden, Scholarship Chairman, 2102 Franklin St., Johnstown, PA 15905. Those who request applications should include a self-addressed envelope. March 18, 2005, is the deadline for the student to file the application for screening. **-PW-**

**The Eastern Sports & Outdoor Show in Harrisburg runs from February 5 - 13, and POWA will once again have our own booth at this major show. The sole purpose of POWA's being there is as a service to our members -- that's YOU!**

Do you have a book to sell? Do you have a magazine or tabloid you would like to introduce to over 100,000 outdoorsmen from all over the East? Would you like to meet and greet serious sportsmen and get a feel for the deer management program? The Fish and Boat Commission's trout stocking program? Waterfowl, turkey or grouse populations and hunting techniques? Or would you like to see first-hand the newest innovations from the entire outdoor industry on display under one roof? Do you want story material?

The POWA booth is available to you for whatever reason -- even just a stopover to hang your coat and say, "Hi." Let me know if you would like to spend some time in the booth. I'll try to make sure a space is available for you, unless of course everyone wants to come at the same time. Remember that weekends at the show are absolutely NUTS. There are so many folks there that it is difficult to chat. Weekdays are the best for one-on-one with the audience.

Also, this is the 20th anniversary of the POWA auction, to be held on the final day, Sunday, February 13, at 1 p.m. We have raised right around \$200,000 to date and have given it all away to programs that introduce young people to the outdoors. Although we have received tremendous support from **Reed Exhibitions** and the exhibitors at the show, we are always in need of more and more donated items to sell. Certainly there is something you have in your closet or garage that you have not used, nor will you ever use. Give it to the auction.

Do you have a book that you can autograph? Donate a copy or two. Can you host a guided hunting or fishing trip to someone who will pay big bucks to spend a day afield with an outdoor writer? Talk to me about it. How about a piece of artwork that you just don't have enough wall space to display? Dust it off and let us sell it. No matter what you have, big or small, we can use that item to provide funding to these groups who work with youngsters. Let's make this 20th anniversary year a very special one. Contact me for more information and to let me know what you would like to donate. See you at the show!

*-- Kermit Henning, POWA Harrisburg Sport Show Chairman  
E-mail [kghenning@aol.com](mailto:kghenning@aol.com) or call 717-766-4834*



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

*As always, members' help will be needed at our POWA booth. Where? The Lehigh Valley Outdoor Expo. Dates for the expo are March 4-6, 2005, at the Pennsylvania Expo Center, located at 501 Cetronia Road, Allentown. Your help is always needed with our Annual Education Auction, held on stage at 5 p.m., Saturday, March 5. Contact Mike Watson if you have a book or product to sell or to register for a show badge. E-mail him at [mlnostaw22@aol.com](mailto:mlnostaw22@aol.com) or phone 610-683-0945.*

**IF YOU  
SPONSOR  
THREE,  
YOURS  
IS FREE!**

**Sponsor 3 new POWA members in 1 year and your dues for the next year are covered. POWA membership recruitment cards are available for you to give to potential members. Contact E. D. Eileen King for cards and applications, or print member applications on demand from the POWA web site (public side), [www.paoutdoorwriters.com](http://www.paoutdoorwriters.com).**

**APRIL / MAY  
PowWow Deadline  
March 1, 2005  
Please Be On Time**