POWWOW

Bimonthly newsletter of the Pennsylvania Outdoor Writers Association — June / July 2005

From these smiling faces that greeted attendees, to the final wrap-up at the awards banquet, the 2005 spring conference set a new standard. Remember the May weekend-that-was here and elsewhere in this issue, and read more about our exciting fall conference to come.

Alex Zidock Photo

Left to right, at the registration table with the Bass Pro Shops' "goodie bags," awaiting attendees, are Rich Walton, Stan Sowa, Dottie Sowa, Nancy Walton, JoAnne Zidock, Executive Director Eileen King and Alex Zidock.

2005 POWA Award Winners Announced

POWA congratulates the winners of our Excellence in Craft Awards and thanks our supporting member sponsors:

Christian Berg, Best Newspaper Feature, sponsored by **Spring Ridge Club**, "Stripers on the Fly," The (Allentown) Morning Call.

Charlie Burchfield, Youth and the Hunting/Shooting Sports Award, sponsored by **National Shooting Sports Foundation**, "Gray Squirrels and Big Game Hunting Go Hand-in-Hand," Cameron County Echo.

Chris Denmon, Best Magazine Column, sponsored by **Coleman Company**, "Fanatic Talk," Whitetail Fanatic.

Will Elliott, Sportsmen with Disabilities, sponsored by **PA Sportsmen for the Disabled**, "Incentives Keep Marshall on the Road to Recovery," Buffalo News.

Tom Fegely, Whitetail Management Award, sponsored by **Trupe's Quality Hunting and Wildlife Management**, "Doe Hunting: Old Traditions Die Hard," Whitetail News.

Don Feigert, Theodore Roosevelt Conservation Partnership, sponsored by the **Theodore Roosevelt Conservation Partnership**, for "A Reminder to the Public: Treasure the Hemlock While You May," The (Sharon) Herald.

Tim Flanigan, Wild Turkey Award, sponsored by **Pennsylvania Chapter National Wild Turkey Federation**, "Westsylvania's Feathered Heritage," Westsylvania Magazine, and Best Magazine Feature, sponsored by **Pure Fishing,** for "Miniguns," Upland Almanac, Winter 2004.

Charlie Heidecker, Best Published Color Photo, sponsored by **Nikon Sport Optics,** "Coyotes Howling," PA Game News.

Ralph Martone, Best Newspaper Column, sponsored by **Winchester/Olin Corporation**, "Fathers Provide Key Lessons in Outdoors Life," New Castle News.

Charles Meck, Best Book Award, sponsored by **Walker's Game Ear**, "Memory Rising."

Gerald Putt, Best Published Color Art Award, sponsored

(continued on page 5)

Calendar of Events

June 4 - 12: National Fishing & Boating Week. Contact Recreational Boating and Fishing Foundation, 703-519-0013, www.rbff.org.

June 15: Treasurer mails 2005-06 election ballots to all members

June 18: Pennsylvania Youth Hunter Education Challenge, Scotia Range, State College. Contact: Keith Snyder, PA Game Commission, 717-787-7015.

June 18-21: OWAA Annual Conference, Madison, Wisconsin. Contact: Eileen King, 814-364-9557.

June 30: Deadline for Youth Mentor Award nominations to be mailed to committee chair Charlie Burchfield.

July 15: Deadline for Supporting Members Favorite Photo Contest submissions to be received by chair Jerry Bush has been extended to this date.

July 29-31: 2005 CITGO Bassmaster Classic, Pittsburgh. Contact ESPN Outdoors/ BASS at 334-551-2368.

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 chair Kermit Henning.

August 31: Deadline for submissions to the Bass Pro Shops Pass It On Award (p. 20)

October 20-23: Fall conference, Johnstown. Co-chairs, Joe Gorden and Len Lichvar. Host hotel – Holiday Inn. POWA's 55th anniversary. Registration form will be published in the August/September issue of PowWow.

May 19-22, 2006: Spring conference, State College. Chairs, John and Cordy Swinton. Host hotel – Ramada Inn State College

Spring 2007: Conference site open. Show off your area of the state. Contact Eileen King.

-PW-

"Now, why didn't that flash?" Bob Steiner, center left, seems to be wondering that, while Terry Brady, center right, prepares to snap a photo at the outdoor writers' tour of Woolrich's woolen mill, on April 23. POWA members and others flank the two photographers. Nearly 60 media attended the event, to help Woolrich mark its 175th anniversary. Thanks to Dennis Scharadin for the photo and suggested caption lead.

PowWow

June / July 2005

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.

POWA Executive Director
Eileen King - 814-364-9557
158 Lower Georges Valley Rd.
Spring Mills, PA 16875-9123
E-mail -- kingenp@cs.com

POWA Officers 2004-05

President - JEFF MULHOLLEM
701 East 1st Avenue
Altoona, PA 16602
E-mail jeffmul@atlanticbb.ne
1st V.P. - RUSS ENGLEHART
2nd V.P. - LINDA STEINER
Secretary - RON STEFFE
Treasurer - ROBERT HILLIARD
Board Chair - DENNIS SCHARADIN
Board of Directors (term ending):
BOB FRYE (2005); RON TUSSEL (2005); FREDDIE McKNIGHT (2006); TERRY BRADY (2006); CHARLIE BURCHFIELD (2007); BOB BALLANTYNE (2007).
Sup. Mbr. Rep. - CONNIE YINGLING, Maryland Office of Tourism Development
Parliamentarian - JOHN SWINTON
POWA Historian - GEORGE DOLNACK
PowWow Editor - LINDA STEINER

IN THE NEWS

Spring Conference . 1,5,10,15,18,19,20
Calendar 2
President's Message 3
Craft Improvement 4,5
Members in the News 2,5
Market News/Opportunities 6,7
Sport Shows 7
Supporting Member News 8,9,10
Fall 2005 Conference 11
Executive Director's Report 12,13
Ways & Means 13
Minutes, Interm Board Mtg. ..... 14 - 19
Bass Pro Shops Award 20

Member contributors to this issue:

Alex and JoAnne Zidock,P.J. Reilly, Rob Hilliard, Dennis Scharadin, Bob Sopchick, Eileen King, Jeff Mulhollem, Ben Moyer, Jerry Bush, Doyle Dietz, Jeff Frischkorn, Earl Mickel, Jack Paluh, C. Boyd Pfeiffer, Don Carey, Freddie McKnight, Jerilynn Schumacher, Charlie Heidecker, Connie Yingling, Bob Steiner, Jim Fitser, Joe Gorden, Roger Kerekes, Ron Steffe.

SEND POW WOW CONTRIBUTIONS TO
POWA Exec. Director Eileen King
158 Lower Georges Valley Rd.
Spring Mills, PA 16875-9123
e-mail: kingenp@cs.com

© Copyright 2005 by the Pennsylvania Outdoor Writers Association, Inc.

President's Message

by Jeff Mulhollem

This month marks the 10th anniversary of the death of the man whom I believe was the greatest Pennsylvania outdoor writer ever. **Jim Bashline** was my hero, and at a time when I have been thinking a lot about the future of the association, it might be good to commemorate the passing of this POWA giant and look to the future.

Most Pennsylvania Outdoor Writers Association members remember Jim well. A former president of POWA way back in 1970-71, the Coudersport native and Spruce Creek resident had a gift for imparting his vast knowledge of the hunting and fishing world in an inviting conversational writing style. I so admired his books and stories about fly-fishing. I remember that when I was young his books put me on the rivers with him.

I always felt privileged to know Jim. He attained a level of success that few outdoor writers ever will. He began his career writing articles for the Pennsylvania Angler and a column for the Olean (NY) Times-Herald. He became associate editor of the Pennsylvania Game News and then took over as editor.

Jim went on to become managing editor of Field & Stream. After a two-year stint in New York City, he returned to Pennsylvania and continued to work for the magazine as a field editor. Jim wrote for the Philadelphia Inquirer and the Philadelphia Bulletin, and wrote columns for the Pittsburgh Post Gazette and the Centre Daily Times. His writing touched people all over the Keystone State. He was also founding editor of The Flyfisher. He wrote five books and edited three, and hosted several television shows.

In his later years, Jim often relished playing the role of the grumpy curmudgeon outdoor writer. One time on the banks of Spruce Creek, I was foolish enough to let it slip how much I admired him. "Why the hell would you want to be like me?" I recall him growling. "You need to set your sights higher than that."

It is difficult for me to believe a decade has passed since Jim suffered a fatal heart attack at 63. Seems like his wake held at the Spruce Creek Rod & Gun Club was just a couple of years ago. Talk about a celebration of a life — I'll never forget that event.

"I think Jim loved playing the grumpy old outdoor writer — he couldn't wait to be a curmudgeon and I think he started that at age 50," says Jim's wife, **Sylvia Bashline**, also a POWA past-president and an accomplished outdoor communicator in her own right. She achieved national prominence as an outdoor cooking columnist for both Field & Stream and Outdoor Life and authored three acclaimed fish and game cookbooks.

"I think the fame embarrassed him," she says. "But he did appreciate it. When he realized that other writers looked up to him, he was more surprised than anything else. Jim was of the age when you didn't go to school to be an outdoor writer, you just fell into it from hunting and fishing. Because he learned to write by doing it rather than going to school for it, it always amazed him that folks admired him and his writing."

Jeff Mulhollem Photo

Jim Bashline on Spruce Creek, circa 1990.

For some reason, the recent conference at Pocono Manor set me to thinking about Jim. It was at POWA conferences where I mostly got to see him. And as we continue to discuss the aging of our membership and the anticipated shrinking of our organization — and what it will take to attract new, younger members — I recalled how folks like Jim Bashline inspired me. I think I started going to POWA conferences to rub shoulders with folks such as the Bashlines and perhaps absorb some of what made them great.

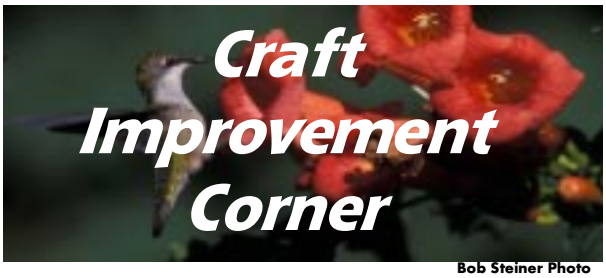
The Pocono Manor Conference reminded me why I am a POWA member: I got to see old friend **Art Michaels**, the Pennsylvania Angler and Boater editor who sponsored me for membership 22 years ago; I got chills listening to former New York Times editor Howell Raines read an enthralling chapter from his latest fly-fishing book and talk about writing; spent quality time discussing our business with another talented guy I greatly admire but seldom see, POWA past-president and award-winning writer **Terry Brady**; and finally, got to give the award for the Best Newspaper Feature to **Christian Berg**, with The Allentown Morning Call. Christian is one of our most talented young writers. Wish we had a dozen more like him.

At my urging, the association took action at the conference that might lead to attracting new members. We created a standing committee for membership recruitment that will be committed to inviting outdoor communicators to join our ranks, and provide them with improved materials showing why it would be helpful to their careers to join the POWA (perhaps a CD with testimonial-type interviews with long-time members telling what POWA membership has meant to them). I am convinced that without a concentrated recruiting effort, the future for POWA is not bright.

Too bad we never asked Jim Bashline for such an interview. "Jim would have said he valued POWA tremendously," says Sylvia Bashline. "POWA was his first love. The organization gave him great comfort. Not only does it encourage young writers, but he felt it recharged the batteries of older, established writers."

We need to get that message out.

Oh, by the way, Sylvia Bashline, 72, still lives at the exquisite streamside Spruce Creek property that Jim so loved, but she sold it last year. She plans to stay there until the fall of next year before moving to State College. -PW-



Bob Steiner Photo

Writers can broaden markets with biodiversity

by Ben Moyer

A wealth of compelling subjects for outdoor writers' columns, articles and books is all around us, every day. These subjects are fascinating in their own right and can add variety to a writer's conventional fishing and hunting fare. Even better, there are experts out there eager to share their knowledge with any credible writer who shows the slightest spark of interest.

Let me explain. Several months ago I was invited by the Bureau of State Parks to present the keynote address at the annual Biodiversity Conservation Conference, held each March at Shippensburg University. After I gave my opening talk, I stayed throughout the day and attended as many sessions as I could, notebook in hand.

Here is a list of the timely topics in conservation that were discussed that wintry day in the Cumberland Valley:

-- The Plight of the Eastern Hemlock (woolly adelgid infestation)

-- Pennsylvania's Flying Squirrels, Distribution and Competition

-- Invasive Plants, PA Department of Conservation and Natural Resources' Role

-- Timber Rattlesnake Site Assessment and Inventory, PA Fish and Boat Commission

-- Important Mammal Areas Project

-- Wildlife Diversity Regional Biologists, A New Resource From the Pennsylvania Game Commission

-- Status and Monitoring of Reptiles and Amphibians in Pennsylvania

-- Pennsylvania's Biological Stream Classification, A Web-based Tool

-- Pennsylvania's Second Breeding Bird Atlas.

What made the day so ideal for a writer was that the scientific and management experts were all assembled there at Shippensburg, hoping someone "outside the choir" of conservation biologists, educators and land managers would hear their story. As a result of showing interest in their research, I was invited on field trips, provided with web addresses, and deluged with business cards. "Call or write anytime" was the day's most common parting exchange.

Of the 220 participants at the Shippensburg Conference, to the best of my knowledge, I was the only professional writer. And I wouldn't have been there had I not been invited to speak. As writers, we can benefit ourselves, our readers and natural resources if we pay more attention to these "non-game" aspects of the outdoors.

If we broaden our view beyond bucks and bass, we can also broaden our appeal in printed media. That means more readers, more demand for our work and a greater interest among publishers and editors for outdoor and nature material.

A good way to begin broadening your writing subjects is to plan on attending the next Biodiversity Conservation Conference. For more information contact King's Gap Environmental Education and Training Center, 500 Kings Gap Road, Carlisle, PA 17013. Telephone the King's Gap Staff at 717-486-3799. -PW-

SLIDE SCANNER BASICS

by Jerry Bush

Only a few years ago, most editors wouldn't consider digital images. The quality just wasn't there – or so they were convinced. Today most editors will accept high-resolution images. Some editors (especially those working for newspaper publications) insist that digital images be submitted with manuscripts.

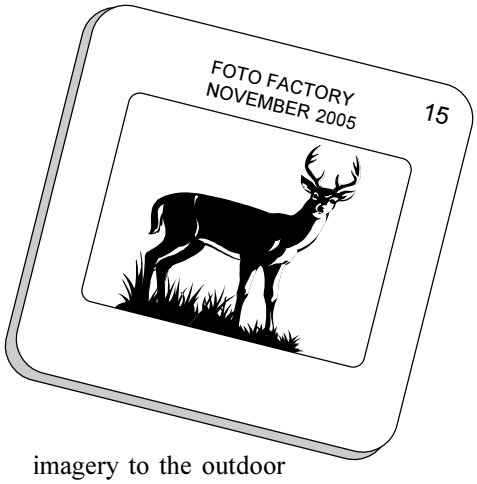
So you've amassed a library of slides over the years; now what? You can pay a photo shop up to $1.25 per image to scan them for you, or you can purchase a digital film scanner and enjoy your photographs all over again.

Film scanners are not to be confused with flat-bed scanners. There's a mountain of difference. A flat-bed scanner is fine for duplicating prints or letters, but it will usually leave you dissatisfied with the quality of film images. On the other hand, film scanners will convert your slide or film negative into a high-resolution, digitally-mastered, duplicate image.

You can spend what you want, but assuming you're looking to save a buck, I'd recommend purchasing a quality scanner from a reputable photo shop doing business on Ebay. There are several models to choose from, and a lot depends on the particular bells and whistles you prefer. Most quality film scanners range from $200 to $500.

I recommend you consider purchasing a scanner that includes a feature known as Digital ICE. Digital ICE image enhancing technology provides automatic image correction and restoration. To explain it as simply as possible, this technology allows your computer to anticipate repairs of scratches and removal of dust marks, so most images are automatically repaired as crisply and accurately as possible. Frankly my scanner does not have Digital ICE, and I find that I must manually remove scratches and dust spots. It's a tedious, time-consuming task.

What are the advantages of digital



imagery to the outdoor communicator? Well, I can burn 20 images onto a CD and mail the CD to an editor for less than a buck. That editor can keep my CD for as long as necessary, while I hold the original slide. I no longer have to worry that the editor might lose my slides, plus I have the ability to duplicate the image and sell it elsewhere.

I also save money in the form of post-age fees. I purchase my CDs for less than $0.30 each, and instruct editors to destroy

(continued, page 5)

Doyle Dietz, who earlier this year retired after a sportswriting career of more than 36 years at three newspapers, has accepted a position with the Times-Shamrock newspaper chain and is outdoors editor of the Pottsville Republican & Herald, which expects to launch its Sunday edition this summer. POWAers should continue to use his home telephone number, 570-366-1764; home fax number, 570-366-2351; and home e-mail address, yankeegiant@earthlink.net; to contact Dietz (he is maintaining his freelance status).

Jeff Frischkorn captured four top honors in recent judging conducted by the Outdoor Writers of Ohio. The awards were presented at the group's 65th conference.

Frischkorn took first place honors in the group's Best Newspaper category for a reflective piece on the life and death of his older Labrador retriever.

He also took first and second place in the Best Newspaper Travel category. The first place win was for a travel story on the Mitchell, South Dakota, Corn Palace, while the second place award was for a story on the fly fishing found around Michigan's Traverse City area.

Finally, Frischkorn won a second place award in the Best Black and White Photo-General category for "Lone Hunter in Field of Corn," a photograph of a bird hunter walking through a half-picked corn field on the opening day of South Dakota's pheasant hunting season.

Earl Mickel received a Lifetime Achievement Award from the **National Wild Turkey Federation** (NWTF) at their recent meeting in Nashville. The award was bestowed for the founding role he played in the development of and appreciation for turkey call making and collecting. In preparing his two books on the subject, Mickel traveled thousands of miles, interviewing call makers. He has been a longtime NWTF supporter.

In 1994 Mickel provided advice and encouragement in starting the National Wild Turkey Federation Grand National Custom Call Competition, which has become the largest call-making competition in the world. Annually the best-of-show call is purchased by the National Wild Turkey Federation and is placed on permanent display at the NWTF's headquarters.

Artist **Jack Paluh** has released his first image in his new Heritage Series, called "The Spirit of the Hunt." Each image in the series, says Paluh, "will reveal our bond, uniting in spirit, the hunters of the past with the modern day hunters of today." Check his web site, www.jackpaluh.com.

Congratulations! **C. Boyd Pfeiffer** has been elected to the Fishing Hall of Fame. Pfeiffer was selected for induction in 2005. In receiving this prestigious honor, he was recognized for his long career as a fishing writer, with more than 2,000 articles and 20 books to his credit. Pfeiffer was recognized for the education value of his body of work.

-PW-

SCANNERS, from page 4

and discard my CD when they are finished with it. When forced to send a manuscript plus a sheet filled with slides, I routinely apply six first-class stamps to the mailing envelope and another six stamps to the SASE so my cardboard protected slides can be mailed back and forth.

I also save by salvaging poor-quality 35mm images. Thanks to my film scanner and Adobe Photoshop, I've been able to convert many of those poorly-lit or improperly composed 35mm slides into top-quality digital images.

Another consideration is that film images fade with time. A digital image will last indefinitely, assuming you're smart enough to back up your computer images. Check into the benefits provided by a film scanner and rediscover your slide photos.

-PW-

AWARDS, from page 1

by **GATCO Sharpeners/Timberline Knives**, "Woodcock Twosome," PA Game News, November 2003; Best Published Black-and-White Art Award, sponsored by **Bluff Creek Productions (Greater Philadelphia Sport, Travel and Outdoor Show)**, "Box Turtle," PA Game News, April 2004; Fine Art Fishing Award, sponsored by **Daiwa Corporation**, "Rainbow Trout at Lehigh Falls"; and Wildlife Art Award, sponsored by **Ned Smith Center for Nature and Art**, "Grouse -- Anticipation."

Gregg Rinkus, Trout and Coldwater Fisheries Award, sponsored by **Pennsylvania Trout, State Council of Trout Unlimited**, "The Clarion River Comeback," Pennsylvania Reader.

Bob Sopchick, Pennsylvania Deer Award, sponsored by **Pennsylvania Deer Assoc.**, "The Reenactor," PA Game News.

David Thompson, Pennsylvania Trappers Award, sponsored by the **Pennsylvania Trappers Association**, "Bobcat Comeback," Fur-Fish-Game.

Alex Zidock, Best Published Black-and-White Photo, sponsored by the **Pennsylvania Federation of Sportsmen's Clubs**, "Whitetail Fawn," Journal of the Pocono Plateau.

Note: The Youth Fishing Award, sponsored by **Expositions, Inc.**, was not presented this year, due to insufficient entries. Also, **Pennsylvania Sportsmen for the Disabled** is unable to sponsor the Sportsmen with Disabilities Award any longer. The award sponsorship is now open.

-PW-

Craft Award winners photographed at the banquet were, left to right, Chris Denmon, Charlie Burchfield, Gerald Putt, Don Feigert, Alex Zidock, Chris Berg and Tom Fegely.

Features wanted for The Traveling Wingshooter, to be premiered soon

The publisher of The Pointing Dog Journal and The Retriever Journal seeks correspondents living in major upland bird and waterfowl hunting states to supply where-to-go features. Stories would appear in The Traveling Wingshooter, launching July 2005, and may appear in either of the other two magazines.

The Traveling Wingshooter focuses on public-land hunting and accessible private lands, without using outfitter or guide services. Payment is $400-$450 for 1,500-1,750 words with photos (minimum of four). Pays on publication unless slated publication is more than four months after acceptance; then payment will be within 30 days of acceptance. First North American serial rights are purchased.

Query Steve Smith, editor, The Traveling Wingshooter, 2779 Aero Park Dr., Traverse City, MI 49686. E-mail queries are preferred: Jason Smith, managing editor, jake@villagepress.com.

Got fishing stories? FLW Outdoors is buying

FLW Outdoors Magazine, published eight times annually, is geared toward serious bass, walleye, kingfish and redfish tournament anglers. The magazine currently seeks queries regarding celebrities and their passions 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 manuscripts and photographs are purchased. Submissions are acknowledged upon receipt. Queries will be answered as time permits. Queries should be e-mailed to Associate Editor Chris Eubanks at ceubanks@flwoutdoors.com.

Hunting.net is looking for topnotch writers

Hunting.net seeks quality articles and editorial submissions from top-notch writers who can make hunting and outdoor related topics entertaining, while maintaining accuracy.

Sought are "me and Joe" stories, how-to articles and those that are factual in nature. Do not include original photographs with queries. Articles and editorials should be 750-1,500 words, double-spaced, printed and on disk in Word format.

Purchased are one-time-use rights; information is posted online for as long as the editors feel is appropriate. Payment, negotiated prior to printing, ranges from $25 to $350 depending upon story length, subject matter and quality. Complete guidelines are at www.hunting.net/editorial.asp.

Send all submissions with SASE to Magazine Editor, Hunting Net Inc., 11964 Oakcreek Parkway, Bldg. B, Unit G, Huntley, IL 60142. For additional information contact editor@hunting.net.

Travel and fitness stories sell at Shape magazine

Shape seeks travel and outdoor fitness stories targeting women aged 18-34. Story ideas and query letters should be on suitable topics and reflect Shape's philosophy. Unsolicited materials are not accepted. Shape has a work-for-hire contract, wherein authors transfer copyrights to their work to Weider Publications.

Familiarize yourself with Shape at www.shape.com and read guidelines at http://www.shape.com/shapeyourlife/7863. Submit queries via e-mail to Outdoor Fitness and Travel Editor Lindsay Morris at lmorris@shape.com. No phone calls.

Outdoor photographers can cash in with sales here

Outdoor Photographer stimulates outdoor, sporting and nature enthusiasts to enhance their recreational and travel enjoyment through photography and satisfies the needs of amateur and professional photographers with a special interest in the outdoors.

Most features and several departments are written and photographed by freelancers. Limit photo submissions to 20 photographs or fewer. The editors work with digital files and duplicate transparencies. Purchased are one-time rights for publication in the magazine and on the magazine's Web site as part of a permanent archive. Payment is initiated upon publication. A SASE must accompany all queries and photo submissions.

Complete guidelines are at www.outdoorphotographer.com; click "Submissions." Contact Werner Publishing Corporation, 12121 Wilshire Blvd., 12th Floor, Los Angeles, CA 90025-1176, editors@outdoorphotographer.com.

Target your writing to Traditional Bowhunter

Traditional Bowhunter, dedicated to preserving and advancing the bowhunting tradition, has readership spanning 40 countries and six continents and seeks previously unpublished material with high-quality photos. Features are 1,500-3,000 words. Payment is as follows: full-length features/assigned columns, $300-$400; cover images, $400; book reviews (400-500 words with cover image), $50.

Purchased are first North American serial rights. Query first. Guidelines are available at www.tradbow.com. Submit feature article materials with SASE to E. Donnall Thomas Jr., donthomas@tein.net, 224 W. Main #206, Lewistown, MT 59457. Submit all other materials to T.J. Conrads, tj@tradbow.com, TBM, P.O. Box 519, Eagle, ID 83616.

Bow & Arrow Hunting seeks sharp submissions

From bowhunting antelope to wilderness elk to unheard-of calling techniques for whitetails and what it takes to be dead-on at long-range shooting, Bow & Arrow Hunting has it. Sought are submissions with high-contrast, clear, color transparencies, accompanied by necessary caption information.

Typical features are 2,000-2,500 words. Articles must be typed, double-spaced and single-side printed with name, address, phone number and Social Security number on the first page. Use new disks for each submission, and save as "text" or "Word" documents. Features pay from $200

to $450 (paid upon publication). Include a SASE. Photography-only submission rates vary from $35 to $500. Purchased are either all rights or one-time rights, depending on the situation.

Contact Joe Bell, Bow & Arrow Hunting, 265 S. Anita Dr., Suite 120, Orange, CA 92868, or e-mail him at editorial@bowandarrowhunting.com, or visit www.bowandarrowhunting.com.

Westsylvania wants photos of fall wildflowers

Westsylvania magazine needs shots of fall-blooming wildflowers for a photo essay to run in its autumn 2005 issue. Photos should be submitted in digital format to editor **Jerilynn "Jerry" Schumacher** by July 15. Pictures should be saved at 300 dots per inch in files large enough to cover a full page, or 8 1/2 inches by 11 inches (before trim). Images of common and little-known flowers will be accepted. The best six to 10 shots will be used. Pay is $60 per photo selected. Contact Jerry at 1-800-898-3636 or jschumacher@westsylvania.org for more information.

Dog writers have a market in Field Trial Magazine

Field Trial Magazine, dedicated to pointing dog breeding, training and field trials, seeks well-written, well-illustrated, related articles. The magazine's knowledgeable audience has been, is currently or would like to be involved in pointing dog field trials. Writers submitting articles must be experienced field trialers or reliant upon someone who is.

Quality illustrations are extremely important. Features are 2,000-3,000 words. Purchased are first North American rights; pay is upon publication. For more information visit www.fielddog.com/ftm/writers.htm.

Query with SASE or by e-mail. Contact Craig A. Doherty, editor, Field Trial Magazine, P.O. Box 298, Milan, NH 03588, 603-449-6767, birddog@ncia.net.

Opening announced for TV Shooter / Field Producer

The Minnesota-based North American Media Group is looking for a skilled, motivated and experienced television shooter/field producer to join our team. The candidate selected will spend a great deal of time on the road, traveling to hunting and fishing destinations throughout North America and the world.

The company requires an education in television production; at least two years of broadcast television experience; outstanding broadcast camera skills; strong field producer skills; good non-linear editing skills; valid passport and free to travel internationally; and a working knowledge of hunting and fishing.

It offers competitive pay, health, dental, vacation, 401K and "lots of travel to some truly amazing places." Send resume, including salary requirements, to Steve Pennaz (spennaz@namginc.com). Leading candidates will be required to send a demo reel (Beta, VHS, DV, etc.).

Wanted: Fly-fishing writer for Pennsylvania guidebook

Wilderness Adventure Press is seeking a knowledgeable fly fisher to write a new edition of their "Flyfishing Guide to Pennsylvania." The candidate must have stream reviews in his/her publication list and be able to complete the assignment within two years of accepting a contract. Remuneration is competitive and will be discussed with candidate upon selection. Send resume and photocopies of published stream reviews to Chuck Johnson, President, Wilderness Adventure Press, 45 Buckskin Rd., Belgrade, MT 59714. Interested writers may contact Chuck at 866-400-2012 or chuckj@wildayvpress.com for additional information. -PW-

---

Caught at the Lehigh Valley Outdoor Expo Sports Show!

Thanks to Charlie Heidecker for capturing these POWAers at work(?) at the Lehigh Valley Outdoor Expo Sports Show this past winter. At right, Tom and Betty Lou Fegely; below, Dave Ehrig; and bottom right, Sal Pitera.

Supporting Member News

Connie Yingling, Liaison, Maryland Office of Tourism Development

Diamond Machining Technology was acquired recently by Vogel Capital, Inc., owned by Mark and Stacey Brandon of Sherborn, MA. Co-founders of Diamond Machining Technology David and Elizabeth Powell will remain as consultants for two years.

The keynote speaker for the Woolrich 175th Anniversary Celebration will be General H. Norman Schwarzkopf, U.S. Army Retired. The celebration, which will be a private event for Woolrich, is set for the Village of Woolrich on Saturday, June 18.

In making the announcement, Roswell Brayton Jr., president and CEO of Woolrich, Inc. said, "Our guests will join in a celebration of our employees -- both past and present -- whose dedication has enabled this company to become America's oldest continuously operating outdoor apparel company ... We are truly honored to have General Schwarzkopf as our keynote speaker on this very special occasion."

As the commander of the U.S. Central Command, General Schwarzkopf led the coalition forces that defeated Iraq and liberated Kuwait in operations Desert Shield and Desert Storm in the Persian Gulf War.

POWA would like to thank Woolrich, Inc. for the special media day and woolen mill tour earlier this spring. Here the mill manager explains the process before the tour.

Bob Steiner Photo

The Maryland Department of Natural Resources will host its first major sportfishing tournament in more than 20 years. The Maryland $1,000,000 Fishing Challenge will be sunup Friday, June 3, to sundown Monday, July 18. It is sponsored by Boater's World and the Maryland Department of Business and Economic Development. Through the contest, the Maryland Department of Natural Resources hopes to demonstrate the productivity, diversity and value of its fisheries resources, while generating excitement for fishing in Maryland.

There is no registration required for the contest, no fee to participate and no age restrictions. For more information, visit the web site http://www.dnr.state.md.us/fish4cash/ which includes everything from contest rules and FAQs to how and where to fish in Maryland.

Remington Managed-Recoil Ammunition has received the 2005 NRA Golden Bullseye Award for "Ammunition Product of the Year" from both American Hunter and Women's Outlook magazines. The NRA Golden Bullseye Awards are an acknowledgment of the finest quality products available in the shooting sports. These products are evaluated and are voted on by an eight-member committee of editors, art staff and veteran publications staff. The May issues of the American Hunter and Women's Outlook magazines featured editorial overviews of the Golden Bullseye awards.

In other news, Remington announced three officially licensed, NRA Edition firearms -- The Model 870 Wingmaster, the Model 11-87 Sportsman and the Model 552 BDL Deluxe Speedmaster. Each special edition firearm will feature the NRA logo and NRA prefix serial number. Remington will donate a portion of each sale from these firearms to the NRA to support their programs in firearm safety, marksmanship, personal safety, hunting and natural resource conservation.

Walker's Game Ear, Inc. was nominated for producing the "Safety Product of the Year" for the third year in a row. The occasion was the Shooting Industry Academy of Excellence Awards, which were presented at the 2005 National Rifle Association's national convention. The new Walker's Game Ear Inc. Digital Quad Muffs + AFT were the product that received the honor. The Shooting Industry Academy of Excellence was founded in 1992 to recognize excellence in design, innovation and customer service within the shooting sports market.

Cabela's will be part of the YES Outdoors program this year, with the Safari Club International Foundation. Cabela's will join the Foundation in providing youth ages 5 years and up and their families with hands-on experience in the outdoors and outdoor sportsmanship. This summer, Cabela's stores across the U.S. will host the Safari Club International Foundation's Youth Education Seminars (YES) Outdoors, free to the public.

"Everyone at Cabela's recognizes the importance of passing on the knowledge, skills and the respect for the sporting heritage we've been fortunate enough to acquire in the great outdoors," said Ev Tarrell, Cabela's director of marketing and brand management. "And the people at the Safari Club International Foundation are the perfect partners to help us work toward this mission."

Nearby YES Outdoors seminars will be at the Cabela's in Wheeling, WV, July 30 - 31 and the Cabela's in Hamburg, PA, August 20 - 21.

United Cutlery Brands has announced the signing of Images Group, Inc. as its marketing communications agency of record. Images Group will be responsible for increasing brand awareness in the outdoor, automotive, do-it-yourself and fantasy markets. In addition, Images Group will develop event partnerships for United, Rigid Knives and several of the cutlery company's licensed brands.

David Hall, president and CEO of United Cutlery Brands, said, "In naming Images Group as our marketing partner, we immediately gain their extensive knowledge of the cutlery, film and outdoor markets."

In other company news, Jim Hamilton has been named president of Arrowhead Manufacturing and Technologies LLC, which is United Cutlery's domestic manufacturing and OEM sales unit.

The founder of Bushnell Optical Corporation passed away this spring. David Pearsall Bushnell, who founded the Bushnell Optical Corporation and grew it to become the largest source of binoculars in the United States, passed away quietly at his home in Laguna Beach, CA, on March 24, 2005. He was 92.

"The entire Bushnell Performance Optics family mourns the loss of our company's founder and namesake, Dave Bushnell," said Joe Messner, President and CEO of Bushnell Performance Optics. " He was a gentleman with an adventurous spirit and special character. We will carry on the rich Bushnell tradition and conduct our business with the same energy and passion that guided Dave through his life."

A new U.S. casting record has been set with an Abu Garcia reel. Using an Abu Garcia 5500C3CT Mag Elite, Tommy Farmer of Team North Carolina set a new United States casting record of 839.25 feet at the SportCast USA Southeast Regional in Wilmington, NC, this spring. Farmer's record cast shattered the previously long-standing United States record of 821 feet. Farmer's record-breaking cast came with the Abu Garcia reel casting .28mm diameter monofilament line and 125g sinker. Abu Garcia is a brand name of **Pure Fishing.**

For the second consecutive year, a Pennsylvania Chapter NWTF member won the prestigious Roger Latham Award. Donald W. O'Brien of Trout Run, PA, received the honor at the National Wild Turkey Federation's national convention in February.

The Latham awards are given to National Wild Turkey Federation members who are not employed as professional wildlife managers, but who have made significant contributions to wild turkey conservation.

O'Brien served on the Pennsylvania chapter's board of directors and has been president, chairman of the board and chairman of various committees. He is also a National Wild Turkey Federation district director for northcentral Pennsylvania. O'Brien has helped with turkey hunting safety classes, JAKES Days, Women in the Outdoor events and chapter banquets. -PW-

Diary of a Maryland P.R. Gal …

My Adventures at the POWA Spring Conference

by Connie Yingling, Maryland Office of Tourism

May 18, 2005 – Worked late at the office trying to get all my ducks in a row before departing for the POWA spring 2005 conference. The Maryland Department of Natural Resources is launching a new fishing contest the first part of June, so will be recruiting journalists for that press conference and day on the Chesapeake Bay. Rushed home at the end of the day for a very nice dinner with hubby – he cooked!

May 19, 2005 - Day started off wonderful, with a 2-mile walk from my house to the park and ride lot to get the state van, only to turn very ugly when I discovered a dead battery (left the lights on last night.) Got towed, then purchased a new battery, but was in the office many, many hours later than planned. Loaded up the van with all the materials needed for POWA. Of course, got stuck in rush-hour traffic leaving Baltimore. Arrived at Pocono Manor at 10:30 p.m. and was greeted by the smiling face of POWA's Executive Director, **Eileen King**.

May 20, 2005 – Spitting rain, windy and cold here in the Pocono Mountains. Naturally, I did not pack appropriate gear, so used the discount coupon for the Crossings Premium Outlet to purchase a new red raincoat. In my humble opinion, conference planners **Alex** and **JoAnne Zidock** did a fabulous job in stuffing the registration goodie-bags. Made it back just in time to be boosted aboard Chance for our two-hour **Pocono Outdoor Adventures** mule ride. Marveled at the many shades of green in the springtime woods, the deer darting in and out of the brush, and the wild turkeys strutting through the field. Walked a little funny for about an hour after dismounting, but finally taking deep, slow breaths again.

Opening night barbeque moved inside due to threatening skies, but the food was outdoor, finger-licking delicious! Made note to self to thank Pittsburgh 2005, CITGO Bassmaster Classic (**ESPN Outdoors / BASS**) and **Pocono Mountains Vacation Bureau** reps for their generosity in sponsoring the meal. Headed to the board of directors meeting after dinner. Among other business, the POWA board voted FOR allowing supporting members to nominate other supporting members for membership in POWA and to receive a free one-year membership after successfully sponsoring three new members. Board also voted FOR allowing supporting members to nominate active members with a co-sign by another active member. Tumbled into bed at 11:30 p.m. after briefly stopping by the hospitality room sponsored by **ThermaCELL (Schawbel Corp.)**.

May 21, 2005 – Up bright and early to prepare my remarks for the **Maryland Office of Tourism-**sponsored breakfast. Gulped scrambled eggs, then urged the audience to visit the nearly 30 supporting member booths at breakout later in the day. Understand that this is one of the largest breakouts in recent conference history. Worked with John McHale, Pocono Manor Sales Director, to deliver more tables set up for breakout, as we had walk-in registrations. The resort staff has been so pleasant

Continued on page 10

THANKS for helping POWA have a great spring conference!

-- Thursday Hospitality Room: VAN-ISHH Hunting Supplies.
-- Friday BBQ: **Pittsburgh 2005, The CITGO Bassmaster Classic (ESPN Outdoors/BASS)** and **Pocono Mountains Vacation Bureau.**
-- Friday Hospitality Room: **ThermaCELL, The Schwabel Corporation.**
-- Saturday Breakfast: **Maryland Office of Tourism.**
-- Saturday Lunch: **Battenfeld Technologies, Birchwood Casey, Browning, Hunter's Specialties,** and **Winchester/Olin Corp.**
-- Saturday Banquet: **National Shooting Sports Foundation** and **U.S. Sportsman's Alliance.**
-- Saturday Hospitality Room: **Bushnell Performance Optics.**
-- Hospitality Room Hosts: Ed and Doris Matheny.
-- Meeting Facility: Pocono Manor Resort.
-- Activities – **Pocono Adventures Outfitter/ Guide Service, River Valley Outfitters, Winchester,** Rod and Gun Club at Pocono Manor, White Flyer Clays, Delaware River Shad Fishermen.
-- Seminar Speakers: **John Punola**; John Riley, Pennsylvania Game Commission; **C. Boyd Pfeiffer**; Howell Raines
-- Art Judges: Marcia Flammonde, Jim Hannon, Pam Mading, Monroe County Arts Council – Artspace Gallery.
-- Special Thanks: Co-chairs, **Alex** and **JoAnne Zidock**; Registration, Dottie and **Stan Sowa** and Nancy and **Rich Walton;** Ways & Means Chair **Jerry Bush** and committee members **Rob Hilliard** and **Kermit Henning,** also Connie Yingling of the **Maryland Office of Tourism;** Official photographer **Don Carey**; and all those who worked behind the scenes.
-- Registration Bags/Other Items: **Bass Pro Shops, Pocono Mountain Vacation Bureau, Birchwood Casey, Cabela's, Berkley, Hunter's Specialies, National Shooting Sports Foundation,** Blue Mtn. Ski Resort, Blue Ridge Communications, Camel Beach, Cherry Valley Vineyards, Pocono Candle Factory, Eagle Claw, Kittatinny Canoes, Legendary Tannersville Inn, McIlhenny Co., Monroe Co. Conservation, National Marine Mfrs., "Out in the Open" TV, PA Fish & Boat and Game commissions, Shawnee Inn & Golf Resort, Star Brite, Stroudsmoor Country Inn, The Crossings, "This Week in the Poconos" (magazine), White Water Challengers.

Diary of a P.R. Gal, continued

and efficient during our visit. Talked "tourism talk" with Lisa Dailey, Executive Director of the **Greater Johnstown Convention and Visitors Bureau,** site of the fall 2005 POWA conference. Haunted mine tours in the area sound like some spooky fun – will be sure to register early.

Sat with Kevin Howard of Howard Communications at another tasty lunch and thanked him on behalf of his clients that sponsored the meal (**Battenfeld Technologies, Birchwood Casey, Browning, Hunter's Specialties, and Winchester**). Chatted with Melinda Downey of the **Chesapeake Bay Foundation** about cosponsoring a writers' trip to Bishop's Head on the Eastern Shore this fall. Love the endless opportunities to partner with other POWA members!

New supporting member Karen Lee of the **National Wild Turkey Federation** mentioned she liked my "Git 'er Done" column in the last PowWow -- doing the happy dance -- an editor of a prestigious national magazine complimented my writing skills!

Steve Trupe of **Trupe's Quality Hunting and Wildlife Management** told Eileen and me that this was his best breakout ever. The time went fast and I met several active members for the first time, so was well pleased with this afternoon's efforts.

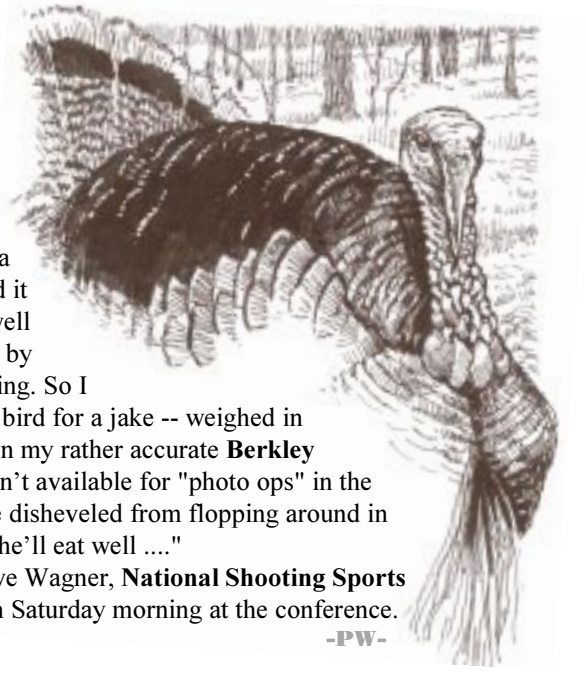
And the incredible generosity of supporting members that donated additional items for this evening's raffle warmed my heart. Mark Schindel of **Gerber Legendary Blades**, Geof Wandersee of **Wildlife Research Center**, Larry Thornhill of **Fish Harder**, Bobbi Hoagland of Images Group, Mary Wells of **Alpen Outdoor Corp**., Ray Smith of **River Valley Game Calls**, Dennis Phillips of **Food Saver (Tilia, Inc.)** all loaded up the raffle with superior outdoor-related items.

Represented the supporting members at the POWA business meeting between bites of the free ice cream sundae provided by Pocono Manor. Meeting was short and sweet, so had time to relax in my room for a while. Watched Afleet Afoot win the Preakness Stakes in Baltimore before going downstairs to attend the awards banquet.

Meal sponsors **National Shooting Sports Foundation** and **U.S. Sportman's Alliance** partnered with the **National Wild Turkey Federation** to conduct a survey on youth hunting. The stats were eye-opening, but Doug Jeanneret's comment about remaining relevant to lawmakers and other groups stuck with me for hours afterward. Bought raffle tickets in an attempt to win another Barbara Brady doll, but no luck this year. Tucked into the hospitality room sponsored by **Bushnell Performance Optics** until I could no longer keep my eyes open – after all it was past the midnight witching hour.

May 22, 2005 – Packed up and was on the road towards hearth and home by 9:30 a.m. Played back snippets of the weekend and added items to my ever-lovin' to-do list as I drove south on the Interstate. Carried with me memories of the fellowship shared with so many POWA members, both active and supporting, and began to look forward to my next great adventure. -PW-

---



Jim Fitser writes: "Don't know if you were keeping score for the conference weekend 'take' by the fish and game 'authorities' at the conference, but I believe you often report the successes of our tribe. I got lucky in the rain Friday morning at 7:45 and found a rather large jake that wanted to end it all. He said things weren't going well for him and he had been beaten up by several playground bullies this spring. So I helped him achieve his wish. Nice bird for a jake -- weighed in (field dressed) at 17-plus pounds on my rather accurate **Berkley** digital scale. Unfortunately he wasn't available for "photo ops" in the pouring rain and had become quite disheveled from flopping around in the rain and muddy cornfield. But he'll eat well ...."

POWA also congratulates Steve Wagner, **National Shooting Sports Foundation**, for his gobbler, taken Saturday morning at the conference. -PW-

2005 Fall Conference, October 20 - 23 at Johnstown, promises to be "profitable as well as entertaining"

Report by Joe Gorden, Co-chair

Do you know what Steelers star and NFL Hall-of-Famer Jack Ham, award-winning author Michael Novak, sports broadcaster Ray Scott, former NBA player Pat Cummings, Cy Young Award winner Pete Vuckovich, legendary disc jockey Alan Freed (the man who coined the term "rock and roll") and Boyd "Buzz" Wagner (America's first World War II fighter ace) have in common with POWA President **Jeff Mulhollem**?

They were all born in Johnstown! Now, guess what ties film stars Tom Cruise and Paul Newman to rocker Ted Nugent, baseball legends Babe Ruth and Lou Gehrig, former Steelers coach Chuck Knoll, sportscaster Bob Costas, R&B great George Thorogood and Manon Rheume, the only woman ever to play in the National Hockey League?

They all made money and furthered their careers in Johnstown!

The bad news for you is that if you aren't in the first bunch by now, you never will be. But those of us planning the POWA fall conference in Johnstown are doing all we can to provide an opportunity for you to join the second group.

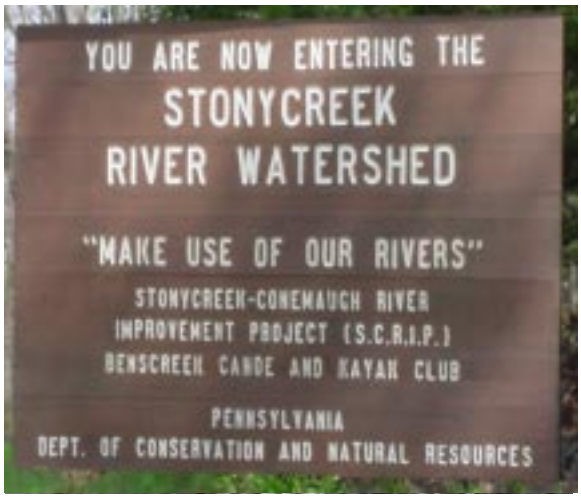
All you have to do is spend Oct. 20 to 23 with us in Johnstown. We'll do the rest.

We've worked hard to weave story material into everything you will see and do during the fall conference. For instance, we're going to offer sporting clays at the newly opened Stonycreek Shooting Center.

Aside from some innovative aspects of the course itself, there is a story in owner Roy Fritz, who was able to convince some area high schools to bring back riflery as an extracurricular activity and then expand on that until every public school in Somerset County was offering the sport. The Western Pennsylvania Athletic Conference (WestPAC) got on board, and now competitive shooting is listed alongside football and basketball on the local sports pages.

Photographer Roger Kerekes supplied this photo as a preview of the facility at Quemahoning Reservoir, where we will hold the POWA fall conference barbecue and breakout.

We've scheduled a shooting match at the South Fork Rifle Club for POWA members who enjoy competition at a distance. But, there's also a story hidden here. Several times a year, South Fork hosts the legendary Western Pennsylvania Long-Range Groundhog Shoot, where competition is held at ranges up to 500 yards on life-size groundhog targets dubbed "Carrolltown Charlie." Distance-shooting fans have come from as far away as Australia to participate.



We're proud that our efforts to bring Johnstown's rivers back from decades of industrial pollution are paying off and we especially want to showcase the Stonycreek's comeback. But we'll give the fly fishermen and lake anglers something to do, too. And, in addition to the usual conference fishing and hunting fare, we're planning seldom-offered activities such as squirrel hunting with dogs, morning rounds with a veteran trapper, and night hunting for raccoons.

We're also putting together a list of story ideas on things we just couldn't cram into the conference schedule, including a tour of the new Rock Run ATV park, information on Soap Hollow Furniture, and a woman who builds beautiful hand-crafted wooden canoes and converts some of them into spectacular coffee tables.

We'll continue to tell you about these things in the pages of PowWow, but we have so much more to say than we can include here, so our hosts at the **Greater Johnstown Convention and Visitors Bureau** are building a Web site to provide more information. It's still under construction, so check back from time to time. The web site's address is www.visitjohnstownpa.com/powa.html. You might also want to see what the area has to offer at the visitor's bureau site: www.visitjohnstownpa.com.

We believe you will enjoy your visit with us. In fact, consider coming a day early or staying a day or two after the conference. We'll give you plenty to do then, too, and you may find it profitable as well as entertaining.

Note: The registration form for the fall conference will be in the August/ September issue of PowWow. -PW-

***Change in POWA Board of Directors*: Terry Brady will serve the remaining term of director John Taylor, who resigned his seat due to professional time constraints. Brady is a Past President and brings a solid background in POWA to his position. Thanks to Terry for accepting this appointment.**

The spring conference at Pocono Manor was one of the highest-attended conferences by individual members in the past five years, with an all-time record-breaking attendance from supporting members. The networking and partnerships established between individual and supporting members is one of the many benefits gained from attending conferences.

Opportunities are there to photograph and gather story material by talking to the experts about their products. Business relationships and friendships begin and are renewed each time we meet, and are maintained throughout the year via e-mail and phone calls. I'd like to personally thank each and every supporting member for its interest and support of POWA. We wouldn't be able to serve our membership as well as we do without your support. Thank you

Conference Chairs **Alex** and **JoAnne Zidock** put together an excellent speaking program, as well as pre-conference trips. The majority of members came in early to participate in those activities. **Don Feigert** made the decision to drive 11 hours to reach the conference site because there were too many opportunities for him to not attend. I think that says it all about POWA conferences – they are events that shouldn't be missed.

If you weren't able to make the spring conference, mark your calendars now for the fall conference in Johnstown, Oct. 20-23. **Joe Gorden, Len Lichvar** and their committee have quite an event planned.

Welcome New Members:

DAVID EVANS (Apprentice)
524 Heiser Rd.
Evansburg, PA 19426
610-489-0838
Work: 610-444-6522
devans@vollmer.com
David is a freelance writer with credits in the Pennsylvania Game News. He is employed as a senior environmental manager with an engineering consulting company and has spent as much time as he can outdoors. He wants to become an active member of POWA and welcomes any suggestions to help meet that goal.
Sponsor: **Eileen King**

RICHARD A. JACKSON
(Apprentice)
15 Sorbertown Hill
Hunlock Creek, PA 18621
570-542-7013
Work: 570829-8860
Fax: 570-829-8757
rkjwriter@epix.net
Richard is a freelance writer with credits in Pennsylvania Outdoor News, US Archer Magazine, and Pennsylvania Woods and Waters. He plans to continue his outdoor writing on a part-time basis, specializing in hunting and fishing. He hopes to eventually move to a full-time position and plans on attending classes at Luzerne County Community College.
Sponsor: **Ron Tussel**

CARSON OPTICAL (Supporting)
c/o Images Group, Inc.
P.O. Box 28-C
Easton, PA 18044-0028
610-258-5408
Fax: 610-258-2660
imagespr@cs.com or
info@carson-optical.com
www.carson-optical.com
Carson Optical is known for product innovation, exceptional customer service and value. It is a group of aggressive, creative professionals who love what they do. The people at Carson are marketing specialists, offering outstanding packaging and strong advertising and editorial support. They have created a line of products with the end user in mind. Contact us toll-free: 1-800-9-OPTICS or visit our web site at www.carson-optical.com.
Contacts: Bobbi Hoagland or Dave Staples, Images Group, Inc.
Sponsor: **Eileen King**

LAUREL HIGHLANDS
(Supporting)
120 E. Main St.
Ligonier, PA 15658
724-238-5661, ext. 18
Fax: 724-238-3673
jdonovan@laurelhighlands.org
www.laurelhighlands.org
Official tourism promotion agency for Fayette, Somerset and Westmoreland counties.
Contact: Julie Donovan
Sponsor: **Eileen King**

STREAMLIGHT, INC.
(Supporting)
30 Eagleville Rd.
Eagleville, PA 19403
610-631-0600
Fax: 610-631-0712
malbert@streamlight.com
www.streamlight.com
Manufactures flashlights.
Contact: Mike Albert
Sponsor: **Eileen King**

UNITED CUTLERY (Supporting)
c/o Images Group, Inc.
P.O. Box 28-C
Easton, PA 18044-0028
610-258-5408
Fax: 610-258-2660
imagespr@cs.com
www.unitedcutlery.com
United® Cutlery Corporation is an independent manufacturer of hunting, camping, fishing, military, utility, collectible and fantasy knives. UCC also markets fantasy-based swords, weapons and armor under license from movie studios. To round out the knife assortment, UCC offers outdoor accessories such as flashlights, binoculars and walking sticks. UCC is known in the industry for its creativity and innovative product designs. It differentiates itself by offering exclusive designs, patented mechanisms and exclusive brands.
Contacts: Bobbi Hoagland or Dave Staples, Images Group, Inc.
Sponsor: **Eileen King**

Membership Totals
as of 5/18/05
Active – 214
Apprentice – 11
Honorary –1
Supporting – 137

WILDLIFE RESEARCH CENTER
(Supporting)
1050 McKinley St.
Anoka, MN 55303
763-427-3350
wildliferesearch@att.net
www.wildlife.com
Manufactures hunting scents and scent elimination.
Contact: Ron Bice
Sponsor: **Eileen King**

Individual Membership Changes:

Denise Raum, new e-mail fred1972@aol.com; **Ken Reinard**, new e-mail colonialangler@gmail.com; **Ron Tussel**, new fax 570-685-7333; **Melody Zullinger**, new address, 2426 N. 2nd St., Harrisburg, PA 17110.

Supporting Membership Changes:

Bluff Creek Productions, P.O. Box 1644 Blue Bell, PA 19422; 215-641-4500, ext. 41, contact Ken Safarowic.

ESPN Outdoors /BASS, P.O. Box 10000, Lake Buena Vista, FL 32830; 407-566-2277.

Kettle Creek Lodge, web site is www.kettlecreeklodge.com.

Maryland Office of Tourism, change zip code to 21202.

Pennsylvania Trout Unlimited, Deb Nardone, P.O. Box 5148, Pleasant Gap, PA 16823; 814-371-9290.

Pocono Adventures Outfitter/Guide Service, 30 Hatchery Rd., Jim Thorpe, PA 18229.

Pocono Mountains Vacation Bureau, new contact is Shannon Ray.

U.S. Sportsman's Alliance, new contact is Beth Ruth.

Withdrawals:

Individual Members: David Adams, Edward Howey, Don Madl.

Supporting Members: Crawford County Convention & Visitors Bureau, Eastern Foundation for North American Wild Sheep, Luc Rousseau – Outfitter, PA Cleanways, Pennsylvania Sportsmen for the Disabled, Turbo Nock Inc., and Working Man Outdoors.

Dropped for Nonpayment:

Individual Members: Larry Adams, Edward Howey, Robert Sleigh.

Apprentice Members: Michael Ference, Christopher Gorsuch.

Supporting Members: Aspen Outdoors Inc., National Whitetail Federation, NW-PA Great Outdoors Visitors Bureau, Pennsylvania Outdoor Times, Point Mountain Wilderness, Western Pennsylvania Anglers, Whitetails Unlimited OH/PA. -PW-

The Ways and Means Chair and POWA wish to thank all those who donated items for the raffles/auctions at the spring conference. Thanks also to Connie Yingling, of the **Maryland Office of Tourism, Rob Hilliard, Kermit Henning**, our new member ticket salespersons and prize runners, and everyone who assisted by purchasing raffle tickets or bidding.

Here are the numbers for the auction and raffles. All monies will be put in the general operating fund this time.

General Raffle -- $2,034
Ladies Only -- $169
Supporting Members Only -- $ 105
Active Members Only --$800
Live Auction -- $1,210
Total Raffles/Auctions -- $4,318

* * *

2005 Spring Donation List

Alpen Outdoor Corp.
ATK Ammunition & Related Products
Bass Pro Shops
Blakemore Products
Barbara Brady
Browning/Winchester Firearms
BuckWing Products
Charlie Burchfield
Jerry Bush
Bushnell Performance Optics
Butski's Game Calls
Carson Optical
DeLorme
Diamond Machining Technologies
Oak Duke
Expositions, Inc.
Tom Fegely
Fish Harder Companies
Food Saver (Tilia Corp.)
Jeff Frischkorn
Gerber Legendary Blades
Hawk Mountain Sanctuary Assoc.
Dave Henderson
Horton Manufacturing, Inc.
Hunter Specialties, Inc.
Ithaca Gun Co.
Steven Kokai Sales & Marketing
Magic Products, Inc.
Maptech
Art Michaels
MPI Outdoors
Outdoor Writers of Ohio
Pennsylvania Chapter, National Wild Turkey Federation
Pennsylvania Federation of Sportsmen's Clubs
C. Boyd Pfeiffer
Plano Molding Company
Pure Fishing
Gerald Putt
Remington Arms Company, Inc.
River Valley Game Calls
Rocky Mountain Elk Foundation
Quality Deer Management Association, Pennsylvania Chapter
Shakespeare Fishing Tackle
McIlhenny Company - Tabasco
ThermaCELL (Shawbel Corp.)
Trupe's Quality Hunting and Wildlife Management
TTI Companies
TV 13 Blue Ridge Communications
United Cutlery
Ventco, Inc. (Shooter's Choice)
Wildlife Research Center
Winchester Division of Olin Corp.
Woolrich, Inc. -PW-

IF YOU SPONSOR THREE, YOURS IS FREE!

Sponsor 3 new POWA members in 1 year and your dues for the next year are covered. This applies for ALL members.

Note: Supporting members may now sponsor other supporting members. They may also sponsor active or apprentice members with an active member co-signer.

POWA membership recruitment cards are available for you to give to potential members. Contact Eileen King for cards and applications, or print member applications from the POWA web site (public side), www.paoutdoorwriters.com.

POWA BOARD OF DIRECTORS MEETING

Interim Meeting, March 19, 2005, Penn Stater Conference Center

The meeting was called to order at 1 p.m. Present were Board Chair Dennis Scharadin; Pres. Jeff Mulhollem; 1st Vice Pres. Russ Englehart; 2nd Vice Pres. Linda Steiner; Secretary Ron Steffe; Treasurer Rob Hilliard; Exec. Director Eileen King; Directors Bob Frye, Ron Tussel, Jr., Freddie McKnight, Bob Ballantye, Charlie Burchfield, Parliamentarian John Swinton and Supporting Member Rep. Connie Yingling. Absent, unexcused: John Taylor.

Motion to accept minutes from September board meetings. Steiner/Tussel Passed.

OFFICER'S REPORTS

Chairman's Report:

This Chairman's report could be labeled the "I Thank You Report" because that is what I am going to do.

POWA is running smoothly and that is because of the good work the officers, board, and committee chairman are doing. So let's begin with the "I Thank You" part. First, I want to thank each of you for attending this meeting. The fact that you are at this meeting shows the importance that POWA means to you. Next, I want to thank our Executive Director, Eileen King, for all the great work she does for POWA. I also want to thank all the members that took the time to help at the show booths and spent time helping to get items for the auctions and helped at the auctions.

This year, each auction raised more money than last year's did, which in turn means that more grant money can be distributed this year and more children's programs can be helped. With this year's proceeds we are very close to going over the $200,000 mark in earnings. Lastly, I want to thank both conference Chairs and staffs. Reports indicate that this year's conferences will be outstanding.

President's Report:

1. Treasurer John Street resigned due to having to spend so much time caring for his elderly father. Hated to see John go, because he worked with Eileen to bring POWA bookkeeping out of the 1950s paper ledger era to modern, computer-aided professional financial management. But he left our books in good shape, and replacement Rob Hilliard is a capable and congenial replacement. Thank you Rob for agreeing to serve.

2. Bob Sopchick resigned as a director because of big demands on his time from a business project. He sort of left the board before he even got started, but hopefully we didn't scare him so badly that he won't serve again when he has more time in the future. I appointed perhaps the most competent board member I ever had the pleasure of serving with during my stints on the board, Bob Ballantyne. Thank you, Bob for agreeing to serve.

3. Interim meetings. We agreed that we didn't need them, and then had an emergency meeting last summer and now an interim meeting. Should we go back to holding two interim meetings a year, summer and winter, or try to avoid the extra sessions, only scheduling them when it becomes apparent we have to have one?

4. Our booth at the Monroeville outdoor show. We voted last year to give it up because it had not served a purpose the previous few years and we could not find members to staff it. Then Rich Faler persuaded us to allow him to staff the booth and promote his company. Then this year, we were not able to contact him to see if he wanted to handle it again. When the show promoter asked us, we turned the booth back over to the show, which was sold out, and the space was sold. For better or worse, this likely ends the annual hand wringing about our presence at the Monroeville show. I say good riddance!

5. Selling advertising in PowWow. You will hear a committee report today recommending against selling ads in our newsletter. I want to express my agreement with the recommendation and urge the board to let the bad idea die. I fear that it would aggravate supporting members for very little return. The space would be worth very little because of the extremely low circulation.

6. 1st vice president is conference chair. Although most of us didn't realize it, it is written in our Organizational Manual, and since we are having serious problems finding members to chair our conferences, we should discuss reverting to that line of responsibility.

7. Nominations for officers. Our nominating committee recently reported that is has a full slate of candidates, but the chairman said it was again difficult to find candidates. Is it time to discuss new strategies for persuading members to commit time to serving? Anyone have any ideas?

Executive Director's Report:

Dues notices were mailed to individual members in October and supporting members in December with second and third notice reminders. There are 14 individual and 35 supporting members who have not yet paid. Final letters will go to both in March.

I have worked with committee chairs and worked closely with Pres. Mulhollem to find candidates to fill positions vacated by Bob Sopchick and John Street.

I attended the VIP dinner prior to the Harrisburg Sports Show and the POWA auction at that show.

We now have a new company to embroider OWAA clothing. Turn around time is 3-4 weeks.

Invitations to attend the spring conference were sent to surrounding state/regional groups as well as OWAA members in the surrounding states. I visited Pocono Manor in October and everything is in order there. All meals are now sponsored. The only outstanding sponsorship at this time is the Thursday night hospitality room.

The Duties Manual was recently updated and I urge everyone to read what the responsibilities are. The 1st and 2nd VP's are directed to work on upcoming conferences. I know this has not been happening the past few years and local chairs have been difficult to find. I think if local chairs knew most of the duties would fall to the VP's and the ED they would be more inclined to volunteer to help with a conference in their area. Membership recruitment is slow going and I, again, urge each board member to bring in at least one new member this year. Please see the Membership Recruitment Report under old business.

Membership currently stands at: 218 active, 8 apprentice, 1 honorary and 146 supporting.

Motion: Tussel/Englehart to approve officers' reports. Passed.

Treasurer's Report:

Rob Hilliard presented the report (see Treasurer's Report, elsewhere this issue).

Motion: Steiner/Burchfield to approve Treasurer's Report. Passed.

Motion: Tussel/Englehart to approve Officer's Reports. Passed.

COMMITTEE REPORTS

Awards - P.J. Reilly, Chair. Committee people report that all entries are in and the judging is under way. I will have winners by the end of March.

Outdoor Education - Kermit Henning, Chair. Both auctions at the Harrisburg and Allentown sports shows have been concluded and the grants requests are: Bill Feddock, fly tying school for young people, $500; Cooperstown Borough, youth trout fishing day, $500; Youth Bass Anglers Conservation School, $350; Capital City Bassmasters, $1,000; Dauphin County Parks & Recreation – Wildwood Lake Sanctuary Nature Center, $1,000; Bluebird Society of Pennsylvania, $1,500; Perry County Sportsmen for Youth Field Day, $1,000; Centre County Sportsmen for Youth, $500; Harrisburg Inner City Outings, $1,000; Camp Compass, $1,500 for a total of $8,850. Committee members are Carl Graybill, Sal Pitera, Dennis Scharadin

Craft Improvement - Bob Frye, Chair. I've sent e-mails to eight POWA members (Vic Attardo, Doyle Dietz, Robert Entler, Ron Koch, Steve Loder, Art Michaels, Jack Paluh, and Kenneth Rienard) asking that they contribute craft improvement pieces to PowWow. I plan to send e-mails to another five or so members in late February.

Nominating - Tim Flanigan, Chair. The Nominating Committee has completed its work

and nominee information request forms have been mailed to a slate of four prospective Board members and the candidates for President, First Vice President and Second Vice President.

Ways and Means - Jerry Bush, Chair. Most letters soliciting raffle and auction donation items have been sent by e-mail. About two dozen more must be printed and mailed. I have noticed a trend which has developed in the last 12-months. It seems an increasing number of supporting members are requesting that the organization help defray specific costs.

For example, some supporting members are offering to donate prints or other framed items, but they are asking that the organization pay for the framing. Another supporting member has changed their policy of blind giving, and now offers items at "special pricing."

I'm not sure where this trend is leading, but it is something we will need to be alert to. I need input regarding our organizations position regarding this. For example, do we want to purchase items at discount prices, or only accept what we can get at no cost, and see what happens?

Jerry will try to have as many of the items inventoried as possible, prior to Saturday evening. I will need help to set up the raffle. Donations are already arriving at my home.

I have not yet requested supporting members to judge the "Supporting Members Favorite Photo" contest. I plan to do so when I've finished with the donation solicitations. I also need to solicit prizes. I am encouraged because at this time, we already have 2 active members who have submitted images for the contest.

Several supporting members have requested that I remind the membership that items are being donated so active members can be familiar with the product or service, and will report it to their listeners and viewers. I have promised to see that each supporting member's item is clearly and specifically mentioned during the raffles, and we will do all we can to assure that outdoor enthusiasts are informed of these items.

Membership Audit - Dennis Scharadin, Chair. A list of 16 Active members was submitted to the committee for the 2005 audit. The members are David Adams, Phil Burkhouse, Dr. Bernard DiGiacobbe, Will Elliot, Robert Entler Jr., Robert Frye Jr., Donald Garner, Rance Harmon, A. Robert Lapsley, Roger Mallon, Freddie McKnight, Patrick Reilly, Jerilynn Schumacher, Robert Sopchick, Deborah Weisberg, and Walt Young.

Letters of explanation and audit forms were sent to all but Robert Lapsley at the end of January. The letter requested the return of the completed form and all necessary documentation by March 9, 2005.

Completed forms have been received from nine members, one member forgot to sign their form, Rance Harmon resigned from the membership, and forms have not been received from David Adams, Dr. DiGiacobbe, Donald Garner, and Patrick Reilly.

E-mails were sent, and phone calls made to those with no email address, on March 2, 2005 to those who had not responded to learn whether they had received the audit information. Patrick Reilly was the only one to respond and a new form has been sent to him. The following members have returned their audit forms and been approved: Phil Burkhouse, Will Elliot, Robert Entler Jr., Robert Frye Jr., Roger Mallon, Freddie McKnight, Robert Sopchick, Deborah Weisberg, and Walt Young. Jerilynn Schumacher returned her completed form but forgot to sign it. It has been returned for signing.

Board Action requested by committee: Approve those that have returned their Audit Forms, allow more time to contact the others, and approve via email those who have yet to return their completed forms. The committee also wants the Board to decide if Robert Lapsley should be included with next year's audit due to his illness?

Constitution and Bylaws - Jim Fitser, Chair. No activity. Committee Members: Betty Lou Fegely, Mark Passaro

Finance and Budget - Rob Hilliard, Chair

Financial books were audited and there were no discrepancies.

Sport Shows

Harrisburg - Kermit Henning, Chair. The POWA Auction at the Harrisburg Sports Show, Sunday, February 13, 2005, brought in a total amount of $10, 676.00 that includes $8,676 from the auction and $2,000 from Reed Exhibitions. After the auctioneer's commission of 7.5%, the total auction amount is $8,025.30. Total gross receipts: $8,676.00. Cash: $356.00. Checks: $5,154.00. Credit: $3,166.00. Total: $8,676.00. Minus 7.5% commission: $650.70. Total Net: $8,025.30. Check from Reed: $2,000.00. Total for Education Fund: $10,025.30.

Lehigh Valley - Mike Watson, Chair

Another show is over and under our belt. The PA Outdoor Writers Sporting Auction did very well considering we have only a day and a half to contact the exhibitors and gather items. Our auction brought in $3,048.00, plus $156.00 in Eastern Trail book sales.

The biggest thanks should to all those individuals who donated items for the auction, including our "adopted" tax man Ron Kistler who gave many items and framed a large print for us at no charge. Donations from the PA Game Commission and many show vendors brought a very good attendance to our annual auction. Our booth and auction was well manned by the following POWA members and friends who gave of their time. Thelma and Bob Clark, Tom and Betty Lou Fegely, Charles Heidecker, Kermit Henning, Wally Musser, Dave Kimmel, Deb & Monte Hayes, Linda Watson, Doyle Dietz, Dave Ehrig, Jim Fitser, Sal Pitera, Russ Englehart and Dennis Scharadin (Auction Chairman) Bottom line- once again the kids win!

Editorial Review - Sam Hossler, Chair: A total of 23 supporting members were surveyed asking if they would be interested in advertising in PowWow. If so, what size ad would they be interested in and at what cost; various ad rates were suggested. Five replies were received, all negative. The larger companies advised they have media buyers, ad agencies that handle placing their ads. This may be true, but it is a known fact the parent company can direct small buys such as ours.

In any case, it was not surprising to me that none of those responding were interested in advertising in a targeted vehicle with a limited 450 circulation. In addition, those receiving the publication, for the most part, already receive a

(continued on page 16)

Alex Zidock Photo

At the spring conference, POWAers were treated to seminars by Pulitzer Prize winner Howell Raines, author of "Fly Fishing Through the Mid-life Crisis," and C. Boyd Pfeiffer. Raines talked about the art of writing, saying, "There is joy in the activity that is its own reward." Pfeiffer gave tips on planning and taking photos to accompany articles. Left to right, Krystyna and Howell Raines; and Brenda and C. Boyd Pfeiffer.

March Interim Board Meeting Minutes, cont'd

discount on the products the supporting members would advertise. The committee is recommending the following size rates if the program goes forward. These rates have been constructed using a page size of 7-1/2" X 10" all in one color and per issue on a six issue contract to run consecutively. All copy to be camera ready. Back Cover $250 full page; Inside back cover $200 full page; Inside Full page $150; Inside Half page $85; Inside Quarter page $50.Committee Members: Jack Paluh, Regis Senko

Ethics - John Swinton, Chair. No matters reached the Committee in the last quarter. Members: Joe Gorden and Bob Ballantyne

Member Screening - Dennis Scharadin, Chair. Members approved by committee and board by e-mail notification: Vicki Diebold, Chip Hart, Roger Hayslip, Jeff Knapp, David Lockard (Apprentice), John McCoy, Rick Methot, James Peters. Need approval at board meeting: Ralph Scherder (Apprentice). Committee members: Dennis Scharadin, Doyle Dietz, Dave Ehrig

Supporting Member Screening - Harry Guyer, Chair. Members approved by committee and board by e-mail notification: Battenfeld Technologies, Beretta, Birchwood Casey, Briley Manufacturing, Conemaugh Valley Conservancy, Fish Harder, Hart Productions, Hodgdon Powder Company, Leupold & Stevens, PA Fish and Boat Commission. Need approval at board meeting: Forest Stream Publishing, Wildlife Research Center. Committee members: Darl Black, John Kasun

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

Scholarship - Joe Gorden, Chair. Scholarship applications, posters, news releases and other necessary materials were distributed to Penn State and Pitt-Johnstown upon return to classes in January. The committee will continue to accept applications from students through the March 18 deadline. Committee Members: John Swinton, Jeff Mullhollem.

Financial Auditing - Russ Englehart, Chair. In process.

Duties Manual - Bob Mitchell, Chair. Activities of committee since last meeting: none Board Action requested by committee: Forward any necessary Duties Manual changes to me, and encourage committee chairmen to do the same. Only with their input can we keep the Duties Manual up to date. Should we proceed with having the Duties Manual placed on the POWA website? I think so. Making it available for all members to see may encourage more people to become involved in the committees. If so, I need guidance in how, technically, this can be done.

Technology/Website - Jerry Bush, Chair. We are still trying to complete the major web site improvements. So far, I have submitted most supporting member logos, whose companies are alphabetically situated between "A" through "R." I hope to have the web site complete before spring conference. This has turned into a larger undertaking than anticipated.

I believe we should consider making another $100 mass payment to Gerald Hetrick for the superb job he has been doing in monitoring our web site. I've noticed that since we boosted our payment to Gerald, he has been more responsive to our needs. His prices are well under what we would expect to pay for a similar web site elsewhere.

I am again suggesting that we should reconsider our policy for the use of the "Message Board." Web site usage is way down since we have put stringent rules into effect, which require Eileen to approve any posted message. I suggest the board check out the message board at Western Outdoor Writers. There are unflattering postings often, yet nobody is being sued. Our web site is very flat without this ability to debate on-line.

Supporting Member Rep. - Connie Yingling, Chair. I'm working on a compiling a comprehensive e-mail contact list for all supporting members so that I can send information quickly from my computer. It's almost done; I have to add the new supporting members still. I'll have a separate list for those folks who don't have e-mails (about two or three so far.) I'm still learning what I need to be doing as liaison and I'm requesting input from the supporting members as to what they'd like to see in PowWow, etc.

Youth Mentor Award - Charlie Burchfield, Chair. The applications for nominees for the award have been solicited via PowWow with at least one application for the award received.

Recommendation: The award is worthwhile and the recipients thus far well deserved. However participation at best has been poor. That being noted the award should be reviewed, and determined if it should be continued. If the award is to be continued a suggestion would be for the membership to advertise the award via the media they are published in.

In this case the application(s) could be forwarded to the individual member for a preliminary screening, then several of the screened applications would be forwarded to the Committee Chair to be included in the final selection process. By doing so this could help promote the award and provide the committee with a boarder base of individuals to choose from. Following the presentation of the award at the POWA conference the communicator who submitted the winning name could announce the name, background, etc, in his/her area that in turn would generate additional interest and prestige in the award.

Without doubt there are many individuals across the state qualified for the award however POWA needs to make it special if it is to continue. The question that POWA needs to answer is, "How important is this award to POWA?" The award does hold potential, but if the organization does not show interest in the award is it worth continuing?

Past President's Council - Tim Flanigan, Chair. No report.

Awards Review - Bob Mitchell, Chair. Since assuming chairmanship of this ad hoc committee, I've reviewed the past committee's work and then solicited from John Mahon his thoughts on possible changes to the awards program.

Board Action requested by committee: Guidance. Next step will be to talk with Tom Fegely, to get his thoughts on what the committee did and didn't do last year, and why, and to talk to P.J. Reilly, the current Awards Committee Chairman, to get his thoughts on areas of possible improvement. Lacking any formal mandate from the board, I am trying to not jump to any changes in response to the problems that occurred during last year's awards program.

Truth is, I feel, the awards program has worked well over the years, and great care needs to be taken to make any changes that will involve more work on the part of the chairman. This is already an extremely demanding job.

Current Committee members: So far Bob and Linda Steiner and John Mahn have helped with this review, as have Jeff Mullholem and Tim Flanigan.

Motion: Tussel/Frye to approve committee reports. Passed.

CONFERENCES

Spring 2005 - Alex and Joanne Zidock, Chairs. Everything seems to be falling in order, as planned, with the conference and the conference activities. Rooms are going at a steady pace and registrations are beginning to come in. The Waltons and the Sowas have taken on the task of manning the registration area at the conference. As anyone who has chaired a conference knows, this is a most important task and with someone doing it, it takes a load off of the backs of the chairs.

We'd like the registration to be open on Thursday afternoon and the hospitality room open from 4 p.m., if we can get a "sitter," or we'll open it at 6 p.m. til? on Thursday night. Members John Punola, A.J. Shoemaker and other guides and area personnel will be on hand in the hospitality room on Thursday evening to meet and greet members and spouses.

Speakers are all lined up:

9 a.m. - John Riley, president of the Board of Commissioners of the PA Game Commission. Mr. Riley will NOT talk about the current deer situation; his main thrust will be the history of the Game Commission and other insights and observations. Riley has been involved in the outdoors for more than 40 years. Had been a long-time officer of the PA Federation of Sportsman's Clubs and other outdoor oriented organizations. He actually grew up and lived as a child at the Pocono Manor resort.

10 a.m. - C. Boyd Pfeiffer, accomplished wordsmith and photographer, will talk about how

to approach an assignment from the standpoint of supplying photographs with the words. Basically it's a how-to marry photographs to a story, article or book. And, if he has time, he'll talk about his observations and insights as to what he's learned since he's gotten involved in digital photography. He'll take questions at the end.

11 a.m. - Howell Raines, retired from The New York Times, is a Pulitzer Prize winner and book author. Mr. Raines has been the Time's White House correspondent, London bureau chief, Washington editor, editorial page editor and editor. An avid and accomplished fly fisherman Mr. Raines wrote "Fly Fishing Through the Midlife Crisis" and is completing his current book, with the working title, "Catch and Release", which is due out in the fall. Raines will read a little from his new book, talk about the process of writing, and will allow time to answer questions.

JoAnne and I are planning that everyone who attends will receive a registration bag (kindly supplied by Gander Mountain) and hopefully filled with stuff by many of our other friends in the outdoors. If anyone can get anything to put in the bags, we'll need about 125 or whatever. Anything that's left over will go to the raffle.

I have talked to and have gotten a good response from White Flyer clays and it looks like they are going to supply all of the clay targets we need for Friday's sporting clays shooting, and for Saturday's breakout on the five-stand. Winchester will supply ammo and we're getting some shotguns to test too.

Trout fishermen will be on their own on the resorts miles of prime catch-and-release trout stream, but the Orvis Lodge at Pocono Manor will provide a guide to take the group back to the stream and give pointers and suggestions where to fish.

John Punola, who will give a shad fishing seminar on Thursday night in the hospitality room, says he and/or someone else will take shad fishermen to a good spot on the river. Here again there will not be individual guides but Punola will place people in an area good for shad fishing. John will also provide shad darts.

Maps will be provided to turkey hunters and other outdoor attractions on Thursday night. There are two offers from A. J. Shoemaker and his Adventure on Mules. First anyone (members or spouses) can ride the mules on Friday as a pre-conference event. Then on Saturday the spouses tour will include a mule-drawn carriage ride, lunch at the Memorytown Tavern and shopping at the stores at Memorytown. Then spouses can go to the Outlet stores just a few miles away.

Fall 2005 - Joe Gorden and Len Lichvar, Chairs. Planning for the Oct. 20-23 fall conference in Johnstown continues to proceed at a steady pace with no problems to date. We request that the board grant permission to post our activities and other pertinent material on a web site devoted to the conference and hosted by the Greater Johnstown/Cambria County Convention and Visitor's Bureau.

This would allow us to provide potential attendees with more information about activities both connected to the conference and otherwise available than we can through traditional communication in the pages of POW-WOW. A test site has been posted to indicate the general design and vision for our site. We further request that the board approve a link from the POWA web site Members Only section to the conference web site, and we strongly suggest that the board take whatever action necessary to allow members to register for this and future conferences online through use of a credit card.

We'd like to point out that setting up such a system would allow not only online conference registration, but also would make it possible to sell items such as hats, mugs and T-shirts through the POWA web site. That would be much more convenient that the present system, and might prompt a slight increase in members purchasing such items.

To our dismay, we have found that Johnstown offers far more opportunities than we can fit into the conference. We hope to encourage POWA members to arrive a day early or stay an extra day to enjoy one or two more experiences, or to pick up enough information and photos for one or two more stories.

To take full advantage of our later-than-usual dates, we have put together an extensive number of hunting-related activities and are considering adding a few more. We also plan to offer enough fishing to satisfy the hard-core anglers. We have prepared an impressive list of attractions for self-guided spouse's tours.

We have confirmed seminars by two newsmakers: PA Fish and Boat Commission Fisheries Manager Rick Lorson, who has witnessed the comeback of the Stonycreek River from a lifeless drain to a growing fishery, will speak about recovering rivers and urban fisheries. Penn State professor Dr. William Sharpe will discuss his long-term studies of the effects of acid precipitation on forestry resources, and will lead a tour of his study areas. We have scheduled one craft-improvement seminar: Jerry Bush will tell us how outdoor communicators can best take advantage of e-Bay not only to market their products, but as a source of low-cost supplies. One craft-improvement seminar slot remains open at this time.

Finally, through the generosity of an anonymous donor, we will be able to honor our past presidents as part of POWA's 55th anniversary. That special recognition will include free conference registration and banquet meals for the presidents and their spouses. Requested board action: To plan and execute an outstanding fall conference. Committee members: Joe Gorden, Len Lichvar, Larry Adams, Lisa Lybarger, Lisa Dailey, Joe Workosky, Roger Kerekes.

Spring 2006 - Proposal from State College - John Swinton will chair the State College conference.

Motion: Steiner/Tussel to hold Spring 2006 conference at Ramada Conference Center in State College, PA. May 19-20, 2006. Passed.

Fall 2006 - Ernie Aharrah, Bob Barrickman, John Street and Gil Twiest, co-chairs. John Street and I, along with Gil Twiest and Bob Barrickman, would like to invite POWA to Clarion in 2006. We are willing to host either the spring or fall meeting. I had talked with some others in Erie and they thought fall might be better since we are to be in Johnstown this fall. Does that mean that only fall meetings will be held in the west and spring meetings in the east? We believe that the Holiday Inn would be the most likely place to hold the conference. Please let me know if you would like more information.

Motion: Tussel/Frye to approve committee reports. Passed.

OLD BUSINESS

POWA & eBay: Robert Hilliard -- I propose that the membership be solicited for items they would be willing to donate to POWA for sale on E-Bay. For instance, I have several limited-edition wildlife prints and a complete collection of Peter Hathaway Capstick books ("Death in the Long Grass") that are used but in excellent condition that I would donate - John Street. John and I had talked about this and I've volunteered to handle the transactions for POWA on eBay. My only cautionary note on this subject is that we should be mindful of the potential for this auction to detract from the fund-raiser auctions at conference (i.e., people might donate items to the eBay auction that would normally go to the conference auction). The eBay auction certainly has the potential to raise more money per item, but I know many people look forward to the conference auctions.

Motion: Hilliard/Steiner to accept donations and begin POWA eBay program. Passed. Board has also directed Hilliard to prepare guidelines for handling eBay donations.

Advertising in PowWow: See Sam Hossler's report. Ron Tussel also received an e-mail from Walt Young with his thoughts on advertising in the POWA directory, stating:

"Also, since you are on the board of POWA, let me, both as a member and a supporting member, tell you that the idea of accepting advertising in the POWA directory is idiotic. There is no value whatsoever to supporting members to spend more money on an ad to a miniscule audience that does nothing but mooch free product from them whenever and however they can. Further, even if a few of them would decide to waste money on a so-called ad, why clutter up the directory with such useless nonsense? Have you tried to find anything in the hunting and trapping digest lately? Do what you can to kill that stupid idea, please. Best, Walt."

Motion: Mulhollem/Ballantye that advertising not be allowed in any POWA publications. Passed.

Membership Recruitment Brochure: Jim Fitser and Dennis Scharadin volunteered to look

(continued on page 18)

March Interim Board Meeting Minutes, cont'd

over the current membership recruitment brochure and update. We need new artwork and edited text.

55th Anniversary Celebration: See Joe Gorden's conference report.

Membership Recruitment: The ED sent approximately 150 letters and a copy of PowWow to OWAA members in Pennsylvania and surrounding states. Eight new active members have resulted from that effort. ED also sent approximately 30 letters to potential supporting members and 10 have applied and been approved for membership from that effort.

I'd like to challenge each board member to bring in at least one new member (either individual or supporting) this year. I think we need to have an aggressive membership recruitment commitment from the board. Of those 150 letters sent, I think follow-up phone calls from one or even two board members (dividing the list between all board members) inviting them to join POWA and outlining the benefits should be incorporated with that recruitment effort. A follow-up postcard listing the benefits could be mailed from POWA.

Motion: Mulhollem/Tussel to establish Membership Recruitment as an ad-hoc committee this year and standing committee for future years. Passed.

NEW BUSINESS

Approve new members:

Motion: Burchfield/Steiner to go into executive session.

Motion: Steiner/Englehart to come out of executive session.

New members: Richard Jackson (Apprentice), Ralph Scherder (Apprentice). Both approved.

New Supporting members: Carson Optical, Forest Stream Publishing, United Cutlery, Wildlife Research Center. All approved.

Youth Hunter, Trapper Education Award: Jim Seitz, YHEC, wrote: "Please ask your Board if they would like to create a new award category entitled, Youth Hunter, Trapper Education (YHTE) or Youth Hunter Education Challenge (YHEC).

Motion Burchfield/Steiner for Executive Director to contact Jim Seitz regarding establishment of new contest. Passed.

Craft Improvement Committee:

PowWow editor Linda Steiner wrote: I currently have in hand a craft improvement article by Bob Mitchell and another one ordered from Bob Myers. I spoke not long ago with Bob Frye, Craft Improvement Committee Chairman, and he is working on obtaining some, too, but I haven't heard back from him as to who/ scheduling. Yes, I would appreciate any (all) of the board members, who are by definition outdoor communicators with expertise worth sharing, contributing a craft improvement article, on a topic of their own choosing, to PowWow. If any are agreeable, they should contact me and we'll chat about the topic/scheduling.

Also, if they have a suggestion on a subject and/or an individual whom they would recommend to write a craft improvement article, they should also let me know. I'll keep Bob Frye informed (we'll work together on this).

The craft improvement columns in PowWow are one of the newsletter's most important features. That's why I like to include at least two on different subjects in each issue. They need not be long and they need not be "just" about writing, but also photography/ illustration and (especially needed) the business end of the business. One of the reasons for the existence of POWA is so we can learn from each other how to be better at what we do, and PowWow's craft improvement columns, even more than conference seminars, reach all members. Thanks in advance for your help. .

New Logo: Bob Sopchick said he would be very interested in designing a new logo for POWA. Something to bring it more current and jazz it up. There is no proposal at this time.

1st and 2nd VP Duties as Conference Chair: ED Eileen King wrote -- It's been extremely difficult finding members to chair a conference because they are under the misapprehension they have to do all the work. However, the 1st and 2nd VPs are responsible for much of the planning, as outlined in the Duties Manual. I have been collecting the registrations and printing badges the past three years, which has relieved the local chair of that responsibility. The local chair would then only have to be concerned with what is really his responsibility -- setting up trips and making sure the site is staying on task.

Motion: Englehart/Steiner to update duties manual and follow procedures of vice presidents regarding conferences. Passed.

Supporting Members Bringing in New Members: ED Eileen King wrote -- I had a supporting member tell me he brought in three new members this past year. He could not sponsor them, however, and passed them along to active members who could sponsor them. He wondered if their dues could be waived if they bring in three new members in a year. Can this be done and how can we track it?

Motion: Burchfield/Mulhollem to review policy that keeps supporting members from sponsoring new members. Passed.

Minimum Age for Applicants: A young woman wishing to join raised the question of the 21-year-old age limit. The minimum age limit still appears on old membership applications, but that was eliminated by board action in 1996. Applications will be updated to reflect the change.

Senior-Active Membership Dues: The ED received a note from a member requesting POWA reduce (by half) the annual dues for senior members. He states both OWAA and NYSOWA have this policy. No action taken.

POWA Logo and Link on Outdoor Wire: Should POWA request a link on the Outdoor Wire? Discussion by board. No board action.

Cookbook Fundraiser: ED Eileen King received this information -- "I just received a copy of the production schedule from the publisher. We will have a copy of the cover for promotional use by the end of June. The book will be released August 30, 2005, in time for the Christmas gift-giving season. Jim Casada edited the cookbook and wrote all of the chapter openers.

"The name of the cookbook is 'Wild Fare and Wise Words: Recipes and Writing from the Great Outdoors.' The South Carolina Outdoor Press Association Inc., the Harry R.E. Hampton Memorial Wildlife Fund Inc., and the South Carolina Wildlife magazine formed a partnership to produce the cookbook as a national ready-made fundraiser for outdoor writers organizations, state

Bob Steiner Photo

At the spring board meeting, during a lighter moment, left to right, Charlie Burchfield, Eileen King, Rob Hilliard, Terry Brady, Connie Yingling and John Swinton.

wildlife magazines, conservation organizations and sportsman organizations.

"The retail price is $19.95, and POWA will be able to purchase the cookbook directly from the publisher by the case for $10 a book (the case will be 10 to 12 cookbooks). POWA could market the cookbook to its members through the newsletter, direct mail, conference -- if all of your members purchased a book, that would be an approximate profit of $3,980. POWA could also market the cookbook for retail sales through columns written by active members. Once the promotional materials are available, I'll send you a package." - Gail Wright

Discussion on fear of POWA ending up with unsold books, which would in turn cost more money than endeavor made. No board action.

Member Audit: ***Motion:*** Mulhollem/Tussel to move Robert Lapsley to next year's audit list due to health problems. Passed.

Duties Manual: ***Motion:*** Steiner/Mulhollem to put duties manual on POWA website. Passed.

Youth Mentor Award: ***Motion:*** Burchfield/Steiner to request Awards Review Committee review Youth Mentor Award. Passed.

Winter Interim Board Meeting: Discussion on need for winter interim board meeting due to inactivity of board concerning board business leads to large workload. ***Motion:*** Tussel/Ballantyne to reinstate winter interim board meeting. Passed.

Ways & Means Committee Incidental Charges: Discussion on the occurrence of incidental charges during conference auctions. ***Motion:*** Mulhollem/Burchfield allowing Ways & Means Committee Chair to handle incidental charges for conference auctions. Passed.

Motion: Burchfield/Englehart to go into executive session. Passed.

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

Youth Grants: ***Motion:*** Tussel/Mulhollem to accept youth grant proposals. Passed.

Nonmember News items: Discussion on nonmembers with news items being allowed to access membership list and e-mail members with such items.

Motion: Steiner/Mulhollem to have board decide on each news item by nonmembers to allow Executive Director to e-mail members. Passed.

Bylaws Change: Discussion on bylaw language being sufficient/insufficient in dealing with the recall of an officer whose actions becomes detrimental to the well-being of the organization. ***Motion:*** Ballantyne/Englehart to request a bylaws change regarding recall of officers and board members. Passed.

Fall 2005 Conference: Motion Hilliard/Frye to allow link on Johnstown website for Fall 2005 conference. Passed

Life Membership Proposal: Discussion on offering life membership to two members. No board action.

Meeting adjourned at 5:41 p.m.

Respectfully submitted,
Ron Steffe, Secretary

TREASURER'S REPORT

by Rob Hilliard
9/1/04 - 4/30/05

INCOME ACCTS.	***04-05 Budget***	***Year to Date***	***05-06 Budget***
Active Members	$12,500	$12,426	$12,500
Supporting Members	12,500	12,350	12,500
Merchandise Sales	-	38	50
Ckg. Interest/Misc.	50	358	50
Net fm. Conferences	6,000	3,845	6,465
TOTAL INCOME:	**$30,550**	**$36,031**	**31,565**

EXPENSE ACCTS.	***04-05 Budget***	***Year to Date***	***05-06 Budget***
PowWow (print/edit)	$7,500	$5,370	$7,500
Postage, PowWow	1,700	1,212	1,800
Postage, General	1,789	1,231	1,700
Officers Expenses	140	-	-
Exec. Dir. Office	2,800	2,366	2,800
Exec. Dir. Stipend	8,806	5,871	9,200
Exec. Dir. Bonus	500	500	-
Plaques, Supp. Mbrs.	-	734	600
Website	200	-	750
Liability Insurance	500	541	550
Bonding	415	-	415
Member Directory	1,800	375	1,800
Cost of Awards	200	2,029	200
Sport Shows	200	74	100
Interim Board Mtgs.	400	527	550
Bank/Credit Card Fees	800	463	800
Miscellaneous	2,800	2,587	200
Accounting Fees	-	-	2,600
TOTAL EXPENSES:	**$30,550**	**$23,880**	**$31,565**

POWA Assets (as of 4/30/05): General Fund $15,850 / Emergency Fund $10,979 Youth Outdoor Education Fund $4,548 / Will Johns Scholarship Fund $49,068 / Will Johns Scholarship Fund Investments $30,000 / Total POWA assets: $110,445.

SPRING CONFERENCE WRAP-UP ... BY ALEX AND JOANNE ZIDOCK

As any of you know who have hosted a conference, there's almost as much paperwork after the conference as in its preparation. As with all things, the more extravagant the production, the more extended the cast. And while the list of thank-yous appears in this issue -- and Eileen will send individual thank-yous, and we'll send some thank-yous ourselves -- we fret someone will be overlooked. If that happens, we are truly sorry, because without each and every one of our "helpers," this conference would not have been as enjoyable.

Thanks to friends John Riley, who is never afraid to meet the press; to ***C. Boyd Pfeiffer,*** *who never has refused to answer our call; and to our new acquaintance Howell Raines, who did not hesitate in his response and who eloquently concluded our morning seminars.*

We would like to personally acknowledge Dottie and ***Stan Sowa*** *and Nancy and* ***Rich Walton,*** *who jumped in as soon as the site was announced. Their offer to "handle registration" was a tremendous help. They came in extra early and without their help stuffing registration bags, we might not have been ready until Sunday. Ed and Doris Matheny's early offer to coordinate hospitality rooms also lightened our load.* ***Eileen King*** *kept us on track, made important contacts and provided support. John McHale and the folks at Pocono Manor Golf Resort and Spa are the best in the Poconos.*

Thanks to the membership for an opportunity to show off our Pocono Mountains. Oh, and we appreciate receiving copies of any articles that are written as a result of your visit ... send them directly to me (and I'll pass them on) or to whomever you write about. I already received a very nice one from ***John McGonigle*** *about the Bog ... that's quick work. Tear sheets are important, as you well know.*

Bass Pro Shops Pass It On Award deadline is August 31

The second annual **Bass Pro Shops** Pass It On Award wants to recognize and praise a POWA active member in good standing who has been responsible for introducing people (novice adults, children or a group, audience or readership) to the outdoors or enhancing their appreciation of the outdoors.

The Bass Pro Shops Pass It On Award will be awarded to an active POWA member in good standing and shall be given for the best: 1. Published newspaper or magazine article; 2. Broadcast radio or television program; 3. Commercially marketed video; OR 4. Black and white or color photo or art; that most effectively promotes passing on the love and appreciation for the outdoors, natural resources and pursuits such as hunting, fishing, trapping, hiking, camping, boating, birdwatching, and nature appreciation.

A panel of three judges selected by the POWA president shall judge the contest. There will be only one winner for this award. The winner will receive a $300 check from Bass Pro Shops and a plaque.

The entry must have been published and paid for between July 1, 2004 and June 30, 2005. Three copies must be submitted. Publication and date must be on the entry. Please remove your byline from two copies of the entry, but leave all identification on the original. Entries must be received by August 31, 2005. Send entries to: P.J. Reilly, POWA Awards Chair, 519 Westfield Dr., New Holland, PA 17557.

Please include a self-addressed, stamped envelope if you want the materials returned. The award will be presented at the fall 2005 conference at Johnstown.

A sunny Saturday afternoon for POWA's spring conference breakout was appreciated by all attendees. The event was held on the grounds of picturesque and historic Pocono Manor and was the best-attended breakout, in numbers of supporting members, in recent years. Supporting members complimented the interest of POWA's professional communicators in their products and services. Supporting member liaison Connie Yingling, seen at center, of the Maryland Office of Tourism, will be coordinating the fall breakout.

PowWow

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

REMEMBER:
Send your tear sheets of POWA conferences to Exec. Director Eileen King and you could win a FREE registration at your next conference!

AUGUST / SEPTEMBER
PowWow Deadline
July 1, 2005
Please Be On Time