

RENEWAL  
RAFFLES  
ARE HERE!  
(P. 2)

# PowWow

Newsletter of the Pennsylvania Outdoor Writers Association

Nov.-Dec. '07 / Jan. '08

## New Life Member, awards highlighted fall conference in Carlisle

POWA's fall conference in Carlisle started in the rain and mist, but ended with a sunny, near-perfect early fall day. We're not saying that POWA's going to southcentral Pennsylvania made the sun shine, but to conference attendees that seemed to be the case.

At the banquet, the gavel was passed from outgoing President **Linda Steiner** to incoming President **Ron Tussel** (right). Election results were announced, with **Tom Tatum** as the new 2nd Vice President and **Harvey Bauer** and **Steve Sorenson** filling the expired seats of Directors **Bob Ballantyne** and **Charlie Burchfield**. Bob and Charlie and outgoing Secretary **JoAnne Zidock** received POWA certificates of appreciation for their good work on the board.

In a surprise announcement (to him), **Kermit Henning** was inducted into Life Membership (see story, page 6). The winners of the two fall awards were also revealed. **Don Feigert** won **Bass Pro Shops** "Pass It On" Award, for a piece entitled, "Take a Kid Wild Trout Fishing," published in the Sharon Herald, May 11, 2007. **Phil Burkhouse** won in the inaugural year of the POWA Photo Art of the Year Award, sponsored by **Vivid Publishing**.

-PW-



Photo by Alex Zidock



Photo by Phil Burkhouse

*Congratulations to Phil Burkhouse, whose photo, "Woodie Reflection" (left), won the 2007 POWA Photo Art of the Year Award.*

*The new award is sponsored by Vivid Publishing. Phil receives an award plaque, \$150 and a display-size photo-on-canvas print of the image, from the sponsor. Ten photos were entered in the first year of this contest. Instructions on entering the 2008 Photo Art of the Year contest will be published in the April/May PowWow. Voting by member-peers takes place on the POWA Web site.*

-PW-

**Is this your year to win? Enter POWA's Craft Awards Contests and find out!**

In the centerspread, you'll find information on how to submit your work to POWA's prestigious and lucrative "Excellence in Craft Awards." Postmark deadline for mailing entries: **January 24, 2008.**

To enter correctly, be sure to read the general submission directions, as well as the submission criteria for all individual awards. Contact POWA if you have entry questions. The POWA awards will be presented at the spring 2008 conference banquet.

Last year, just over 40 members submitted nearly 300 pieces of work. Some categories had a handful of entries and entrants, while others had dozens of entries.

How will your work measure against your peers' entries this year? You have to enter to find out and to win! There is no additional member cost to be part of POWA's awards program.

# POWA Committees 2007-08

<u>Committee Name</u>	<u>Chairman</u>	<u>Board Liaison</u>
Awards	VACANT	Tom Tatum
Awards Review	Bob Mitchell	Harry Guyer, Jr.
Constitution and Bylaws	Jim Fitser	Tom Tatum
Craft Improvement	Linda Steiner	Harvey Bauer
Duties Manual	Bob Mitchell	Harvey Bauer
Editorial Review	Sam Hossler	Jerry Hassinger
Ethics	John Swinton	John Swinton
Finance and Budget	Bob Lollo	Harry Guyer, Jr.
Financial Auditing	Harry Guyer, Jr.	Harry Guyer, Jr.
Historical Archives	VACANT	Bob Lollo
Membership Audit	Linda Steiner	Linda Steiner
Member Development	VACANT	Chris Berg
Member Screening	Dennis Scharadin	Jerry Hassinger
Nominating	Don Feigert	Ron Tussel
Outdoor Education	Kermit Henning	Bob Lollo
Past Presidents Council	Russ Englehart	Linda Steiner
Scholarship	John Swinton	John Swinton
Sport Shows: Harrisburg	Kermit Henning	Frank Felbaum
Supporting Member Rep.	Connie Yingling	Chris Berg
Supporting Mbr. Screening	Harry Guyer, Jr.	Harry Guyer, Jr.
Technology/Web Site	Advisor, Tracy Watt	Steve Sorenson
Ways and Means	VACANT	Steve Sorenson

Other appointments:  
 Parliamentarian -- John Swinton  
 Secretary -- VACANT

# PowWow

Dec. 2007 / Jan. 2008

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

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### "New" POWA Officers 2007-08

**President - RONALD M. TUSSEL, JR.**  
 RR 1, Box 362, Hawley, PA 18428  
 570-685-7333, [rontussel@itjs.net](mailto:rontussel@itjs.net)  
 1st V.P. - HARRY GUYER, JR.  
 2nd V.P. - TOM TATUM  
 Secretary - VACANT  
 Treasurer - BOB LOLLO  
 Board Chair - LINDA STEINER  
 Board of Directors (term ending):  
 JERRY HASSINGER ('08); VACANT ('08);  
 CHRISTIAN BERG ('09); FRANK  
 FELBAUM ('09); STEVE SORENSON  
 ('10); HARVEY BAUER ('10)  
 Sup. Mbr. Rep. - CONNIE YINGLING,  
 Maryland Office of Tourism Development  
 Parliamentarian - JOHN SWINTON  
 POWA Historian - VACANT  
 PowWow Editor - LINDA STEINER  
 POWA Legal Counsel -- METTE, EVANS  
 & WOODSIDE, Harrisburg, Pa.



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### Member contributors to this issue:

Alex Zidock, Phil Burkhouse, Ron Tussel, Tracy Watt, Freddie McKnight, Rich Walton, Jerry Bush, Tim Flanigan, Kermit Henning, Sam Hossler, Doyle Dietz, Harry Guyer Jr., John Swinton, Bob Lollo, Connie Yingling, Christian Berg, Patty Burdge

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## POWA Membership Raffles

### YOU COULD WIN NOT JUST ONE, BUT TWO REMINGTON FIREARMS

in these raffle opportunities that were sent with your 2008 membership renewal.

\*\*\*

**Raffle #1: Remington/POWA Super Bowl '08 Raffle** -- Model 700 SPS Buckmasters Edition (Camo) 7mm Remington Magnum rifle.

**Raffle #2: Remington/POWA April Fool '08 Number Raffle** -- Model 870 SPS Max Gobbler 12 gauge shotgun, 23-inch barrel and Knoxx SpecOps Stock.

\*\*\*

That's right. For the first time ever, POWA is offering members an easy way to win valuable prizes, donated by supporting member **Remington**, outside of the usual conference fund-raiser structure. Ways & Means Chairman **Jerry Bush** has developed two fun games that will brighten your winter, make watching the Super Bowl even more exciting and be "no joke" on April Fool's Day, if you win.

How do you enter? All the information about rules of play is included with your POWA 2008 renewal form. The renewal form itself has two spaces where you can indicate how many chances you want to buy in each raffle. Each chance costs \$10. Just add the appropriate amount to your renewal check, and Jerry will place your name into the raffle grid that many times. Then just sit back and wait to hear whether you won!

Only 100 chances (grid spaces) are available in each contest, so enter early to get the number of chances you want! If all grid spaces sell, POWA's finances will receive much-needed income of \$2,000 next year ... thanks to Remington for donating the firearms!

# President's Message

by Ron Tussel

Photo contributed by Ron Tussel



**Ron Tussel, daughter Cheyenne and son JohnMichael, with some of the woods bounty the family enjoys.**

Another autumn is upon us. It is one of my favorite times of the year. This is the season of harvest, a time of gathering and collecting and stocking the larder for the coming winter.

At no other time of the year are our natural senses and urges as hunters and gatherers more acute and alive. This is the time of year when we reap the bounty that the growing season has bestowed upon us. It is the season that inspires traditions.

In your house, perhaps it is the ritualistic canning of the surplus tomatoes from the family garden. In another house, it may be heading to deer camp in order to try and fill the freezer with some venison. At yet another house, it may be the tradition of gathering wild fruits, such as blueberries, grapes and elderberries, in order to spend some quality family time preparing jellies and jams to be used at the table or perhaps for Christmas gifts.

It is all of these things at our house, and plenty more. I can never wait for the fall mushroom picking, when we head out as a family after the warm autumn rains, to fill baskets and bags with our year's supply of wild mushrooms. Sure the picking is fun, but then so is the sautéing and dehydrating and putting up of the batch to be used sparingly until next autumn's bounty.

Of course, I would be remiss if I did not mention fall fishing, along with our other traditions. It is during this autumn season that the American eels make their way down the Delaware River and head for the sea. It is during this migration when we are able to buy a quantity from a local eel supplier and go through the process of cleaning, brining and smoking these delicious, albeit not pretty, fish for vacuum sealing, so that we may enjoy their bounty throughout the winter.

To me, this season is all about traditions and traditions are all about family. You

know my immediate family; you see them with me wherever I go, and that includes POWA conferences and events. For me, sharing what I learned about the outdoors while I was growing up and now making our own family traditions are what being a lover of the outdoors is.

It was for that very same reason that I began scribing tales of my adventures and outings. I was lucky enough to find that our local newspaper was aware of the rich outdoor traditions in our region, and they took on my weekly column. That was a lot of years ago and a lot of columns, not just in that paper but several others, and many magazines, to boot. Oh yes, with a little radio and television broadcast thrown in.

My desire to write about my outdoor passion and heritage led me to the Pennsylvania Outdoor Writers Association. Oh, I had heard of it when I was younger. Hearing stories of legends such as **Roger Latham** and **Jim Bashline** and other such noted scribes and reading their materials were much a part of my learning curve as a youngster. I read every story in Pennsylvania Game News and The Pennsylvania Sportsman and, of course, many others.

I knew of these writers and what their words meant to me. I, too, wanted to become

one of them. So it was that I joined POWA.

As I got to know the many good people, some of whose material I had gleaned over the years, I realized that I had indeed joined a new family or at least extended my current one. I quickly realized what this group was all about, and I wanted to be a part of it. I met good people, learned great things to help me get published more and saw an organization that cared and gave back.

I saw an organization dedicated to promoting our outdoor traditions and heritage, and I wanted to do the same. So I made a commitment to get involved and to help out. I served a few terms as Secretary to the Board of Directors. This really helped me to see how things were run and how everyone handled their roles.

When I was elected to the Board of Directors, it was a privilege for me. I felt that now I was in a position where I could really become active and help steer the ship.

Somewhere along the way, I also signed on to chair a conference in the Poconos. This, too, was a learning experience, but one that helped me understand better what taking on such a project entailed. This would later become information and experience that I could pass on and share and offer to those who might be considering hosting a conference.

I took all of this with me through the Vice President positions and have now landed at the position of President. To me, this means yet another and greater chance to give back to POWA and the share in the hard work that we all do at promoting our outdoor traditions and resources.

I would hope and expect that the coming year will be filled with everything positive for the future of what we love to

(continued on page 10)

## POWA 2008



## Events Calendar

**January 24:** Deadline to send Craft Awards submissions to POWA. For entry instructions and award categories, see pages 8-10.

**May 15 - 18, Spring Conference:** Holiday Inn Conference Center, Fogelsville, Lehigh Valley. Chairs - Chris Berg and Mark Demko. See page 14 for more details.

**Fall 2008 Conference:** Tentatively central state. Contact Exec. Director Patty Burdge or Pres. Ron Tussel. Local conference chair and assistants needed.

**Spring 2009 Conference:** Tentatively the "Oil Region" (Venango County) in celebration of Pennsylvania oil's 175th anniversary. Contact Conference Chair Marilyn Black, 1st VP Harry Guyer Jr. or Exec. Dir. Patty Burdge. Date t.b.a.

the anti-spam guidelines established by each search engine.

-- A ranking report is generated to measure search results and rankings across the leading search engines. For existing Web sites, this report can be run prior to SEO to establish a benchmark of search engine positioning that can be used to measure the effectiveness of the SEO program. For new Web sites, this report should be run one or two months after the initial launch date

\* \* \*

## Google AdWords

Even when you do everything right, search engine placement can be elusive. How can you get your site to come up first, or at least on page one or two? The answer is simple -- pay for Sponsored Searches.

Google's text-based system for advertising on its site is called AdWords. The service allows you to create your own ads, choose keywords to help match your ads to your audience, and control the cost of your advertising—you pay only when people click on your ad (a cost-per-click plan).

To use AdWords, you create ads that Google shows alongside regular search results. Your ads appear when somebody searches for keywords you've told Google you want to be associated with. For example, if you have a site that sells turkey hunting books, you might want your ad to appear alongside Google results when people search for turkey hunting or hunting books.

AdWords can be a good choice when you have limited funds for reaching your audience. You can advertise on Google for as little as \$1.50 a month. Google charges just \$5 to sign up for AdWords and, after that, you can set a budget as low as five cents per day.

AdWords is very much a direct marketing tool. Your competition may include not just a savvy Webmaster or two, but teams of marketing experts who know direct campaign angles inside out and work full-time to massage AdWords. That's important to remember, because when you run a campaign, you or your "campaign manager" have to pay close attention to your competition to make sure your ads are getting the positioning and clicks that make it worth doing in the first place.

\* \* \*

## Sitemaps

This protocol informs search engines about URLs on a Web site that are available for crawling. It allows inclusion of

## Increasing Your Web Site Traffic

*It's all about Search Engine Optimization*

Search engines are the most important source of Web site traffic. They provide an opportunity to reach the broadest range of Web users and target only those searching for specific keywords.

Getting listed in search engines is relatively easy, but appearing near the top of the list for any given search can be quite a challenge.

Each search engine ranks sites differently. Some emphasize popularity; others stress keyword counts or placement; still others evaluate the relevant number of links to your site. Each search engine weighs varying factors, using slightly different formulas.

According to November 2005 figures from Nielsen/NetRatings, Google has the largest share of U.S.-based Web searches, with 46 percent. Yahoo is second, with 23 percent, and MSN third, with 11 percent.

Search engine rankings can be increased in several ways:

- Add a Blog
- Search Engine Optimization Service
- Sponsored Searches / Google AdWords
- Generate a Sitemap
- Incoming Links

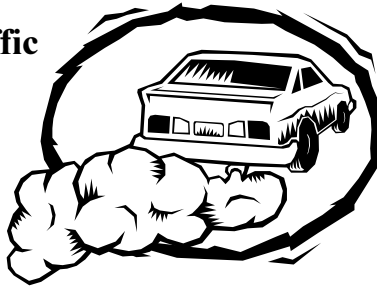
\* \* \*

### Add a Blog

Blogs are relatively easy to create and maintain. Their popularity makes them natural targets for traffic. Their constantly changing content attracts the search engine spiders.

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

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



much the same purpose.

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

\* \* \*

### SEO Service

Search Engine Optimization (SEO) begins with market research to determine the most appropriate search words or phrases related to your business. This process includes examining the content and business model of your Web site. Utilizing proprietary analysis software and taking into consideration keywords you provide, an ideal set of keywords and keyword phrases for search targeting is created. SEO Services include the following:

-- Based on the keywords chosen, search-engine friendly HTML code is constructed, which may include titles, meta descriptions, image alt tags, and other ranking strategies.

-- The Web site body content is also analyzed for keyword density structuring. As necessary, improvements are made by weaving the target search words and phrases throughout the existing text to increase keyword density, while preserving the intention and readability of the text. Simply updating/changing text on all pages will bump up search engine rankings.

-- The site's navigation structure is reviewed and, if necessary, converted from object-oriented to CSS. Page footers are modified to include all main links or a site contents link. Top page keywords are added as text, generally above the site banner, just after the html body tag.

-- Your Web site URL is submitted to hundreds of search engines and directories. This is performed in strict accordance with

additional information about each URL, such as when it was last updated, how often it changes, and how important it is in relation to other pages in the site. This helps search engines to crawl the site more intelligently.

Once generated, a sitemap should be submitted to search engines. Since Google, MSN and Yahoo use the same protocol, having a sitemap would allow these popular search engines to have the updated pages information.

Sitemaps supplement and do not replace the existing crawl-based mechanisms that search engines already use to discover URLs. Submitting sitemaps to a search engine simply helps that engine's crawlers to do a better job of crawling the submitted site. Using this protocol does not guarantee that your Web pages will be included in search indexes, nor does it influence the way that pages are ranked by a search engine.

\* \* \*

### Incoming Links

Finally, one other way to rank high with the search engines is to have many incoming links to your Web site from other Web sites. This can be accomplished simply by offering link exchanges with as many online business associates as possible.

-PW-

## YOUTHS ARE NEWSMAKERS

The youths who attended the Wildlife Leadership Adventures workshop this year are available as newsmakers for your articles and columns, says Gail Farmer, WLA Program Coordinator: "Communication with the media is one of the most important leadership skill development areas, but it is also one of the most challenging areas of outreach for the youth to achieve. It can be hard for them to locate who to contact for an article and how to reach them. POWA members can help these future leaders in conservation by interviewing program participants from your readership area and writing an article featuring them and their experience in the Program."

She says that the Wildlife Leadership Adventures program aims to instill a long-term commitment to conservation action: "Please help us encourage conservation outreach efforts in these teens by featuring them and their activities in an article. You can contact me directly to contact youth in your readership area that have participated in the program." Farmer can be reached at 610-756-3194; gfarmer@picweb.org. -PW-

# Market News

by Freddie McKnight

## The Bird Hunting

**Report**, a monthly newsletter, publishes experience-based, fact-checked reports that make educated value judgments and recommendations about available worldwide hunting opportunities on both public and private lands, lodges and clubs, or "do-it-yourself."

This is a great secondary market for information you've gathered for other stories. No fancy writing styles required; report format straightforward. No photo support necessary. Payment: 16 cents per word for an 800-1,000 word report. Contact Managing Editor Tom Carney, tom-bhr@hughes.net.

\* \* \*

**BigGameHunt.net** seeks articles from the big-game hunting community on general hunting tips and advice -- all big-game species, firearm selection, archery tactics, muzzleloader tips and pieces on current hunting issues.

In general, the editors work one year in advance. Compensation is based on your experience, the quality of the piece and photos submitted with the manuscript. You must hold all copyrights for the content you submit.

Complete guidelines are available at [www.biggamehunt.net](http://www.biggamehunt.net); click "Write For Us." Submit your article via e-mail to [info@biggamehunt.net](mailto:info@biggamehunt.net), or send mail to RiderWeb Inc., 3440 Essex Ct., Craig, CO 81625, 970-824-9333.

\* \* \*

**FUR-FISH-GAME** needs more and better hunting and fishing stories, especially feature-length stories of 1,800 words or more.

We are especially looking for small game or predator hunting stories that might interest the more experienced outdoorsman. No back-to-basics or beginner instruction, please.

Feel free to query as many ideas as you like, but do include enough information so we can appraise what might make the story especially interesting to our readers. Also let us know what kind of

photo support you may provide.

We pay \$250 for feature articles with photos, and we may exceed that pay for something that is of special interest. We pay proportionally less for shorter stories or stories without photos. But we need those, too.

Write to Mitch Cox, FUR-FISH-GAME, 2878 E. Main St., Columbus, OH 4 3 2 0 9 ;

[mitchcox@furfishgame.com](mailto:mitchcox@furfishgame.com).

\* \* \*

**Fishing's Greatest Misadventures** is looking for bizarre, disastrous or comical fishing stories. Got one? Submit it for publication in the forthcoming book,

Casagrande Press is seeking fishing misadventure stories, articles and essays for publication in the forthcoming book, "Fishing's Greatest Misadventures." The press is looking for nonfiction fishing stories about bad judgment calls, pranks, comic/ironic episodes, disaster, attacking fish or other animals, bizarre injuries, misfortune, injury, loss of wit or limb, panic, critical conditions, contest meltdowns, rough weather, everyday fears, fishing trips gone wrong, engine failure and lost at sea episodes, etc.

The press looks for stories that tell a good tale, develop the depth of the characters involved, and have a tight narrative tension. There is no fee or cost to submit a story. Previously published stories accepted. Writers paid \$100 and contributor copies upon publication. Taking submissions through April 15, 2008. Submit online at [www.casagrandepress.com](http://www.casagrandepress.com).

\* \* \*

*Editors -- E-mail Freddie McKnight with your news of markets and career / assignment opportunities. [WMOuthdoors@dishmail.net](mailto:WMOuthdoors@dishmail.net). We will also place them on POWA's Web site.*



## '07 Fall Conference Highlights



**Kermit Henning** not only chaired POWA's 2007 fall conference and planned the weekend for the rest of us, but POWA had something planned for him, which was revealed at the conclusion of the Saturday night banquet. Above, Kermit listens as President **Linda Steiner** reads the "special announcement." He didn't realize, until she was about three-quarters of the way through, that the person being lauded was him! Kermit was honored for his service to POWA by being inducted into the rolls of Life Membership. Congratulations, Kermit, and many thanks for all you do for the organization. In the photo above, do you think Jo Ann Henning was "in" on it?

Kermit was voted as a Life Member at the Saturday afternoon membership meeting (and we had to slyly get him to leave the room to do so). Here is what POWA Past President **Tim Flanigan** said in making the motion:

"It is indeed an honor to nominate a 28-year member and Past President of the Pennsylvania Outdoor Writers Association for Life Membership in the association.

This devoted member has performed yeoman's work on behalf of the association in general and the Outdoor Education Fund in particular during his long tenure.

This member has served in nearly every capacity and office of the association and annually coordinates POWA's presence at the Eastern Sports Show. There he has also coordinates the fund-raising auction to benefit the Outdoor Education Fund, a committee that he has chaired with great success for many years. As chairman of this vitally-important committee, he not only helps raise the funding, but also coordinates the acceptance of grant request and the dispersal of funds -- no small job.

On successive years, this member has won the \$1,000 prize in the annual casting contest at the Harrisburg show and donated his winnings to the Outdoor Education Fund. He has also chaired several conferences, just as the one you are enjoying this weekend. The member's proven dedication to enhancing POWA's professional image and effectiveness is a shining example of selfless commitment of what true 'Membership' means.

Please entertain a motion from the floor to accept my nomination of Mr. Kermit Henning as a Life Member of the Pennsylvania Outdoor Writers Association. An honor that he has definitely earned." -PW-



Photo by Rich Warren

## THANKS FOR MAKING THE FALL CONFERENCE A SUCCESS:

Friday BBQ: **Reed Exhibitions**

Saturday Breakfast: **Greater Philadelphia Tourism Marketing Group**

Saturday Seminars: **Jerry Hassinger**, "Sportsmen Are Taxpayers, Too"; Ed Perry, "Global Warming and Wildlife"; Carl Roe, Pennsylvania Game Commission, "White-tailed Deer Management."

Saturday Breakout: Carlisle Fish and Game Association; **Connie Yingling**, POWA Supporting Member Representative, **Maryland Office of Tourism Development**.

Saturday Banquet: **U.S. Sportsmen's Alliance; National Shooting Sports Foundation**.

Host Hotel: Hotel Carlisle

POWA Assistance: **Kermit Henning** and **Gerald Putt**, conference co-chairs; **Bob Myers**, coordinator for judging of the **Bass Pro Shops "Pass It On" Award**; **Tracy Watt**, coordinator for online voting in the "Photo-Art of the Year Award" (**Vivid Publishing**); **Jerry Bush** and **Steve Sorenson**, Ways and Means Committee; and all who helped throughout the conference to make it an enjoyable and productive event. -PW-

*Below, after the "passing of the POWA gavel" ceremony, new President Ron Tussel addressed the group at the Saturday banquet.*



*At left, Dennis Sharadin (left) interviews Carl Roe, Executive Director of the Pennsylvania Game Commission, following Roe's seminar on white-tailed deer management.*



*Chris Dolnack (right), of the National Shooting Sports Foundation, reviewed NSSF's results in its survey of trends in outdoor recreation, especially hunting and shooting. NSSF was a co-sponsor of the banquet and Chris, of course, is the son of member George Dolnack.*



*At the Saturday banquet, Steve Wagner (above), of the U.S. Sportsmen's Alliance, addressed the group on challenges sportsmen face. He informed attendees on the legislative threats to gun-dog ownership and legitimate kennels here in Pennsylvania. Beth Ruth (right), also of the U.S. Sportsmen's Alliance, has become a familiar face at POWA conferences. Thanks to the Alliance and NSSF for providing us with valuable newsmaker material and for sponsoring the banquet.*



**THANKS FOR RAFFLE ITEMS:**

- Alpen Outdoors
- ATK Ammunition Accessories
- Barb Brady
- Birchwood Casey
- Blackpowder Products
- Bob Clark
- Brownell's
- Buckwing Products
- Carlton Calls
- Coleman
- Daiwa
- Darla Guyer
- Dave Ehrig
- DeLorme
- Fish Hands Free
- Friends of the Allegheny Wilderness
- Gerry Putt
- John Swinton
- Ned Smith Center for Nature and Art
- Pa. Chapter NWTF
- Pa. Game Commission
- Pradco
- Remington
- Shooter's Choice
- ThermaCELL
- TTI & Blakemore Fishing Group
- Waste Management
- Western Pennsylvania Conservancy
- Winchester

**-PW-**



*At the banquet, incoming POWA board members Harvey Bauer and Steve Sorenson were introduced, as well as the new 2nd VP, Tom Tatum. Outgoing Directors Bob Ballantyne (left) and Charlie Burchfield (below, left) and Secretary JoAnne Zidock (below, right) were thanked for their*

*service to POWA during their terms in office. Here President Linda Steiner presents them with POWA certificates of appreciation. See page 2 for a list of the currently seated directors and officers and the 2007-08 committees.*



## POWA CRAFT AWARDS ENTRY RULES

**DEADLINE FOR ENTRY!**  
**Must be postmarked by 1/24/08**

### Review your 2007 work now

Contest entries must be sent to the award coordinators and must be **postmarked by January 24, 2008**. Winners will be announced at the annual POWA Awards Banquet in May.

### General Rules/Guidelines for Entries

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

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

3. Joint bylines: Joint bylines will be considered as an entry for each contributor. In other words, a member may submit up to three entries for any particular award, and if any or all of those entries are co-authored by another member, the entry also counts toward the limit that member may submit.

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

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

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

7. Entries must have been published in the prior calendar year, unless indicated otherwise in the contest description. One

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

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

9. Envelopes containing entries must be clearly marked on the front with the words "POWA 2007 Awards," followed by the name of the award for which the entries are being submitted. Do not combine entries for more than one award in a single package.

10. Entries must be postmarked no later than January 24, 2008.

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

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

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

## POWA CORE AWARDS\*

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

Entries must have been published in a daily or weekly newspaper. The column must appear a minimum of 12 times per year. Tear sheets or photocopies are acceptable. Submit four copies of each entry. Send entries to: Patty Burdge, POWA, P.O. Box 21, Brookville, PA 15825.

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

Entries must deal with a single topic and be either a single article or a series of not more than five articles about a single topic. Tear sheets or photocopies are acceptable. Submit four copies of each entry. Send entries to: Patty Burdge, POWA, P.O. Box 21, Brookville, PA 15825.

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

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

be acceptable. A "regional newspaper" is one such as Pennsylvania Outdoor News or Pennsylvania Outdoor Times, which publishes other than daily or weekly. It need not be an outdoor publication, as long as the entry qualifies. To meet the "column" requirement, the author's work must appear in the same publication at least six times each year. Submit four copies of each entry. Send entries to: Patty Burdge, POWA, P.O. Box 21, Brookville, PA 15825.

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

The subject must be of primary interest to Pennsylvanians or at least be applicable to Pennsylvania. The example for the Best Magazine or Regional Newspaper Column, and the "regional newspaper" applies here as well. The entry may be a single article or a series of not more than three articles dealing with a single subject. Submit four copies of each entry. Send entries to: Patty Burdge, POWA, P.O. Box 21, Brookville, PA 15825.

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

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

of the following year's POWA membership directory. Send entries to: Gerry Putt, P.O. Box 184, Boiling Springs, PA 17007.

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

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

## SPECIALTY AWARDS

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

This award will be given for the best newspaper or magazine article featuring Pennsylvania white-tailed deer. Topics can include deer management, natural history, and both hunting and non-hunting stories about whitetails. Submit four copies of each entry. Send entries to: Patty Burdge, POWA, P.O. Box 21, Brookville, PA 15825.

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

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

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

The award will be for an article or story about disabled sportsmen/women participating in some outdoor activity such as hunting, fishing, nature, hiking, boating, etc. The story can be in a newspaper or magazine and the activity or publication is not limited to Pennsylvania. The story should discuss accessibility for disabled sportsmen, as well as the where and how of the activity. Submit four copies of each entry. Send entries to: Patty Burdge, POWA, P.O. Box 21, Brookville, PA 15825.

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

This award will be made for the best

published piece addressing the issues and management of the Allegheny National Forest. Submit four copies of each entry. Send entries to: Patty Burdge, POWA, P.O. Box 21, Brookville, PA 15825.

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

This award will be made for the published magazine or newspaper story which best shows the importance of protecting and/or promoting our coldwater resource. The article may or may not include trout and other salmonids. Submit four copies of each entry. Send entries to: Patty Burdge, POWA, P.O. Box 21, Brookville, PA 15825.

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

This award will be given for the best published piece dealing with management of the white-tailed deer. Submit four copies of each entry. Send entries to: Patty Burdge, POWA, P.O. Box 21, Brookville, PA 15825.

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

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

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

This award will be given for the best published piece, magazine or newspaper, devoted to encouraging readers to introduce, or to further the involvement of children in fishing. Send four copies of each entry. Send entries to: Patty Burdge, POWA, P.O. Box 21, Brookville, PA 15825.

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

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

## POWA ART AWARDS

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

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

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

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

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

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

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

(continued on page 10)

### Awards entry instructions, from page 9

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

### **2007 Membership Audit Results**

Committee Chairman **Russ Englehart** reports these results:

Passed: **Don Feigert, Joe Byers, Bruce Schneck, Regis Senko, Mark Anderson.**

Not passing or no response: Jim Brett, Branson Dunn, Len Lichvar, Steve Loder, Earl Mickel, Steve Owlett, Tom Zacoi.

POWA's membership audit was instituted to maintain the professional integrity of the association. Until they have been in POWA for 15 consecutive years, active members are required to periodically present the Membership Audit Committee with proof that they still meet POWA's minimum requirements for active membership. The procedure is similar to the original application. After 15 years, active members are "grandfathered" and are no longer audited. **-PW-**

### President's Message, from page 3

do, as well as for the organization and family to which we all are so dedicated.

Perhaps this is the year that we will see POWA resolve to hold just one conference a year. Many times this topic has come up and, when the votes were tallied, two conferences was the norm. But, as times change, we must adapt. With all the hard work and dedication that it takes to put on a conference, from the Executive Director to the Vice Presidents and Conference Chairs, guides, hotel, gun ranges and sportsmen's clubs and, of course, our dedicated supporting members, 40 or 50 attendees hardly makes it all seem worth while.

### **RESIGNATION AS WAYS & MEANS COMMITTEE CHAIRMAN**

*Reluctantly I find it necessary to resign my post as Chairman of the Ways & Means Committee, effective January 1, 2008. I hope that by presenting this decision immediately, it will grant the organization as much time as possible to find a replacement.*

*This is not a decision reached easily or without regret. Unfortunately I find myself swamped with duties and family responsibilities that I must put first and foremost in my life at this time. Please know this is a decision I should have made a year ago, but I wanted to stay and help.*

*I have finally concluded it just isn't possible for me to adequately perform these duties, as they should be executed.*

*Please note I am sensitive to the requirements of the new "membership re-enlistment raffles," proposed to begin with our 2008 membership renewals, and I will be happy to run the first annual performance of these events as planned through April 1, 2008. Because this will be a first-time event, I'd like the opportunity to work out the unforeseen bugs that might crop up as these contests progress, before handing off a potential nightmare to my successor. Of course, I realize that decision will be up to the board and my successor. If my successor simply wants help in the execution of these fund-raisers through April 1, 2008, I am also willing to serve in that capacity.*

*I want to thank the supporting members who worked with me so graciously these past four years, donating items and suggesting tips our communicators could use. It was a pleasure getting to know some on a personal basis, and I wish I had time to do so with many others. It will certainly still be my plan to stay in contact. I will be envious of my successor, and I encourage him or her to serve with pride. No organization could ask for better supporting members.*

*Finally, to the active members whom I've come to consider "familyesque" (I know a professional writer has no business making up words, but Webster didn't aptly cover the way I feel about you guys and gals), thank you for making me feel welcome, and for graciously helping me to fulfill my duties in many ways. From donated personal items, transportation of donations, encouragement, and flat out pats on the back, you made me feel as though I wanted to do this for many more years.*

*Perhaps someday again!*

*Best regards,  
Jerry Bush*

If we are able to put on one conference a year, yield a larger attendance that provides better exposure and experience for our supporting members and host locations, and it serves our membership in the most positive light, then perhaps that will be the course we take. Whatever bumps in the road we may encounter, I am confident that this group will hold together and make the decisions that will best serve our cause now and for the future.

For me to be a part of that process is hard to describe, but I can say that I will do my best and work hard for the best interest of all. But I will not be able to do it alone. As with any business, the leadership is only as good as the people around them. Your

dedication and support are much needed to make everything run smoothly.

I would appreciate anyone stepping up to the plate and helping to fill the big shoes of those before us. If you have not served on a committee, please do so. This year we will need people to take on challenges such as Awards Chairman, Ways and Means Chairman and committee members, POWA Historian, Secretary and plenty more. If you can spare even a little time, please offer up your thoughts, experience and words of wisdom by helping out. I feel blessed to be surrounded by the best of the best in the outdoor communications industry and look forward to working with all.

**-PW-**

## MEMBERS in the NEWS

**Linda Steiner** is the editor and layout artist responsible for producing "Pennsylvania TROUT," the newsletter of the **Pennsylvania Council of Trout Unlimited**. She reports that the newsletter was chosen among submissions nationwide as the Best State Council Newsletter in the USA, by National Trout Unlimited. The announcement was made at TU's annual meeting this past summer, in Boise, Idaho. See this quarterly, award-winning newsletter on the Council's Web site: [www.patrou.org](http://www.patrou.org).

\* \* \*

**Sam Hossler's** latest book "A Bloodstained Land," was published recently by PublishAmerica. "A Bloodstained Land," follows the life of a young Native American through the conquest of his land by the French and then the English, and finally the rebellion of Chief Pontiac in an effort to reclaim his land.

The publisher sent this descriptive teaser: "Immigrants from across the oceans soon found this new land held great wealth in furs. Dutch, French, English and others were laying claim to land that rightfully belonged to the Native Americans who lived there. Token payments may have been made for the land, but did the inhabitants really understand that they were selling their birthright? Then these strangers fought among themselves as to who owned the land. In any case, as far as the invaders were concerned, it did not belong to the natives they had found when they occupied these lands."

For more information on "A Bloodstained Land," contact Hossler or PublishAmerica (Batya Toso, Public Relations; [pr@publishamerica.com](mailto:pr@publishamerica.com); [www.publishamerica.com](http://www.publishamerica.com)). **-PW-**

Pictured at the annual meeting of the Southeast Outdoor Press Association are (left to right), **Alex Zidock**, **JoAnne Zidock**, **Dr. Randall Eaton**, **Jon Pries**, **Debbie Flanigan** and **Tim Flanigan**. Tim Flanigan received two Excellence in Craft awards at the conference. Eaton delivered an inspiring keynote address at the SEOPA meeting, held in October, in North Little Rock, Arkansas. Dr. Eaton is an internationally known authority in animal behavior, wildlife conservation and human evolution. The recipient of two national book awards, he recently completed "From Boys to Men of Heart: Hunting as Rite of Passage." Eaton produced "The Sacred Hunt," an all-time top-selling and award-winning documentary about hunting.



**-PW-**



*Yes, that really is a smallmouth bass! Doyle Dietz (left) can't seem to believe he boated this 15-3/4-inch lunker on the Susquehanna River during the POWA fall conference.*

*- Photo by Harry Guyer, Jr.*



*J.B. Kasper (above, right) shows what separates a professional fishing guide from the rest of us, by using his presentation skills to entice this Susquehanna River trophy during the POWA fall conference. Lucky for him, Doyle Dietz was present to capture the memory.*

*- Photo and commentary by Doyle Dietz*

### **John Swinton, POWA Scholarship Committee Chairman, had an update on past scholarship recipients:**

"While the Scholarship Committee can hardly follow the subsequent careers of all our winners, we get wind of them now and then.

An early winner now serves on the staff of The Detroit Free Press and, in September, we learned that a two-time winner, Tracey Coulter, a member of The American Chestnut Foundation for the last 15 years, who completed her Penn State MS in Forest Resources in 2005, currently works as a Pennsylvania Department of Conservation and Natural Resources (DCNR) Bureau of Forestry watershed coordinator and has just become a DCNR Board Representative for the Pennsylvania Chapter of The American Chestnut Foundation.

In POWA's case, this appears to have been money well spent."

Information on the 2008 POWA Will Johns Memorial scholarships being offered at Penn State and the University of Pittsburgh at Johnstown will be published in the February/March issue of PowWow.

**-PW-**

# Pa. Game Commission offers POWAers an opportunity to get the "bear facts"

*The Pennsylvania Game Commission is offering POWA members and their families (yes, your family can go, too) a very special opportunity to learn more about the state's black bears -- terrific story material, photo ops and more.*

*Here's the information from Joe Neville, PGC Liaison.*

\*\*\*

## POWA BEAR TOUR

**When:** March 13-14, 2008 (Thursday-Friday).

\*\*\*

**Where:** Sterling Inn, South Sterling, Pa. Web site [www.thesterlinginn.com/home.html](http://www.thesterlinginn.com/home.html); 1-800-523-8200.

Photo courtesy Pa. Game Commission



*A wild black bear cub, taken out of its den for survey purposes, is kept warm until it is placed back with its thick-furred mother.*

### Thursday, March 13:

6:00 p.m. Cash Bar

6:30 p.m. Dinner

7:30 p.m. Bear Program by PGC Bear Biologist Mark Ternent. He will present a program on bear biology and management in an informal atmosphere where questions and answers throughout the program are welcome.

### Friday, March 14:

8:00 a.m. Breakfast

9:00 a.m. Depart for the den site

\*\*\*

**Reservations** for the Sterling Inn can be made at: 1-800-523-8200. The cost of the program is approximately \$128.80 for double occupancy; \$110.40 for single occupancy.

\*\*\*

**Please RSVP** the Pa. Game Commission at 717-787-6286.

\*\*\*

**Please note:** You will be walking a considerable distance through possible snow cover and standing outside for perhaps a couple of hours. Please dress appropriately.

\*\*\*

*If you have any questions, please call PGC Liaison Joe Neville at 717-705-6635.*

-PW-

## TREASURER'S REPORT

by Bob Lollo, POWA Treasurer / Accts. of 8-31-07

<u>INCOME ACCTS.</u>	<u>Budget 06-07</u>	<u>Actuals</u>	<u>% of Budget</u>	<u>Budget 07-08</u>
Active Members	11,500	11,170	97	12,840
Supporting Members	12,500	7,580	61	12,740
Merchandise Sales	100	128	278	130
Ckg. Interest/Misc.	50	31	62	35
Net fm. Conferences	8,340	5,767	70	4,859
Other raffles				2,000
Awards Income				2,000
<b>TOTAL INCOME:</b>	<b>\$32,490</b>	<b>\$24,676</b>	<b>76</b>	<b>\$34,604</b>
<u>EXPENSE ACCTS.</u>	<u>Budget 06-07</u>	<u>Actuals</u>	<u>% of Budget</u>	
PowWow (print/edit)	8,500	6,780*	80	10,000*
Postage, PowWow	2,000	981	49	N/A
Postage, General	2,000	580	29	1,000
Exec. Dir. Office	3,100	1,974	64	2,100
Exec. Dir. Stipend	9,200	9,967**	108	9,404
Plaques, Supp. Mbrs.	600	175	29	500
Web site	1,000	927	93	1,100
Liability Insurance	550	541	98	550
Bonding	415	--	0	500
Member Directory	1,800	2,330*	129	2,400*
Awards	125	1,975***	1,530	3,650
Sport Shows	0	760	760	N/A
Interim Board Mtgs.	500	399	80	500
Bank/Credit Card Fees	700	458	65	700
Miscellaneous	200	327	63	200
Professional Fees	1,800	500	28	2,000
<b>TOTAL EXPENSES:</b>	<b>\$32,490</b>	<b>\$28,674</b>	<b>88</b>	<b>\$34,604</b>

\*Includes postage/mailling / \*\* Includes 1 payment to E. King, fm last year / \*\*\*Includes award payments to be reimbursed by sponsors

**POWA Assets (as of 8/31/07): General Fund \$2,306 / Emergency Fund \$11,294 / Outdoor Education Fund \$1,570**  
**Will Johns Scholarship Fund \$120 / Will Johns Scholarship Trust Fund \$50,138 / Total POWA assets: \$65,428**

# Supporting Member News

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



## "Seeing Is Believing"

Lately I've been caught up in reading books by Pennsylvania native Dean Koontz. As soon as I finish one, I return to the central library, ready to devour yet another. This is a genre that I'm not normally drawn to -- a spine-tingling combination of science fiction, horror, suspense and mystery -- but he is an author that can pull you into his stories as efficiently as radio advertising for Dunkin Donuts® pumpkin muffins generates a purchase at the cash register.

Koontz often prefaces his chapters with a quote from the Book of the Dead or from

a famous person, so, imitation being the highest form of flattery, I'm going to borrow from him and get to the point of this issue's supporting member column with a quote from a great American poet:

*"Nature and books belong to the eyes that see them." -- Ralph Waldo Emerson*

In other words, you have to go there to make it your own. How true. It seems that to be deeply touched by the magnificence and majesty of being outdoors, we humans need to not only see, but to hear, smell, taste and feel nature.

Seeing the white caps stretching toward an infinite horizon, listening to the screech of seagulls flying above, smelling the salty tang of the ocean breeze overlaid by coconut suntan lotion, feeling the warmth of the sun on our faces, and tasting the lip-smacking bounties that come to our tables from the depths of the sea all combine to create the ultimate experience of being "down'y ocean hon" (Baltimorese for visiting the beach, specifically Ocean City, Maryland).

In a narrower sense, this is exactly what our PR efforts are all about. We invite the media to fully experience what we are "selling" so that they can "buy" with confidence.

Destinations bring journalists to town to wine and dine them (taste and smell),

manufacturers place goods in the hands of writers for testing (see and feel) and conservation organizations proclaim their victories (hear) in an effort to publicize our attractions, our products and our programs.

At the fall conference in Carlisle, the Board made these POWA supporting members' PR outreach efforts even easier. The Board approved a resolution for active member **Dennis Scharadin** to coordinate a series of POWA group trips in the coming year.

Ideally, two or more POWA supporting members will partner to offer an open-ended invitation to the active membership. Examples might include a fishing trip co-sponsored by a tourism agency, a lure manufacturer and a fishing captain, or a kayaking sojourn underwritten by an outdoor gear firm, kayak manufacturer, map maker and a "clean streams" organization -- you get the drift.

The sponsoring organizations will determine the trip date and duration, the maximum number of journalists, and other parameters as appropriate. The outings will then be advertised by POWA and Dennis will act as the POWA trip coordinator.

So let's break out our membership directories and brainstorm about possible partners for an outing that will engage all of the senses of POWA active members.

-PW-

**Watch future PowWow issues and the POWA Web site for POWA trip opportunities!**

## HUNTER'S SPECIALTIES HELPS SUPPORT BREAST CANCER AWARENESS WITH HAT SALES; DONATION OF PROFITS

Hunter's Specialties is offering a series of special edition hats for sale to help support breast cancer awareness.

Five different hats will be available that include both men's and women's versions. The hats all sport the breast cancer awareness pink ribbon and are available on the logo shop section of the Hunter's Specialties Web site.

100 percent of the profits from the sale of each hat will go to the Susan G. Komen Foundation, to help raise awareness and search for a cure.

"We're excited to be a part of this worthy cause," said Hunter's Specialties co-owner Carman Forbes. "Almost everyone has been touched in some way by this devastating disease. We hope that by taking the lead on this issue in the outdoor industry that other manufacturers will join with us in the search for a cure."

Breast cancer is currently one of the leading causes of death among women, with nearly 200,000 cases diagnosed each year and 40,000 fatalities.

To make a donation by purchasing a hat, consumers can go to the Hunter's Specialties website, [www.hunterspec.com](http://www.hunterspec.com) and click on the H.S. Logo Shop link.

-PW-

## BASS PRO SHOPS ANNOUNCES PR CHANGES

Katie Mitchell has been named **Bass Pro Shops** Corporate Communications Specialist. She will focus on store openings and corporate announcements. Brent Lawrence has been named Brand Communications Specialist. He will focus on working with the media.

-PW-

## Bushnell Yardage Pro Laser Rangefinder Rifle Scope Selected as 'Editor's Choice'

The Yardage Pro laser rangefinder rifle scope from **Bushnell Outdoor Products** has been awarded a 2007 Editor's Choice Award from On Target magazine. On Target provides gear reviews and hunting and shooting reports for avid shooters and hunters.

The award, announced in the recent Editor's Choice Awards issue, recognizes innovation and excellence in product design. The Yardage Pro 4-12x42mm laser rangefinder rifle scope from Bushnell® offers hunters and target shooters three tools in one compact package. The innovative rifle scope combines premium, fully multi-coated optics with a laser rangefinder that accurately ranges targets from 30 to 800 yards.

# Spring Conference 2008 will be in the Lehigh Valley

*Report by Christian Berg, Co-chair*

Mark your calendars for May 15-18, when POWA members will gather in the scenic Lehigh Valley for an action-packed conference that you won't want to miss.

Conference co-chairs **Christian Berg** and **Mark Demko** have lined up an impressive lineup of activities, newsmakers and craft improvement sessions that are sure to make the spring 2008 conference an event to remember.

Conference activities will begin the afternoon of Thursday, May 15, when mem-

bers will begin arriving at the host hotel, the Holiday Inn Conference Center in Fogelsville ([www.hilehighvalley.com](http://www.hilehighvalley.com)).

drift boat trout fishing on the Lehigh River, guided fly-fishing for trout on the famed Little Lehigh Creek and guided smallmouth bass and shad fishing on the Delaware River. Our spring conference should coincide with the peak of the annual shad run on the Delaware, and the presence of this amazing species will play a large role in Saturday's conference program.

Other Friday activities will include guided turkey hunts for some of the Lehigh Valley's abundant gobblers and a morning of kestrel banding with a federally-licensed bird bander.

After a brief return to the hotel on Friday afternoon, we'll make a short drive over to Lehigh Valley Sporting Clays, one of the state's most unique shooting facilities. Housed in a converted limestone quarry, shooters will enjoy a challenging, 100-target course that weaves in, around

Banana Factory, an award-winning arts and cultural center in Bethlehem. A second spouses tour on Saturday will be highlighted by a guided walking tour of the historic Moravian settlement in downtown Bethlehem, followed by shopping and lunch at the Christmas City's eclectic shops and boutiques.

Saturday's conference sessions will include a roundtable discussion about the status of American shad in the Delaware and Lehigh rivers. This session will include presentations by Mike Hendricks, head of the **Pennsylvania Fish and Boat Commission's** shad restoration program; the Delaware River Shad Fisherman's Association; and Wildlands Conservancy, a local conservation group that has done tremendous work throughout the Lehigh River watershed.

There also is potential for a second newsmakers session, possibly including representatives from the Pennsylvania Game Commission.

Saturday's craft improvement session will be presented by Mark Taylor, outdoors editor at The Roanoke Times in Virginia. Mark, who also serves as head of the newspaper section at the Outdoor Writers Association of America, will give an informative presentation on how members can use "new media" such as blogs and streaming video, to broaden their audience. Mark has been a pioneer in the use of new media as part of his regular outdoors coverage, and his insights should be inspiring to those of us who have not yet taken full advantage of the electronic age.

Saturday afternoon's breakout will be held at a local rod and gun club convenient to the host hotel. The location will offer plenty of space for supporting member displays, as well as archery, rifle and shotgun shooting for supporting members who want to do "hands on" demonstrations of their products. We'll also hold our annual members' business meeting in the clubhouse at the breakout site.

Conference activities conclude Saturday evening with the annual POWA awards banquet, raffle and auction in the Holiday Inn ballroom. And, of course, more social time in the hospitality room will follow the banquet.

Look for a conference registration form and information on making your hotel reservations in the next issue of PowWow. Set aside those dates now and join us for spring 2008 in the scenic Lehigh Valley. **-PW-**



*The view from Bake Oven Knob, of Lehigh County farmlands and woods. The knob is a famous lookout adjacent to the Appalachian Trail, atop the Blue Mountain.*

Photo by Christian Berg

and through old quarry buildings and impoundments. Lehigh Valley Sporting Clays owner Bill Bachenberg has graciously agreed to provide complimentary rounds for all POWA members interested in shooting, and we will be holding an informal members tournament with small prizes from supporting members.

After the shooting, we'll stay at the sporting clays venue for our Friday night barbeque, and hopefully listen to a short presentation from Bachenberg, who sits on the National Rifle Association board of directors and could brief us on important Second Amendment issues across Pennsylvania and the nation.

Friday's spouses tour will feature wine tasting at a local vineyard, a mule-drawn ride on a historic canal boat at the National Canal Museum in Easton and lunch at the

An informal group dinner for early arrivals will be offered Thursday evening at the Allentown Brew Works ([www.thebrewworks.com](http://www.thebrewworks.com)), an acclaimed microbrewery in the heart of downtown Allentown. After dinner, we'll return to the hotel for social time at the hospitality room and the annual "meet your guide" session, where members can meet with their activity hosts for the following day.

Friday will feature a wealth of exciting activities to choose from, including guided

# Executive Director's Report

by **Patty Burdge**



I would like to take this opportunity to thank everyone for making my first year with POWA an enjoyable one.

This past year has been a whirlwind of activity, with gratifying ups and a few downs. I truly appreciate the help, insight and patience provided by all.

When I assumed the position of POWA Executive Director, my understanding of POWA was in theory only, but with the aid of **Linda Steiner**, board members and others, theory has become an active under-

standing of POWA and POWA goals.

If you have any need to contact me, please feel free to call or send an e-mail at anytime, whether it be day, evening or weekend.

The position of Executive Director only provides part-time employment, so it is necessary for me to work in another office during the day. Although this may appear to make availability difficult, just leave a message and I will return your call as soon as possible.

If you e-mail POWA, know that I do check e-mails throughout the day and will make every attempt to answer questions immediately.

You will also notice a few changes in your renewal applications this year. I have included your current directory listing as it appeared in the 2007-08 Directory. Please take a moment to review your current listing and note any changes, as this will help in the accuracy of the 2008-09 directory.

Again, thanks to all for an exciting first year!

## Membership Totals as of 10/31/07:

Active: 210; Apprentice: 15; Honorary: 2; Supporting: 134.

## POWA Welcomes New Members:

### **THOMAS R. BROWN**

Apprentice

131 Manor Drive  
Valencia, PA 16059

County: Butler  
TRBPRB@yahoo.com  
724-898-1202

Sponsored by: **George Dvorchak**

### **JONATHAN CUSTEAD**

Apprentice

PO Box 41  
Cochranon, PA 16314

County: Crawford  
814-425-3272  
custeadreptiles@windstream.com

Sponsored by: **Marilyn Black**

### **PATRICK KRUMENACKER**

Apprentice

2288 Benchmark Lane  
Johnstown, PA 15905

County: Cambria  
814-421-6502

patrick@lldovey.com

Sponsored by: **Christian Berg**

### **KIRBY NEUBERT**

Apprentice

132 A Grandview Rd.  
Oil City, PA 16301

County: Venango  
northcounty1@earthlink.com  
814-677-4633

Sponsored by: **Linda Steiner**

### **JEANETTE ROBISON**

Apprentice

294 Hutchison Lane  
New Castle, PA 16105

County: Lawrence  
jeanette@jsrstudios.com  
724-652-1727

Sponsored by: **Robert Hilliard**

### **JOHN TERTULIANI**

Active

5006 Drayton Rd.  
Hilliard, OH 43026

jitertuliani@att.net  
614-529-1806

Sponsored by: **Linda Steiner**

## New Supporting Members:

### **Pa. Campground Owners Association**

P.O. Box 5  
New Tripoli, PA 18066  
610-767-5026

Fax: 610-767-5034

Contact: Beverly Gruber

info@pacamping.com

www.pacamping.com

Sponsored by: **Jerry Hassinger**

### **SHEWEE USA, LLC**

P.O. Box 527

New Cumberland, PA 17070

717-774-0878

Fax 717-774-4650

Contact: Dawn Gribb

sales@sheweeusa.com

www.sheweeusa.com

Sponsored by: **Bob Clark**

## Membership Changes:

**Don Daugenbaugh**, new e-mail is dondflyfish@verizon.com.

**Don Feigert**, addresses are P.O. Box 1381, Hermitage, PA 16148 or 354 N. Myers Ave., Sharon, PA 16146.

**Freddie McKnight**, new e-mail is WMOuthdoors@dishmail.net.

**Rich Walton**, 150 Old Ashley Rd., Wilkes-Barre, PA 18706 ("Old" was omitted in directory; USPS will not deliver to him unless that is included in the address).

## Supporting Member Changes:

**1000 Islands International Tourism Council** has a new contact, Dawn Cole, e-mail dawn@visit1000islands.com

**Erie Area Convention & Visitors Bureau** has changed its name to "VisitErie," www.VisitErie.com, 814-454-1000.

**Gerber Legendary Blades** has a new contact, Jason Kintzler.

## Directory Corrections:

**Joe WORKOSKY** (spelling)

**Gil TWIEST** (spelling); e-mail is also corrected to gtwiest@csonline.net.

Other states of residence, Ohio; spelling is corrected to **Frischkorn, Jeff.** **-PW-**



**THANKS ...**

**Thanks to John Street, Ernie Aharrah and Gil Twiest for serving as the teller's committee this year and counting the ballots in POWA's 2007-08 election.**

Photo by Alex Zidock



**Kermit Henning** (center) is congratulated by **Charlie Burchfield** (right) on being inducted into Life Membership in POWA at the **Fall Conference** banquet. Looking on are Jo Ann Henning, Conference Co-chair **Gerald Putt** and POWA President **Linda Steiner**. More photos from the fall conference are throughout this issue.

Photo by Paul Karner



Time now to think **Spring Conference 2008**, chaired by **Chris Berg** and **Mark Demko**. Turn to page 14 for a preview and mark the dates May 15 - 18, in Fogelsville (Lehigh Valley). Left, one newsmaker activity will be banding American kestrels.

-PW-

Do you think the "hat" of PowWow editorship might fit you? The current editor, Linda Steiner, is ready to pass on newsletter duties, effective with the 2008 fall POWA conference.



The successful applicant should have a working knowledge of POWA; the outdoor communication field; be able to procure material for each issue; produce material as needed; and be able to provide the printer with a computer-generated layout. The ability to computer-edit text and photos; assemble the newsletter with a desktop publishing program that is compatible with the PowWow commercial printer; and input/output materials via e-mail is essential.

The "job" is a paying one, but it is also a "labor of love." PowWow is published six times a year and averages 16 pages (this is a typical issue). For back issues, refer to the POWA Web site, where they are displayed. Steiner will assist in the transition.

If you are interested, send a letter so indicating (e-mail is acceptable) to POWA Executive Director Patty Burdge; information on pertinent experience you have (resume); and samples (if any) of similar publications you have produced.

POWA intends to make its decision by the spring conference and may conduct interviews.

You may also contact Linda Steiner (814-374-4759), if you want to ask about what the position currently entails in the way of hours and equipment/programs used in newsletter production.

-PW-



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

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

**February / March 2008  
PowWow Deadline  
January 4, 2008  
Please Be On Time**