



# POWOW

Bimonthly newsletter of the Pennsylvania Outdoor Writers Association

February / March 2007

## Butler County soars! See why at POWA's spring conference, May 17-20



Photo courtesy Butler County TCB

*Balloon-view of Lake Arthur, in Moraine State Park, Butler County.*

Patti Jo Lambert and the **Butler County Tourism and Convention Bureau** are getting set to show why you, too, should be "high" on Butler County. Patti Jo and the tourism bureau staff, along with POWA's 2007 spring conference coordinator, **Linda Steiner**, have been arranging an over-full weekend-plus for you to spend in western Pennsylvania's Butler County, May 17 - 20.

The next issue of PowWow will contain the registration form for the conference, but be sure to block the dates, look over what we have planned so far and -- to do right now -- **reserve your room at the Days Inn**, our headquarters hotel, in Butler. POWA's special room rate there is \$59 (double bed) and \$65 (king bed), plus 6 percent sales tax and 3 percent occu- (continued on page 9)

## Are you prepared for the worst?

*Craft improvement by Mark Nale*

I always considered myself careful when it came to protecting my color slides. Most were labeled and organized into clear plastic pages and filed into ring binders. Since I began serious photography back in 1979, I had accumulated a sizable collection of photographs. I stored my slide notebooks on shelves. I had duplicates made for all of the photos that I regularly used in slide programs. I projected the "dupes" and stored the originals. Summer whole-house air conditioning also served to protect them.

As the digital age dawned (and I was not completely converted yet), I was still taking photos as slides, prints with a CD made during developing and straight digital shooting. A POWA seminar in Valley Forge by **Hal Korber** encouraged me to purchase a good quality Nikon slide scanner. That device gave new life to my slides in our instant digital age.



*Mark Nale sent this sobering photo, taken the day after fire destroyed his brick home and almost all of his photos and his writing records.*

I don't know about your experiences, but, although I love the instant turnaround with digital photography, for me it does not always result in the best photograph. Slides and prints taken at the same photo shoot

sometimes resulted in photos that were of better quality. I am still not sure if pure digital is best, but the business is moving in that direction.

We had two computers networked in our home -- one in my home office on the first floor and one in the basement. All of my writing and digital photography was also stored on an external (continued on page 4)

# Events Calendar



## POWA EVENTS:

### February 11 -- POWA Sportsman

**Auction** at the Eastern Sports & Outdoor Show, Harrisburg. More info below.

**February 17 -- Winter Interim Board Meeting**, Pa. Fish and Boat Commission meeting room, Pleasant Gap Visitor Center, Robinson Lane, Bellefonte. Lunch: noon. Meeting begins 1 p.m. RSVP on your attendance to Exec. Director Patty Burdge.

**May 17 - 20 -- Spring Conference**, Days Inn, Butler. Contact: Linda Steiner, Spring Conference Coordinator. Co-host, Butler County Tourism and Convention Bureau. Make your motel reservations now (info on page 9). Conference registration form will be published in the April/May issue.

### **Future Conferences:**

-- Fall 2007, Harrisburg area. Chairs: Kermit Henning and Gerry Putt.

-- Spring 2008, OPEN. Contact Exec. Director Patty Burdge if interested in bring the group to your part of Penn's Woods.

## **POWA Sportsman Auction, Feb. 11, needs you to donate items**

It's still not too late to donate an item or a service to the POWA Sportsmen's Auction, Sunday, February 11, at the **Eastern Sports and Outdoor Show** in Harrisburg. Any items you may have would be greatly welcomed and deeply appreciated. All the monies raised in this auction go to fund youth educational opportunities in the outdoors.

Send any donations directly to:

### **Kermit Henning**

1115 Apple Drive  
Mechanicsburg, PA 17055  
717-766-4834

E-mail: [KGHenning@aol.com](mailto:KGHenning@aol.com)

POWA's 2007 Education Fund grants will be made to the approved projects that were listed in the December/January 2007 issue of PowWow. Grant monies will come from the funds we raise at this year's POWA Sportsman Auction, so please be generous.

The deadline to request 2008 grants from the POWA Education Fund is August 1, 2007. Mail a request, explaining the project and grant amount requested, by that date to POWA Education Fund Committee Chair Kermit Henning (address above).

**Send your news to POWA!** POWA members -- both individual and supporting -- are invited to send their professional news to PowWow. Sorry, we cannot publish news releases of new products, but you may make mailings (including e-mails) to our professional media members. Send your news for PowWow publication or request for the POWA mailing list (for use by POWA members only) to Exec. Director Patty Burdge.

-PW-

## OTHER EVENTS:

**February 3 - 11 -- Eastern Sports & Outdoor Show**, Harrisburg. Contact: Reed Exhibitions, 781-734-8604.

**February 14 - 18 -- 22<sup>nd</sup> Annual Allegheny Sport, Travel and Outdoor Show**, Pittsburgh Expo Mart, Monroeville. Contact: Expositions, Inc., 216-529-1300.

**February 18 -- 28th Annual Wilson F. Moore Memorial Turkey Calling Championship**, hosted by the Pennsylvania Chapter of the National Wild Turkey Federation, at the Pennsylvania Outdoor Times Hunting and Fishing Show, Blair County Convention Center, Altoona. Preliminaries begin at 10 a.m., with finals at 1:30 p.m. Registration: \$75; entry deadline is February 10. Contact Greg "Doc" Caldwell, 814-692-4707.

**February 23- 25 -- National Wild Turkey Federation National Convention and Sports Show**, Nashville, Tennessee. Contact: NWF, 803-637-0034.

**March 23 - 25 -- Pennsylvania Federation of Sportsmen's Club's 75th Anniversary and Spring Convention**, Williamsport. Contact: 717-232-3480.

# PowWow

**February / March 2007**

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

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

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## You Gotta Serve Somebody

For a time, I was a member of a professional journalists' organization whose requirements for full, voting membership did not allow you to work for government agencies or NGOs (non-governmental organizations). A friend in POWA who had taken a job with a natural-resources-oriented NGO was disappointed to have to drop full membership in that media group, because she had been a longtime, proud member. She could have still belonged as an associate, non-voting member, but the organization would not permit her, after she took the new job, to have any decision-making powers within it.

I could understand the group's position, as well as her being a bit miffed at being dropped from full membership. I've learned since then that avoiding even the appearance of the possibility of being compromised or tainted -- remember the First Amendment, free speech, freedom of the press and all that -- is taken to extreme lengths by some journalism groups and media operations, especially newspapers and news magazines.

I don't question their right to be that strict, but POWA is composed differently and for a different purpose. I believe we've gotten along quite well the way we are, without any tainting or compromise of our high professional standards.

The members of POWA fill many job niches in their outdoor communication careers. Some do communications work for government agencies and NGOs, full-time or on a part-time or freelance basis. I can

say from my more than 25-year affiliation with POWA that I have never seen a conflict of interest occur with members of POWA (mis)using their position within our association for the benefit of the governmental agency or NGO they worked for.

Indeed, in my experience, any time a POWA board member saw a discussion leading to something that could become a conflict of interest between his or her job and the association, the board member removed himself or herself from the discussion and vote, sometimes from the room, without being asked. Seeing this always made me proud that POWA has such honorable people running it, who care for the integrity of the the association above all.

If there is any misconception out there about the relationship POWA has with government agencies and NGOs, because we have some members who work for these groups, it is due to misunderstanding what a POWA member is.

A POWA member is a individual who, in his or her personal career, works in a professional capacity with entities that can pay him or her for work performed -- entities such as governmental agencies and NGOs, as well as for-profit businesses. After all, who else is there to work for?

The key to POWA membership is the word "individual." Every POWA member is a member of the association because he or she finds a career benefit to it, no matter who he or she works for. As the Bob Dylan song says, "You gotta serve somebody," if you're going to make the money we all must to get by. Even if you work for yourself, you sell your products or services to somebody, and that might be a private business or it might be a government agency or NGO. Even if you don't get a W-2 from them, you may be getting a 1099.

POWA members have always joined as "themselves." Even those who have pen names or stage names are not accepted under those monikers, but only under their "real" name. Who they want to appear as to their viewers, listeners or readers is up to them, but with us they must be themselves.

POWA members don't join as their job title. That is, the position in the government agency or NGO doesn't join POWA; the individual who currently holds that position can, if what he or she does qualifies them for membership (example, category 12). By joining POWA, they receive membership benefits that help them be better at their job, which is why we all join POWA.

Some of POWA's founders and certainly many of its most-valued members throughout the years, including outstanding presidents and directors, were full-time employees of government agencies and NGOs. Indeed, POWA was founded by and grew with the assistance of exceptional people who had those types of jobs. In the past five-plus decades, POWA has become a highly regarded professional outdoor media organization, so we must be doing something right.

I have been challenged by the number of hats I have worn and continue to wear in my outdoor communication career. I have been a columnist and feature writer for government agency publications and a writer and editor for NGO magazines and newsletters, as well as a freelancer selling to for-profit newspapers and magazines. Have I compromised my standing as a journalist by working sometimes with government agencies and NGOs? I hope not. I just happened to be able to provide services and products -- text and images -- that they were buying.

I know of no member of POWA and no officeholder within the organization who has tried to manipulate the association for the benefit of his or her employer, whether it was a government agency, NGO or private business. Indeed, I do know of instances where members have "defended" POWA actions to their employers, when the employer didn't understand POWA's policies or the ways in which we must adhere to the workings of our own Constitution and Bylaws.

That isn't to say that we don't each use POWA to our own advantage. That's why we belong. We use what we learn in POWA about being better outdoor communicators and business people; we learn about subjects and issues that we will cover in our particular media niche; we meet and get to know people who may be valuable to us in our jobs; we earn reputations among colleagues that may influence our future earning power; and we enter work that wins awards that enhance a professional resume.

We can certainly put our service to POWA, as an officer, director or in some other capacity, on that resume. It shows leadership ability and the will to make that extra effort, which are valuable attributes to those who hire us. Yes, "you gotta serve somebody," and I know that in the heart of every POWA member is POWA itself.

-PW-

## **Worst, continued from page 1**

hard drive. I was not going to let a computer failure destroy my valuable digital images. I would highly recommend that all POWA members buy an external storage device and always use it as a backup. Between the CDs, duplicate slides and digital backups, I thought that I was well covered.

Little did I know that my outdoor writing/photography world would come crashing down in an instant. Last November 24, my home was completely destroyed by a fire. The fire started in my office—probably caused by the disengaged head of a match used to light a scented candle in a glass jar. If you depend on your writing and photography as at least an important supplement to your income, please learn from my mistakes.

### **All of My Eggs in One Basket**

Mistake #1: My prints, negatives, slides and photo CDs were all stored in that same office.

Mistake #2: My external hard drive was also located in my office, along with the primary computer.

Mistake #3: I am a saver. I had tear sheets of every single article, column and photograph that I have ever had published and that collection was valuable to me. Again, they were almost all stored in the office. Although tear sheets are records, they are also valuable reference materials that I used regularly.

### **The Fire Marshal**

I have watched enough TV to know what the word “accelerants” means when applied to fires, so the hairs on the back of my neck bristled just a little bit when the State Police Fire Marshal asked me if there were any accelerants in my office. Little did I know, but files full of newspaper clippings, color slides in plastic notebooks, fox pelts hanging on the wall, a small bottle of gun oil and prints and negatives stored in plastic tubs were all classified as “accelerants” by the fire marshal. My records and valuable photographs were a fire trap, and I had never really thought about them in that way.

### **Magnitude of My Loss**

From a business standpoint, I lost my cameras, tape recorder, slide scanner, computer, printer and external hard drive, all covered somewhat by insurance -- maybe.

The fire also took well over 15,000

color slides, prints and digital images that were stored on photo CDs. I had been counting on those photographs as a major source of retirement income. I lost all of my written records of contacts, and notes from interviews and photo shoots. I also lost all of my hunting, fishing and nature journals that I had kept since 1970. Those records were important to me to insure that I always had good, accurate writing. There was nothing like being able to look up 20 years' worth of data, when an editor asked me to write a winter trout fishing piece. The insurance value attached to those latter items was zero!

### **Thoughts to Ponder**

I would highly recommend external storage devices. They provide a digital backup for our valuable work. Cable is cheap insurance. The next time, my external hard drive will be located at the other end of the house – totally away from my primary storage site. A limited amount of off-site storage is also available through various free e-mail accounts. Consider taking advantage of them. Secure, off-site digital storage can also be purchased for a reasonable fee.

Considering many of the horror stories that I have heard, our insurance adjuster was easy to work with. It appears that we have received a fair settlement for our house and contents. However, when I mentioned the value of my photographs, the adjuster responded with, “Did you have business insurance?” I would strongly suggest that you check the limits of your homeowner's policy with respect to your outdoor communication assets.

Depending on your policy, business

insurance could protect against the loss of equipment, photographs and of future income. Is this important to you? Is it worth the money? Since everyone's outdoor writing and financial situation is different, only you can decide that.

### **Depression Times Ten**

It was unbelievably difficult to watch helplessly as a lifetime of work went up in smoke. I no longer have any idea how many trout I caught in 2003 or how many deer I saw on the opening day in 1995. I was able to grab and save our secondary computer that was located in the basement. It had about five percent of my photographs and writing records stored on it -- little, but far better than nothing. I had paper copies of about 25 of my hundreds of articles and columns stored off-site. That is now the sum total of my writing records.

Disaster could come in the form of lightning, a flood, a tornado, a fire or even a mold infestation. How much is your life's work worth? Please learn from my mistakes and prosper.

\* \* \*

*Note:* As I learn more about the tax and business implications of the loss, another article will be in the works for PowWow. Nothing can bring back my journals, photographs, wildlife mounts or the restored shotgun that my father gave to me.

However, I am very thankful for the generous donations made to my wife and me from individual outdoor communicators and POWA. Your help has allowed me to keep my columns going without interruption and to set me up on the road to recovery. Thank you from the bottom of my heart.

-PW-



*Mark says that for his outdoor writing, he relied on not only his stock of photos, like this of a wild brook trout, but also on his outdoor journals, for reference for articles. He suggests storing such irreplaceable items away from your main work space, having backups and perhaps acquiring business insurance.*

I recently wrote about a charitable sporting event. The piece I wrote was targeted for a publication to which I often contribute. I promised my editor that I would have no problem acquiring comments and quotes

from volunteers and participants of the "Hooked on Fishing – Not Drugs" event.

I reasoned most parents would be eager for their children to receive public recognition, and any volunteer would be proud to proclaim their association with this admirable program. To a point my assumption of cooperation was on the money, but I soon found there were limitations.

My interviews were marching along in proper order, but lockjaw set in when the subject included a somewhat controversial item. The question was: "Do you foresee any problems with this program if the **Pennsylvania Fish and Boat Commission** imposes a license requirement for anglers between the ages of 12 and 16?" It seemed harmless enough to me, and it certainly seemed a fitting request to make of the program host and his volunteers.

To my surprise, most of the volunteers were unwilling to answer. I sensed that most of them objected to the proposed legislation, but they were unwilling to grant me the right to quote them. In fact, most refused to respond, period. Naïve as I sometimes am, I asked why.

One fella said his brother works for the Pennsylvania Fish and Boat Commission, and so he wouldn't comment. Another guy said he works for the Commonwealth and didn't feel free to give me his honest opinion.

One of the key volunteers had retired from a position as police chief for a nearby community, and I believed he and I were strong acquaintances. The retired officer is widely respected throughout the area, and I felt certain he'd grant me some well-worded comments. I was wrong!

The former chief claimed experience had taught him to shut up anytime a reporter

is nearby with a pen and paper in hand.

"I've been misquoted many more times than I was ever quoted correctly," he responded. "I no longer grant interviews to any member of the press."

"But I'm an outdoor writer, not a reporter," I

objected.

"Sorry Jerry, don't take it personal," he replied. "I'm keeping my mouth shut, and that's that!"

Wanting to preserve our friendship, I shared a feigned chuckle over his comment and moved on.

As any outdoor writer can attest, access to local fish and game officers is critically important. Imagine how I felt the first time I requested a quote from an area officer.

He responded with a stiff warning: "If you ever misquote me, I'll never speak to you again. Do you understand?"

That officer was also a longtime acquaintance of mine. He made it quite clear that he'd been burned on more than one occasion.

Have you ever requested a quote from a fellow outdoor communicator who absolutely refused to cooperate? Unfortunately I endured such an encounter. It upset me at the time because I've always been willing to provide comments for fellow writers. However, after the communicator explained the circumstances he once endured as a result of being misquoted, I found myself sympathetic to his protest.

I don't receive so many assignments that I can afford to chastise editors. However if you're an editor, please permit me to say this. Changes (editing) made to a manuscript can also jeopardize a writer's integrity.

I no longer write for one publication because the editor put me in a tough spot. After I wrote and submitted a story entitled, "Lake Erie Walleye Numbers Decline," the editor opted to grab the reader's attention by changing the title to "Lake Erie Walleye Fishing Expected to be Poor."

At no time in the article did I imply anglers should just stay home, yet the revised title would suggest so. Apparently, some readers only glanced at the title, or so it

seemed. That year I endured a few sessions of ridicule as boaters pulled into the marina with good walleyes:

"Hey outdoor writer, look what I have here. Do you need some fishing lessons?"

"Some outdoorsman you are! Don't you know how to fish?"

Had they read the article, they would have seen that I'd written the fishing would still be decent, but not as spectacular as the preceding "record" year. I guarantee readers never consider that an editor may have touched up an article. Don't ask me why, but for some reason readers only notice bylines when they feel they've trapped the writer.

My last bit of advice regarding maintaining integrity involves the mentioning and/or failure to give credit to any person, product or service.

Outdoor writers are often chastised for mentioning people or products by name within a manuscript. There's a fear the public will feel the mention is a payback for a free item. I also know that product mentions are unjustly dropped from articles, because the product being mentioned is a competitor to a publication's advertiser.

I tend to butt heads a bit in regard to this subject. Obviously a line must be drawn, but I would remind writers that the line is drawn in sand and it is acceptable to shift it occasionally.

For example, an editor once chastised me for including the brand name of a fishing lure in a piece that boasted of the success I was enjoying while using it. It was a simple "here's what I was using" statement. I was forced to change it to read, "I was trolling a chrome spoon."

Though I expressed as much objection as I felt I could without alienating the editor, in the end it was his way or no way. That's fine; he's the boss. Frankly, we denied the readers a service when we published that piece.

Think about it. What's the first question any angler asks when he or she meets a successful fisherman: "What were you using?" No serious angler would let a guy get away by simply saying he was trolling a chrome spoon. He'd want to know exactly which spoon.

It could be argued that we misled the readers by suggesting they could be successful by trolling any chrome spoon. How many readers went fishing with various chrome spoons after reading that article,

(continued on page 7)

## Market News

Send to Freddie McKnight,  
mcknight@innernet.net.

**A new and exciting outdoors Web site** launched in January. Its editors seek articles of 500 to 800 words on hunting, fishing and virtually any outdoor topic.

Topics of special interest include bass fishing and turkey hunting. E-mail submissions@outdoormail.net with your submissions. Photos should be attached as JPGs. Pay, upon approval, is through Paypal and ranges from \$25 to \$50 per article.

Submissions can be "evergreen" articles that already have been published elsewhere. Onetime publishing rights are sought. All submissions will be acknowledged. The site's editors look forward to working with outdoor writers and helping them earn extra money with short articles.

\* \* \*

**Writers for Shotgun Sports** should have firsthand knowledge of hunting, trap-shooting, skeet or sporting clays or be knowledgeable in other areas of shotgunning. Shotgun Sports articles are test reports, think pieces, histories and interviews.

High-quality photos are usually required with submissions. Payment for articles ranges from \$50 to \$200. Pay is upon publication. Shotgun Sports purchases all rights. The majority of articles rejected are due to poor photographs. Do not query!

Complete guidelines are at <http://www.shotgunsportsmagazine.com>. Send manuscripts via e-mail or on a CD (Mac or

PC) to Linda Martin, Production Coordinator; 530-889-2220, ext. 17, P.O. Box 6810, Auburn, CA 95604; e-mail [shotgun@shotgunsportsmagazine.com](mailto:shotgun@shotgunsportsmagazine.com).

\* \* \*

**Northern Woodlands, a quarterly magazine**, captures the beauty and spirit of the forest and updates readers on natural events in the woods, developments in forestry and the forest products industry.

The readers of Northern Woodlands consist of conservation-minded people with interests in all aspects of the forests of the Northeast, from forest management tips to developments in natural history research.

Department payment ranges from \$25 to \$100; 10 cents per word for features; photographs pay \$35-\$75 for inside shots and \$150 for cover shots.

Contents of each issue are planned six months prior to the publication date. Be aware of seasonal aspects of materials.

Submissions should be sent on an IBM-formatted disk or CD, in Word, or sent in the body of an e-mail with the subject line "Story submission to Northern Woodlands." One-time rights are purchased.

Contact Anne Margolis, 1776 Center Rd., P.O. Box 471, Corinth, VT 05039, [anne@northernwoodlands.org](mailto:anne@northernwoodlands.org). For more, visit [www.northernwoodlands.org/writers\\_guidelines.php](http://www.northernwoodlands.org/writers_guidelines.php).

\* \* \*

**To help supports its launch of InshoreFan.com**, BassFan LLC is currently seeking freelance sports writers. InshoreFan.com will be a daily Web news magazine covering competitive and recreational inshore saltwater fishing. It will be a sister site of BassFan.com, the world's largest news source on professional bass fishing. Candidates must be fast, flexible, accurate and good, with a sound command of inshore saltwater angling. Knowledge of tournament angling is a big plus. For consideration, please send a resume and brief note outlining your qualifications to [editorial@bassfan.com](mailto:editorial@bassfan.com).

\* \* \*

**Gray's Sporting Journal expects vividly written prose**—fact or fiction—with high entertainment value for a sophisticated audience. Submissions must have strong narratives, well-developed characters, a thesis and a conclusion. Length should range from 1,500 to 3,000 words or longer. Good fly-fishing and upland bird hunting manuscripts are always sought, as

are photo essays; how-to articles are not desired. One poem is published per issue (pay is \$100). Pay ranges from \$600 to \$1,250 for features, based on quality, not length, and \$50-\$300 for photographs. For their "Expeditions" pieces, pay is \$850, plus \$75 per picture. All payment is upon publication. Modified North American serial rights are purchased.

Gray's now accepts editorial submissions via e-mail attachment. Send your manuscript to Managing Editor Russ Lumpkin at [russ.lumpkin@morris.com](mailto:russ.lumpkin@morris.com); enter "Gray's manuscript" on the subject line. Complete guidelines are available at [www.grayssportingjournal.com/contact/editorial.shtml](http://www.grayssportingjournal.com/contact/editorial.shtml).

\* \* \*

**The NWTF wants you!** Share one of the greatest conservation success stories ever as a copy editor and writer for the **National Wild Turkey Federation**, the leader in North American wild turkey conservation.

This position requires at least three years of professional-level writing and editing experience. The candidate should be able to write snappy, concise copy for a variety of audiences and projects including scripts, brochures, news releases, feature articles and other marketing materials.

Good organizational skills are required. Candidate must be knowledgeable about hunting and conservation. A Bachelor's degree in journalism or English is preferred.

The NWTF offers excellent benefits and a great career opportunity for a highly motivated team player. Relocation to Edgefield, S.C., is essential for carrying out the responsibilities of this position.

Send resume, cover letter and published Manager, NWTF, P.O. Box 530, Edgefield, S.C. 29824. No phone calls, please.

\* \* \*

**I represent FalconGuides and Lyons Press**, and I'm currently looking for experienced outdoor writers to author several where-to guidebooks on Pennsylvania. I'm open to new ideas, but right now, we're trying to complete series on fishing, camping, hiking and rail trails. These are royalty contracts with an advance. In addition to writing skills, we prefer authors who know their territory and "walk the talk." If interested, please send me an e-mail with your phone number, and I'll give you a call. --Bill Schneider, Acquisition Editor, Lyons Press and FalconGuides, e-mail [wasnchneider@qwest.net](mailto:wasnchneider@qwest.net). **-PW-**

## Earn It, from page 5

returned to port with empty coolers and felt they'd been duped by another outdoor writer who "pretended" to know what he was talking about?

That being said, the most damaging thing any outdoor writer can do to his integrity is falsely claim the benefit of a product or service. Check out the next three sentences:

"I placed a .270 caliber bullet into the animal's vitals."

"The .270 caliber bullet exited my Winchester Model 70 and struck the animal squarely in the vitals."

"Thanks to my trusty Winchester Model 70 topped with a Bushnell "Elite" scope, I was able to place the .270 Nosler bullet directly into the animal's vitals."

The first sentence is relatively boring. The second has just enough "window-dressing" to make the sentence "come to life." The third sounds like it was produced by a writer lobbying for free gear.

Outdoor communicators must safeguard their integrity. It's the one thing that keeps readers loyal, receptive and respectful. Nothing should be more important to an outdoor writer. **-PW-**

## **Ways & Means Committee**

I was a bit late getting the thank-you letters written and mailed to the members who donated items for our fall conference -- my apologies. My time was used up during my son's football season, visiting prospective colleges and, of course, hunting seasons.

My attic was filled last fall, and I am grateful to our supporting members. I held a few items back, knowing we had enough and could use the extra items this spring. As I request items for the spring raffle, I will inform those supporting members of what I have left for this spring. I hope they will want to give more, but they will know they are represented just the same.

The Ways & Means Committee wants to help the organization raise funds. The more capital we can generate in this manner; the less likely dues will need to increase.

If you can respond to our call for raffle items and services, we will be incredibly grateful. Active members have also been chipping in with craft items, books and art. Thanks for caring so much about our organization. Please plan to attend our spring conference and contribute.

**Jerry Bush, Ways & Means Chairman**

*Technology Craft Improvement  
by POWA Webmaster Tracy Watt*

## **FIGHTING SPAM**

If you've ever signed on to your e-mail and found more junk mail than legitimate mail, you know that it can really waste your precious time.

Spam can be annoying and disruptive, even disturbing. It can also potentially be dangerous to your computer, to your bank account, and to your privacy. Spammers can overwhelm you with offers to buy things (real or fake), or trick you into simply giving your money away. They may pretend to be a company you trust, such as your bank, to entice you to reveal personal or financial information.

### **How do they get your e-mail?**

**1. Posting Your E-mail Address Online:** Spammers typically use computer programs that search public areas on the Internet to harvest lists of e-mail addresses. If your e-mail address is in any of the following places, it may make their list: Web pages, newsgroups, message boards, online directories, instant message users, domain name registrations, some resume services and some free e-mail service directories.

**2. Forwarding Jokes:** Any time you forward an e-mail joke, story, warning, chain letter, etc., you are sending your address to masses of people. Eventually, the whole lump of forwarded mail, with all the addresses, will end up in the mailbox of a spammer.

**3. Voluntary Sign-ups:** Many on-line contests, subscriptions, greeting cards, "tell a friend" links, etc. are nothing more than a way to harvest e-mail addresses. Be discerning when sharing your e-mail address - you may accidentally put yourself on a spammer's list.

**4. Directory Harvest Attack (DHA):** This is an increasingly prevalent technique for mining e-mail addresses. In a DHA, an attacker unleashes a program that guesses at possible e-mail addresses within a domain and attempts to send messages to those addresses. The server rejects addresses that don't exist. By the process of elimination, the addresses it doesn't reject are deemed valid, and the program can add them to a spammer's database.

### **How can you minimize spam e-mails?**

Take advantage of anti-spam software that catches spam and viruses before delivering them to your e-mail box. Most e-mail and Web hosting companies have this available for installation.

Giving out your e-mail address to Web sites you don't know and trust is a sure way to get on a spam list. If you want to sign up for a free online newsletter, read the privacy policy first. If you like to forward jokes, get a second e-mail address and send it from there. If you have a Web site, consider posting an online submittal form instead of listing your e-mail address for visitors to contact you. Simply being prudent with your e-mail address can help reduce the amount of spam you receive on a daily basis.

*\*\* Tracy Watt may be contacted at [webmaster@powaoutdoorwriters.com](mailto:webmaster@powaoutdoorwriters.com) \*\**

## Supporting Member News

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



### Winchester Legends TV series coming to VERSUS

Coming to VERSUS beginning August of 2007, the **Winchester Legends TV** series will showcase both big game and bird hunting from across the world.

"The Winchester brand has international appeal. It's a household brand, one that we anticipate will grow even stronger through quality TV production," says Dick Hammett, president of Winchester Ammunition. "We have partnered with a first-class production team in Orion Multimedia, and VERSUS, the home of quality field sports programming. This is where our brand needs to be."

Notable author and outdoorsman, Ron Spomer, will host the series that features legendary destinations, traditions, personalities and conservation efforts found across the world.

\* \* \*

### The Outdoor Channel gets NSSF Achievement Award

The **National Shooting Sports Foundation** presented its annual Achievement Award to The Outdoor Channel, in recognition of the channel's longstanding efforts to promote hunting and shooting through its award-winning television programming.

"Growing participation in hunting and shooting is the prime mission of the National Shooting Sports Foundation, and we've been able to make excellent progress in this area because of the help of companies and organizations that share the same passion for our outdoor traditions. The Outdoor Channel is one company that unquestionably shares that passion," says Doug Painter, president of NSSF.

### Bass Pro Shops Outdoor TV premieres Bass Pros show

**Bass Pro Shops Outdoor World TV** debuted *The Bass Pros*, a new show, on January 2, but the regular time slot will be Sundays on VERSUS (formerly OLN).

Key hosts, Kevin VanDam and Rick Clunn -- two of the world's foremost anglers for bass -- will be joined by other top pros, like Stacey King, Edwin Evers, Woo Daves and Jason Quinn. Bass Pro Shops says this is "not just another 'ho-hum how-to-fish for bass' show; this new series features solid information -- like a seminar on the water, but with great fishing action."

Bass Pro Shops Outdoor World Hunting is entering its 9th season in 2007, airing on the Outdoor Channel.

\* \* \*

### NWTF announces changes in communications dept.

The **National Wild Turkey Federation** recently made adjustments within its communications department.

As of mid-December, Matt Coffey, former Web content editor, assumed responsibilities as Turkey Call managing editor and editor of *The Caller*.

Amy Forrest, a member of the NWTF's public relations team, became the Web content editor, working alongside the group's Web designer, Melissa Hudson. Amy Forrest may be contacted at [aforrest@nwtf.net](mailto:aforrest@nwtf.net), while Melissa Coffey can be reached at [mcoffey@nwtf.net](mailto:mcoffey@nwtf.net)

\* \* \*

### Western Pennsylvania Conservancy lauded by Land Trust Alliance

A recent national census report issued by the Land Trust Alliance shows Pennsylvania as second in the country in conserving land and converting it to parks and public use. To date, 440,659 acres of land have been protected in Pennsylvania. The **Western Pennsylvania Conservancy** was noted as having conserved about 50 percent of the Pennsylvania total.

The national Land Trust Alliance tracks trends in private land conservation. Each five-year census report has been showing more significant increases in land protection than ever before. The census report is available at [www.lta.org](http://www.lta.org).

### Smith & Wesson buying Thompson/Center Arms

**Smith & Wesson Holding Corp.** announced it has agreed to acquire Thompson/Center Arms Inc. The company will pay \$102 million in cash for the New Hampshire-based designer, manufacturer and marketer of hunting firearms

Smith & Wesson president and CEO Michael Golden called the acquisition "an important step in our diversification strategy" and said the move will expand the company's presence in the \$1.1 billion long-gun market.

In conjunction with the acquisition, Gregg Ritz, Thompson/Center Arms president and CEO, will be named president of Smith & Wesson-Hunting. Ritz will continue to lead the Thompson/Center Arms operation and will head Smith & Wesson's efforts to develop its hunting business.

### Supporting members have sponsorship opportunities at POWA spring conference

Supporting members have lots of ways to be a part of POWA's spring conference this year and make contacts with members of our professional outdoor media group.

**The breakout/trade show** will be Saturday afternoon, May 19, at the Butler City Hunting and Fishing Club. The club has a large facility for indoor displays; level grassy areas for outdoor displays; safe and well-constructed shooting ranges for archery, rifle, shotgun and handgun; a lake; and ample parking. It's just 10 minutes from the hotel. You will receive a separate communication from POWA detailing how to sign up for breakout.

**Sponsorships** are still available for the spring conference. Saturday breakfast (always a high attendance of media eager to hear your company or organization message) costs \$10 per person, inclusive. Lunch at breakout is also a prime sponsorship, again \$10 per person inclusive. The awards banquet may be sponsored for \$25 per person inclusive. We're estimating about 120 persons for each meal. The hospitality room is also open for sponsorship -- what your spend/serve and how you wish to use the room for display is up to you. Contact POWA Exec. Director Patty Burdge, 814-328-2301 or e-mail [powa\\_ed@yahoo.com](mailto:powa_ed@yahoo.com) for additional info or to sponsor. **-PW-**

## May 17-20 conference in Butler County will "soar" with activities, seminars (story continued from p. 1)



Bob Steiner Photo

***"Afternoon at the Park" will be in Moraine State Park, just north of Butler city. While there, we'll have our Friday BBQ at this large, rustic pavilion and enjoy many other activities.***

pancy tax. The hotel will hold a block of rooms and this special rate for us until May 1, but make your reservations now.

**Call the Days Inn at 724-287-6761** to guarantee your reservation with a credit card. Their address is 139 Pittsburgh Road (Route 8), Butler, PA 16001. A map and directions to the motel will be in the next issue of PowWow.

Now that you have your room in Butler, what will there be to do? When you get the next PowWow, sign up for some of our great activities. If you arrive Thursday afternoon, you can join the group for an "unofficial" dinner at the North Country Brewery, in Slippery Rock. The hospitality room/meet your guides gathering (*sponsorship open*) will be back at the hotel in the evening.

Friday's activities will include spring gobbler hunting; the mixed woods and rolling farmlands of Butler County have plenty of birds. Carl Mowry and others of the **Pennsylvania Chapter of the National Wild Turkey Federation** are lining up guides for POWA conference attendees.

You may opt to fish 3,225-acre Lake Arthur, a special regulation Big Bass lake, for bass (catch and release), walleye, crappie and panfish. We're told it may or may not be a little early for stripers to hit well. **John Mahn** is arranging guides/boats for us. Trout anglers will have options that include the special regulation areas at Slippery Rock Creek, Neshannock Creek or other local trout waters.

We're also putting together a natural history tour for those interested in outdoor topics, but who don't want to get up as early as the spring turkey hunters will be. We're

looking at a tour of "The Glades," State Game Lands 95, and the prairie at Jennings Environmental Education Center. The prairie is an unusual remnant of the last glacial advance into Pennsylvania.

Patti Jo and the Butler County Tourism staff have had the challenge of picking and choosing from the many interesting destinations there for the spouses/guests (actually, any conference attendee can go along) tours on Friday and Saturday. On Friday, they can visit a "spaceship." It's actually the "coolest toy store on the planet," and it's just north of Butler. Then there's Maridon Museum, housing a priceless collection of Asian art and sculpture and one of the largest private collections of Meissen porcelain. A visit to an alpaca farm, with a tour by the owners and a stop at the gift shop, and other unusual and unforgettable destinations are in store.

Friday doesn't end there! Perhaps the best has been saved for last. Conference attendees are invited to an "Afternoon at the Park," hosted by Butler County Tourism and Convention Bureau and Moraine State Park. At 3 p.m., the "Afternoon" begins at McDaniel's Launch, just north of Rt. 422, at the western end of Lake Arthur, in the state park. It is about a 20-minute drive from the hotel door.

Find out what "Dead Fish Polo" really is! Try out a canoe or a kayak on the lake. Go horseback riding or bicycling on the park trails. Take a cruise on Lake Arthur on the "Nautical Nature" tour boat, either before or after we have dinner at the large pavilion (photo, above), hosted by Butler County Tourism. Stop at the Moraine Preservation Fund's barn owl building and gift

shop, enjoy local displays and the park's lakeside scenery or make a cast from the fishing pier. Please dress appropriately to be on the lake and outdoors during our special "Afternoon at the Park."

Returning to the hotel, the board will have its Friday evening meeting in the Roebling Room, starting 8:30 p.m. POWA artists can drop off their artwork in the same room, for Saturday morning's judging of the art contests. The rest of the group is invited to the hospitality room (*sponsorship open*).

On Saturday, we'll have breakfast (*sponsorship available*) together. Artwork will be accepted again for judging, and will be judged, right after breakfast.

Spouses/guests not wishing to attend the morning seminars will depart for another intriguing tour of area attractions, this time to the town of Harmony, "A Little Town with a Big History." A National Historic Landmark District, it was the first home of the communal Harmony Society of German Lutheran Separatists in 1804; the first shot of the French and Indian War occurred there; and it is where Pennsylvania long-rifle legend Charles Flowers made his guns. The tour group will enjoy the museum and interesting shops in Harmony.

Attendees who stay at the hotel for the seminars will also have a full morning. We'll welcome Dr. Doug Austen, Executive Director of the **Pennsylvania Fish and Boat Commission**, for a special session with POWA writers on fishery and water resource issues, initiatives, accomplishments and goals. Get those questions ready!

POWAer **Don Carey**, photographer for the Times-Leader newspaper in Wilkes-Barre, and Jerry Sowden, photographer for  
(continued on back page)

### **WATCH FOR A SPECIAL MAILING FROM BUTLER COUNTY**

***Patti Jo Lambert says that Butler County Tourism and Convention Bureau will be making a special mailing directly to POWA members about the upcoming spring conference, including plans for the "Afternoon at the Park" and suggestions for pre- and post-conference story-making trips to Butler County.***

# Executive Director's Report

by **Patty Burdge**



An appreciation of the outdoors can change the way that everything is viewed. This time of year, one can hear the moans of winter -- "Please, no more snow" or "When will it warm up?"

With the appreciation of nature, though, every season provides an opportunity for relaxation, recreation and adventure. Winter doesn't stop an outdoor enthusiast from activity. Winter is the only time of year to dust off snowshoes and skis, the time to cut new trails or explore existing ones.

The soft blanket of snow changes the appearance of everything, renewing it. Birds flutter with activity; creeks continue to flow with beautiful blue-green water that is only seen in the right conditions, and there is a clarity that refreshes my soul.

Finally, winter also provides hope and anticipation of the spring thaw and new life. The cycle of Pennsylvania seasons enhance each other, and provides the chance to experience so much for those who are willing and have a vision of what is possible.

**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 Executive Director for cards and applications, or print applications from [www.paoutdoorwriters.com](http://www.paoutdoorwriters.com).**

**Extra PowWows are available for membership recruitment from Exec. Director Patty Burdge .**

## Membership Totals as of 1/10/07:

Active -- 210  
Apprentice -- 10  
Honorary -- 2  
Supporting -- 130

## Please return your POWA membership renewal forms promptly:

Active, apprentice and honorary members have been mailed their "delinquent" (second) dues notices. They have 30 days to return their renewal form/dues or POWA will have to drop them from the membership rolls. Supporting members have received their first dues notice and are also asked to return their renewal forms and dues promptly. The 2007-08 directory will be mailed to members by May 1.

## Individual Membership Changes:

**Tim Flanigan's** e-mail has been changed to [tim-natureexposure@comcast.net](mailto:tim-natureexposure@comcast.net).

**Joe Gorden**, new mailing address is 147 Weible Drive, Hooversville, PA 15936.

**Rob Hilliard**, new e-mail address is [rphilliard@verizon.net](mailto:rphilliard@verizon.net).

**Ralph Martone**, new e-mail address is [teachr2@comcast.net](mailto:teachr2@comcast.net).

**Carol O'Neil**, new e-mail address is [carol\\_oneil\\_lopez@sbcglobal.net](mailto:carol_oneil_lopez@sbcglobal.net)

## Supporting Membership Changes:

**Butler County Tourism & Convention Bureau**, new address is 310 East Grandview Ave., Zelenople, PA 16063. Same phone.

## POWA Welcomes New Members:

### COLLINS PINE COMPANY

**(Kane Hardwood Division)** - Supporting  
Contact: Mike Hancharick

P.O. Box 807

Kane, PA 16735

Web site: [www.collinsco.com](http://www.collinsco.com)

Products/services: Largest private landowner in PA, all of which is open to public hunting. Produces forest products, including hardwood lumber, veneer, dimension products.

Sponsor: **Eileen King**

### PENNSYLVANIA MUNICIPAL AUTHORITIES ASSOCIATION -

Supporting

Contact: Melinda Downey

1000 N. Front St.

Wormleysburg, PA 17043

Web site: [www.municipalauthorities.org](http://www.municipalauthorities.org)  
Bimonthly magazine, educational workshops / seminars, annual conference and

trade show (second largest in the state).  
Sponsor: **Eileen King**

### FISH HANDS FREE COMPANY -

Supporting

Contact: Dave or Sandy Welko

590 Ida Mae Lane

Punxsutawney, PA 15767

Web site: [www.fishhandsfree.com](http://www.fishhandsfree.com)

Products/services: Produces and markets a chest-high, "hands-free" fishing rod holder.

Sponsor: **Linda Steiner**

## Letters to POWA



**We invite you to send letters to PowWow. However, all letters must be signed; anonymous mail will not be published.**

**We enjoy comments on what you read or would like to read here, on how PowWow can better answer POWA members' needs, and we welcome your suggestions for articles.**

## POWA Nominating Committee filled

The members of POWA's Nominating this year are **Don Feigert**, Chair; **Jerilynn Schumacher**; and **Don Carey**. They will be putting together a slate of candidates for the 2007-08 election. If you are interested in serving POWA and wish to be considered by the committee, let them know.

The positions that will be elected this year are 1st Vice President, 2nd Vice President, Treasurer and two director positions. **Charlie Burchfield** and **Bob Ballantyne's** director terms expire with the fall 2007 POWA meeting. The current Vice President, **Ron Tussel**, is next year's President-Elect, and the current President, **Linda Steiner**, moves automatically to Chairman of the Board. The Secretary and Parliamentary positions, as well as committee chairmanships, are presidential appointments.

For more on the POWA election process, please see the POWA Constitution, in your membership directory. **-PW-**

## Know a young person who qualifies for the POWA Will Johns Memorial Scholarship? Deadline to apply is March 16

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 **John Swinton**, Scholarship Chairman, 915 W. Beaver Ave., State College, PA 16801. Those who request applications should include a self-addressed, stamped envelope. **March 16, 2007**, is the deadline for the student to file the application for screening. **-PW-**

### OWC reprints PowWow articles

POWA received a request from Bill Thompson, Executive Director of the Outdoor Writers of Canada, to reprint several craft improvement pieces from POWA's August/September 2006 newsletter, in OWC's publication. **Art Michaels** ("Outdoor media professional practices revisited") and **Tom Austin** ("Want to be a good seminar presenter?") graciously gave OWC their permission. This is a compliment to those writers, as well as to POWA and PowWow. We hope that the members of OWC benefit, as we have, by Art's and Tom's sharing their expertise. **-PW-**

## POWA MERCHANDISE

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

\* 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



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

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

## Spring conference, continued from page 9

Venango County-based newspapers, The Derrick (Oil City) and the News-Herald (Franklin) will present a seminar on "Getting Great Shots Under Pressure." Both are masters of their craft and will show how they obtain exceptional photos in their jobs as news photographers -- take-away craft improvement for us all.

**Russ Englehart** will give attendees insights into "How to Make and Market Your Big Trip." POWAers may remember the photos in the August/September PowWow of Russ's "big trip" to hunt in the Republic of South Africa's Waterburg mountain region. A great adventure like this results in great, saleable stories and photos. Russ will share his tips for arranging a "big trip" and how to merchandise it afterward.

Last and -- true to the cliché -- not least is a program by the Moraine Preservation Fund on its efforts and successes at restoring ospreys and barn owls around the Lake Arthur and Butler County region. We expect to have a "special visitor" with this program, so bring your camera to the seminar room.

All conference attendees, including members and spouses/guests, will then travel to the Butler City Hunting and Fishing Club (10 minutes from the hotel) for Saturday lunch and breakout. The sportsmen's club has one of the best setups for breakout activities that POWA has seen. A spacious clubhouse, with indoor shooting facilities; outdoor archery, shotgun, rifle and handgun shooting ranges; a lake; and ample parking will greet us.

We'll have lunch in the clubhouse (*sponsorship available*) and enjoy breakout time with our supporting members in the first half of the afternoon. Supporting members

will receive information on how to sign up for breakout in a separate communication from POWA. Please plan to be there.

Back at the clubhouse, we'll arrange the room for the POWA membership meeting, to wrap up the afternoon session.

Saturday evening's banquet (*hors 'oeuvres sponsorship available*) will feature our annual POWA Excellence in Craft Awards, presided over by Awards Committee Chairman **Joe Gorden**. Supporting member award sponsors are encouraged to be a part of the ceremony. Then we'll have our ever-popular fund-raising raffles and auctions, with Ways & Means Chairman **Jerry Bush** at the helm (see page 7). Afterward, tour the awards room's art and photo displays and socialize in the hospitality room (*sponsorship available*).

Sunday's schedule is open. We may have a program at or after breakfast, t.b.a. If not, please stay awhile in Butler County or plan a quick return. Patti Jo and Butler County Tourism would be glad to welcome you again.



Bob Steiner Photo

***Barn owls are being given a boost in western Pennsylvania by the Butler County-based Moraine Preservation Fund. One seminar will feature the effort.***



**Pennsylvania Outdoor Writers  
Association, Inc.**

**P.O. Box 21**

**Brookville, PA 15825**

**APRIL / MAY  
PowWow Deadline  
March 1, 2007  
Please Be On Time**