



POWOW

Bimonthly newsletter of the Pennsylvania Outdoor Writers Association

October / November 2006

Let me introduce myself ...

October is a month of obvious and constant change. The leaves turn beautiful shades of orange, red and gold; the clear blue skies of September lead into the silver-gray clouds of fall; the senses are aroused by the new, crisp sounds and smells of the woods.

Another change that I am honored to accept is the position of Executive Director for POWA. I have served as the executive assistant of the International Glove Association since 2003. During that time, I have managed and maintained memberships, published and distributed newsletters, assisted in development and registration of conferences, and maintained all financials of the association.

Those skills and experiences do not reflect my passion for the outdoors, though. Thankfully, whether hunting, fishing, biking or hiking, skill is not a necessity to appreciate the way nature can overwhelm all senses. For example, nothing quite compares to an early morning in the still-cold spring air, the sun slowly rising over the horizon, hearing the woods come to life with a variety of songbirds, and then, in the distance, a gobble. As I'm sure you all know, sometimes you win and sometimes he does.

Again, I would like to thank POWA for this opportunity. I enjoyed meeting those of you who attended the fall conference in Bradford, and I look forward to meeting many more in Butler this coming May. In the meantime, you'll find the new POWA executive director contact information on page 2.

Photo contributed by Patty Burdge



... Patty Burdge, POWA Executive Director

Bob Steiner Photo



POWA outgoing president and the evening's emcee, Russ Englehart (left) presents Jerry Bush with the 2006 Bass Pro Shops "Pass It On" Award, at the fall conference banquet.

Is America Doing All It Can to Recruit New Hunters?

by Jerry Bush

Winner, 2006 Bass Pro Shops "Pass It On" Award

Published in Buckmasters Whitetail Magazine, October 2005

Have you ever been blocked from sharing your love of hunting with a potential hunter? In a recent statement, the National Shooting Sports Foundation, National Wild Turkey Federation, and the U.S. Sportsmen's Alliance joined to announce that many state agencies across the United States are inadvertently placing barriers in the path of would be hunters.

The NSSF recently reported: "Many states exercise age restrictions and burdensome certification requirements, which are a real barrier for youths that might otherwise develop an interest in hunting. Unable to participate legally, even with parents or other adult mentors, more and more youngsters are settling into other activities like video games or organized sports. Research now shows how youth prohibitions are compromising the future of America's hunting tradition." The NSSF says that America deserves a "C-grade" at best, for its efforts to recruit new hunters.

All three prestigious organizations believe steps must be taken to secure America's hunting heritage. According to NSSF Public Director Steve Wagner, "statistics show that if a person isn't hunting at an early age, they are unlikely to take it up later in life. On a national scale, for every 10 adult hunters, only about 7 youth hunters are staged to carry on. That's a 70 percent average, which equates to a "C-grade. Over time, that will equate to a 30 percent decrease in hunting participation. Plus, since the general population is growing fast, hunters will become a smaller and smaller subset within American culture. These numbers should concern all hunters, and everyone who appreciates (continued on page 5)

Events Calendar



POWA Events:

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

Fall 2007: POWA Fall Conference, Harrisburg. Chairs Kermit Henning and Gerald Putt.

Spring & Fall 2008: POWA conference sites open. Contact Exec. Director Patty Burdge for hosting details.

The **Pennsylvania State Chapter of the National Wild Turkey Federation** will host the Wilson F. Moore Memorial Masters Turkey Calling Championship on February 18, 2007, at the **Pennsylvania Outdoor Times** Hunting and Fishing Show, Blair County Convention Center, Altoona. Preliminaries will begin at 9:30 a.m., with finals at 1:30 p.m. For more info, contact Dr. Greg Caldwell, 814-692-4707 or Pat Strawser, 717-692-3817.

-PW-

Other Events:

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

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

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

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

June 9, 2007: Third Annual Wild Resources Festival, 9 a.m. - 4 p.m., French Creek State Park. Contact: Deb Miller, 717 787 3212.

POWA Committees 2006-07

Chair

Board Liaison

Awards	Open; Chair needed	Bob Ballantyne
Awards Review	Bob Mitchell	Harry Guyer
Constitution and Bylaws	Jim Fitser	Frank Felbaum
Craft Improvement	Bob Frye	Charlie Burchfield
Duties Manual	Bob Mitchell	Charlie Burchfield
Editorial Review	Sam Hossler	Jerry Hassinger
Ethics	John Swinton	John Swinton
Finance and Budget	Rob Hilliard	Ron Tussel
Financial Auditing	Ron Tussel	Ron Tussel
Historical Archives	George Dolnack	Bob Lollo
Membership Audit	Russ Englehart	Russ Englehart
Member Recruitment	Bob Steiner	Chris Berg
Member Screening	Dennis Scharadin	Jerry Hassinger
Nominating	Don Feigert	Linda Steiner
Outdoor Education	Kermit Henning	Bob Lollo
Past Presidents Council	Jeff Mulhollem	Russ Englehart
Scholarship	John Swinton	John Swinton
Sport Shows: Harrisburg	Kermit Henning	Frank Felbaum
Supporting Member Rep.	Connie Yingling	Chris Berg
Supporting Mbr. Screening	Harry Guyer	Harry Guyer
Technology/Web Site	Advisor, Tracy Watt	Bob Ballantyne
Ways and Means	Jerry Bush	Rob Hilliard

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

PowWow

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www.paoutdoorwriters.com

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1st V.P. - RON TUSSEL

2nd V.P. - HARRY GUYER, JR.

Secretary - OPEN

Treasurer - ROBERT HILLIARD

Board Chair - RUSS ENGLEHART

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CHARLIE BURCHFIELD ('07); BOB

BALLANTYNE ('07); JERRY HASSINGER

('08); BOB LOLLO ('08); CHRIS BERG

('09); FRANK FELBAUM ('09).

Sup. Mbr. Rep. - CONNIE YINGLING,

Maryland Office of Tourism Development

Parliamentarian - JOHN SWINTON

POWA Historian - GEORGE DOLNACK

PowWow Editor - LINDA STEINER

POWA Legal Counsel -- METTE, EVANS

& WOODSIDE, Harrisburg, Pa.



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President's Message

by Linda Steiner

New POWA President Linda Steiner presents outgoing President Russ Englehart with his Past President's Award, at the fall banquet.

the organization on the volunteer side.

P O W A has long been in my life, and I hope to repay a little of what the group has

Hello again. As I told attendees at the fall banquet, after I was handed the "gavel-in-absentia" by outgoing president **Russ Englehart**, the last time I was at a POWA podium, I had a gun in my hand.

As those of you who were at the fall 2002 banquet know, that was when POWA gave me the gift of an Ithaca shotgun, when I stepped down as the association's executive director. I shot a gobbler with the 12-gauge that year, and it has been my go-to firearm for every turkey season since then.

I didn't expect to be tapped to go through the chairs and become POWA's president, but it has been an honor and privilege to resume my involvement with

meant to me, before departing the board.

At the fall conference, new terms of officers and directors began. Going off the board were **Terry Brady** and **Freddie McKnight**, after three years of dedication. The group welcomed new directors **Christian Berg** and **Frank Felbaum**. **Harry Guyer, Jr.** is now Second Vice President. I look forward to working with them and other board members.

Although those who attended the Bradford conference found it to be among POWA's best -- many thanks to Jeri and **Mike Bleech** and others -- it was a more lightly attended conference than usual. For only the second time in my involvement

with POWA, not enough board members attended to be able to hold a board meeting.

However, thanks to cell phones, POWA was able to get some business done. The board members attending were able to conduct interviews of candidates for the position of executive director. After a thorough review of resumes and in-person interviews, they voted to offer the position to Patricia Burdge, of Brookville. Phone calls to absent board members, who had been sent material on the candidates' backgrounds and qualifications, resulted in additional votes cast, and Patty's appointment was made official. She agreed to accept the budgeted 2006-07 stipend.

Patty brings with her skills and expertise that match POWA's need for an executive director, secretary, bookkeeper, conference planner and the many other "too numerous to mention" details of overseeing the operation of our corporation. POWA is not just an association; it is an IRS 501(c)(3) educational nonprofit corporation; a business. That's why having a professional like Patty step into the position is so important. Her enthusiasm and readily apparent good humor should stand her well in working with the diverse group of talented individuals that make up POWA.

Eileen King has been the mainstay of POWA's business presence for four years, and we know that her skills and experience, as well as her own enthusiasm and good
(continued on page 5)

Letter to POWA from Immediate Past President Russ Englehart

How can I not say it: "Time flies; whether you have fun or not."

My term as POWA president ended with our fall meeting and, thankfully, without full-blown crisis events. I do feel a tinge of relief, though. And that only because attending to minutiae and details is not my natural bent. Such things are very much a part of the job, and your new president, **Linda Steiner**, should prove to be disgustingly good at it.

It is a bit humbling to realize that my attaining this position required no special talent or heroic effort on my part, save being ready and willing. Even so, my term as president has been, and will remain, a very special page on my journalistic resume.

Over the last year, we've lost the Lehigh Sport Show, an outlet for exposure of our organization and an opportunity for Education Fund income via one of our

annual auctions. Hopefully, we will be able to continue most, if not all, of our youth outdoor education programs despite this loss.

We have been fortunate that our need to act quickly to hire a new executive director was facilitated by the fortuitous application of our new executive director, Patricia Burdge, as **Eileen King's** replacement. While no one is irreplaceable, I hate to use the term "replace" in Eileen's case. We fully expect Patty will do a great job and be her own person. But for many of us who know Eileen, "replace" is a word that's just not quite right.

Future challenges to POWA include an ongoing need to attract new members and, at least in my opinion, come to grips with the fact that it is getting harder to get volunteers for committees, board of directors, officers and conference chairs.

This problem will be partially addressed if we have more members, since some difficulty is due to burnout after numerous stints on committees.

Until membership is increased, though, we must face reality. Registration for the fall conference was at an all-time low. Why? Lots of reasons, I suppose. Fall is a busy time. Personal and professional commitments interfere. Distance and expenses may figure in for others. Still, when we volunteer to serve the organization, this brings with it a responsibility we must strive to honor.

Other hard questions may need answering as we face the future, but if we approach these challenges with mutual respect and patience, the answers will come.

See you down the trail.

-- **Russ Englehart**
POWA President 2005-06

Craft Improvement Corner



Full-time newspapering: How I feed the beast

by *Christian Berg*

Many POWA members write for newspapers, but relatively few of us make our full-time living at it. Those of us who do -- myself included -- face a sort of constant deadline pressure that will end only when we are fired, quit or retire.

Although the duties of a full-time, newspaper outdoor writer vary from paper to paper, my job at *The Morning Call* in Allentown consists of filling a two-and-a-half page section that appears every Tuesday in Sports. On a typical week, the section includes a main hunting- or fishing-related feature, a secondary story about local wildlife or conservation issues, a regional fishing report and a column of outdoor news briefs. About once or twice a month, as the spirit moves, I also write an opinion column dealing with current outdoor issues.

In addition to writing all the copy for my pages, I also am responsible for taking and/or acquiring all photographs and assigning necessary graphics to the paper's art department. Needless to say, it's a weekly cycle that keeps me hopping and leaves little time to spare. For those who haven't had the pleasure of experiencing such a routine, I offer this description from author Raymond Ring, who included the following passage in his novel "Arizona Kiss":

"I can tell you what it's like to work for a newspaper. Imagine a combine, one of those huge threshing machines that eat up a row of wheat like nothing, bearing right down on you. You're running in front of it, all day long, day in and day out, just inches

in front of the maw, where steel blades are whirring and clacking and waiting for you to get tired or make one slip. The only way to keep the combine off you is to throw it something else to rip apart and digest. What you feed it is stories.

Words and photos. Ten inches on this, 15 inches on that, a vertical shot here and a horizontal there, scraps of news and film that go into the maw, where they are processed and dumped onto some page to fill the spaces around the ads. Each story buys you a little time, barely enough to slap together the next story, and the next and the next. You never get far ahead, you never take a breather, all you do is live on the hustle. Always in a rush, always on deadline, you keep scrambling to feed the combine. That's what it's like. The only way to break free is with a big story, one you can ride for a while and tear off in pieces so big, the combine has to strain to choke them down. That buys you a little time. But sooner or later the combine will come chomping after you again, and you better be ready to feed it all over again."

Needless to say, having a method of feeding that combine is essential to survival. My method, in a nutshell, is a combination of careful planning -- and a willingness to abandon my plans at a moment's notice if something better comes up.

Generally, I try to have a pretty solid idea of what I will be writing at least two weeks in advance, and a more general idea of what I'd like to do about a month out. I know colleagues who find such planning too burdensome, but it provides me with a sort of work-flow outline that helps the process of gathering interviews, artwork, etc. without having to scramble for it at the last minute.

Since a newspaper is, by definition, news oriented, about half of the stories that make it onto the planning calendar are what I call "must do" pieces. For example, if a hunting or fishing season is opening soon, I can pencil in a feature about pursuing that species. If the Game Commission or Fish and Boat Commission is meeting, I know a timely news story will result. And, if spring or fall are upon us, then a story about bird migration is all but mandatory.

The other half of my stories are what I

call "enterprise" pieces. These are basically self-generated ideas gleaned from news releases, new product announcements, personal observations, reader feedback, e-mail, other publications, etc.

Such stories can range from something as simple as a feature about an interesting bird I photographed at my feeder to an in-depth profile of the Quality Deer Management movement and its impact on modern-day deer hunting culture. Some of these ideas are articles you can knock out in an hour, while others may require weeks of reporting done in one-hour increments here and 30-minute increments there. A variety of quick-hit pieces and more substantial articles provide some variety of readers and give me the flexibility to substitute one article for another as time and/or available space dictate.

Having a plan in place helps me decide what I need to do today, tomorrow and several days from now to ensure my pages will be filled each Tuesday. But the other part of my method is not being so married to the plan that I can't take advantage of better opportunities or respond to breaking news. For example, if the Game Commission issues a news release on a Monday saying that chronic wasting disease has shown up in Pennsylvania, then it's time to tear up Tuesday's pages and start over. Likewise, a reader who calls with a truly interesting outdoor experience or late word of a political battle heating up in Harrisburg may necessitate a last-minute change in plans.

Although it sometimes seems like a hassle at the time, I believe making last-minute changes is a benefit. First of all, it benefits readers by getting information to them as quickly as possible. Last-minute changes also benefit me by creating "leftover" stories that can run the following week, freeing up more time to work on long-term projects. Sometimes, a story that gets bumped for breaking news has a time element that just won't work the following week. But in such cases, the idea can usually be recycled the following year or modified into a freelance query.

Being a full-time newspaper outdoor writer certainly isn't stress free. However, it is a lot of fun, and I appreciate the opportunities it offers for spending time in the field. By using the techniques I discussed, I bring just enough organization to the chaos to ensure there's always enough material to feed the publishing beast.

-PW-

Get 1 for 3 ...

When you sponsor 3 new POWA members in one year, your membership is free! Forms are on the Web site: www.paoutdoorwriters.com

"Pass It On" Award Winner, from p. 1
wildlife, since hunters fund most conservation programs in this country."

"Too many critics are quick to assume the NSSF and our partners no longer value hunter safety courses," states Mr. Wagner. "That's not true at all! In fact, the goal of 'Families Afield' is sending more kids — not less — through hunter safety education. We want to help young people experience and understand the joys of hunting. Once they realize this is a sport they'll enjoy, they can then take the classes. It's the same reason car salesmen take customers for a test drive first, and introduce the paperwork later."

Rob Sexton is Vice President of Government Affairs for the U.S. Sportsmen's Alliance, and he shares the concern. "We need to break down these barriers," replied Sexton. "Many states do allow very young hunters to participate, provided qualified, licensed guardians accompany them. The safety records in those states are as good as or better than the others."

Young people are not eligible to hunt until age 12 or greater in some areas, regardless of parental supervision. Some states strictly forbid teens to hunt North America's favorite game animal, the whitetail deer. Michigan for example does not allow deer hunting until age 14, and New York forbids youth under the age of 16 to hunt whitetails. Consider that thousands of New York teens are legally seated behind the steering wheel of a speeding automobile before they are eligible to hunt deer with a parent or guardian, simply because their 16th birthday arrives before deer season opens.

"We must act to remove barriers that are preventing America's youth from hunting. It is time to accept reality and to understand we are competing for the interest of our youth. Young people have many more alternatives than we had when we were youngsters," stated Rob Keck, the CEO of the National Wild Turkey Federation. "Many of them would love hunting if they could just try it," he believes.

"We looked at the facts and data presented by the International Hunter Education Association," stated Keck. "The data proves that the safety records in states with no age requirements for hunting are as good as or better than safety records where age restrictions are enforced. In actuality,

the data suggests young hunters accompanied by legally licensed guardians are among the safest groups."

Alabama is responding with positive measures. Jerry de Bin, Information & Education Chief for Alabama's Department of Conservation and Natural Resources, credits progressive Commissioner, Barnett



Woodchuck hunters. This photo by Jerry Bush accompanied the original published feature.

Lawley. "Commissioner Lawley has led us to evaluate our recruitment efforts throughout the agency, to question everything, and to be willing to try new things. Rather than ask "Why," he asks "Why not?"

"Alabama has taken progressive steps to minimize the hunter education barrier. Our Hunter Education Coordinator helped direct an effort to introduce a CD-ROM and an internet-based version of hunter education, which culminates in a brief field day and final test. It allows youngsters to complete the majority of the class at their own leisure," states Mr. de Bin.

President's Message, from page 3

humor, will guarantee her future success. Thanks again for all you've done, Eileen.

In his outgoing president's note to POWA, **Russ Englehart** mentions some of the continuing items of interest before the group. One that I'd like you, the members, to think about again is the number of conferences we have each year.

I am a big fan of two conferences. I've always felt that seeing each other every six months and benefitting from the seminars, activities and networking with other media pros and supporting member businesses and organizations on more than an annual basis were a lot of what kept POWA strong. But maybe I'm wrong; maybe we can be as strong with one conference.

"When completed and implemented, we will have created a 'learner's permit' for first-time hunters. Essentially, new hunters (who've not yet completed hunter education) will be able to purchase a valid hunting license that will allow the newcomer to hunt under the direct control/supervision of a licensed mentor. This option allows a newcomer to safely experience hunting FIRST, and then complete hunter education."

Though youngsters make up the largest group of potential new hunters, they are not the only recruits blocked from trying the activity. "We must do more to reach all potential hunters, and it is time we realize we are competing for valuable time," stated Sexton.

"There are too many barriers blocking all people from trying to hunt. There is little doubt that many of these restrictions are well intentioned, but they must be recognized as barriers just the same. I am aware of instances involving 39-year old adults who wanted to try hunting, but were blocked because of the requirement to first participate in a hunter education class," expressed Sexton.

State Representative Stephen Buehrer (R) from Ohio recently introduced creative legislation in his state, hoping to allow persons young and old alike, to purchase an apprentice hunting license.

Ohio House Bill 296 would require the apprentice hunter be accompanied by someone twenty-one years of age or older who possesses a valid Ohio hunting license. In addition, the licensed hunter would not
(continued on page 6)

Why we had a light turnout this fall is likely due to several factors, and the prior three conferences were attendance record-breakers. Yet POWA remains divided over "one conference or two."

I'm not in favor of another survey, because members vote by their actions more than by their answers. However, please do some soul-searching over the winter.

Are you committed to going to both the spring and fall conferences next year? Or do you just think you should go, but will probably miss one? I believe that attendance at the conference in Butler (May 17 - 20, 2007) and in Carlisle (mid-October) will speak the loudest, if the membership doesn't vote before then on whether it will be one or two in 2008.

-PW-

"Pass It On" Award Winner, from p. 5

be able to supervise more than two apprentice hunters at a time. A successful hunter education course would still be required of the apprentice license holder, in able to hunt independently.

The bill will create three types of apprentice licenses: apprentice resident, apprentice non-resident, and apprentice youth. "I am certain that with the creation of this license, new hunters will be able to enjoy the actual experience of hunting and will more likely to be a committed long-term hunter," stated Buehrer. "In my experience, a committed hunter is a safer hunter."

The lack of Sunday hunting opportunities is yet another obstruction that stops many would be hunters. In states like Pennsylvania, for example, antiquated regulations forbid Sunday hunting for game animals. "There are now more obstacles to introducing a young person to hunting than ever before," admits Representative Ed Staback (D), of Pennsylvania, who serves as Chairman of the House Game and Fisheries Committee in the Keystone State.

According to Staback, "Parents and their children have more demands on what used to be their free time, especially on the weekends. Expanded hunting opportunities on Sundays would have a great impact on recruiting young people to the sport. Hunting shouldn't be considered any different than other outdoor activities that now occur on Sundays, like baseball, soccer, fishing and more. By opening Sunday to hunting more young people would have the time to be properly introduced to this unique sport of a lifetime."

Are we doing enough to reach women? Many persons believe not. Brenda Valentine is a national outdoor television celebrity known as "The First Lady of Hunting," and is National Spokesperson for the popular ladies group -- Women In The Outdoors. "The truth of the matter is there are not enough young hunters entering the woods to replace the aging ones who can no longer take up the gun and bow to go afield, and the number one reason is the disturbing number of one-parent households that now exist in America. More often than not the mother is that one adult," stated Valentine.

"Programs that provide hands-on outdoor workshops for women may be the best salvation we have for preserving the future of our hunting culture. If attending

such an event will instill the truth of hunting in a young mother, you can bet she will allow and encourage her children to be a part of this wholesome and honorable way of life. It's a pity mom does not realize that the same youngsters she worries about getting into gangs or using drugs would be a 1,000 times less likely to have a future of crime if he/she were exposed to nature, and the natural phenomenon of providing food by fair-chase hunting," expressed Valentine.

Many agencies offer programs such as "Becoming an Outdoors Woman," but budget constraints often choke the abilities of these agencies to aggressively promote the curriculum. The BOW program has been put on hold in Pennsylvania for example, where the Game Commission reports a \$3-million short fall in funding.

"I sympathize with agencies that can't afford to do more for the women," states Mr. Keck. Our WITO programs remain healthy as a result of our Super Fund programs. Hunters need to understand that the budgets of State agencies must be bolstered."

Alabama is currently doing well with the BOW program and is going well beyond it with next-step programs such as Beyond BOW and STEP OUTSIDE hunts just for women. "Most of our ladies' workshops sell out quickly," according to Jerry de Bin. To give some idea of how anxious women are to participate, Mr. de Bin reports,



"Women from 6 to 8 other states typically attend as well. Many of our BOW participants describe it as a life-changing experience, and they have the scrapbook of hunting stories to prove it!"

Can America afford to be apathetic in its search for new hunters? Consider that the average individual spent 18 days hunting, and \$1,581.00 on their sport in 2001, according to statistics gathered by the U.S. Fish and Wildlife Service. That equates to more than \$21 billion. Expenditures for 4x4 vehicles, campers, vans, and cabins increased 183 percent.

Now consider that the number of hunters declined by 7 percent from 1991 to 2001, and dare to ask what will a continuing reduction in hunters eventually mean to the U.S. economy?

That's only the monetary element. The sale of hunting licenses is a major source of funding for wildlife conservation efforts. By purchasing all required licenses, and paying federal excise taxes on hunting equipment and ammunition, individual hunters contribute nearly \$200 million annually to state agencies, to support wildlife management programs for hunted and non-hunted species, purchase lands, and contribute to hunter safety classes. That figure doesn't even begin to scratch the surface when considering how much money hunters contribute to conservation through independent organizations such as Ducks Unlimited, Rocky Mountain Elk Foundation, NWTf, Pheasants Forever, Whitetails Unlimited, and many, many others.

America clearly needs to roll out the red carpet and open the doors wide for hunting recruits.

* * *

Watch future PowWows for instructions on how to submit to the Bass Pro Shops 2007 "Pass It On" Award contest. Deadline is Aug. 31, 2007.

-PW-

John Swinton seems pleased with a typical walleye from the Allegheny Reservoir. Guided by Douge Yohe (left), a local restaurateur and regular contestant on Cabela's walleye tour, POWAers Jeff Gerson and Kermit Henning joined Swinton for a productive day during the fall conference in Bradford. Kermit Henning photo.

Market News

by Freddie McKnight



The Browse Line, the official publication of the **Pennsylvania Deer Association**, is seeking material. The magazine publishes quarterly and focuses on white-tailed deer and Pennsylvania deer-related issues. The publication could use “how-to” articles on topics such as hunting tactics, deer management, habitat management and food-plot planting. Also sought are true hunting stories about successful Pennsylvania hunts. Not interested in tackle or Game Commission regulation pieces. Manuscripts should be between 1,000 and 1,500 words and accompanied by photos. Photos should be either color prints or 35-mm transparencies.

Both new and previously printed articles are acceptable. New and upcoming writers also are encouraged to query. The magazine pays on publication and purchases first North American serial rights. Query Assistant Editor **C.D. Denmon**, The Browse Line, 1706 SR 118, Sweet Valley, PA 18656, cddeers72@peoplepc.com.

* * *

The **Bird Hunting Report** newsletter (in its 18th year of publication) speaks to traveling wingshooters who want the facts on quality places to hunt.

Being sought for publication are experienced-based, fact-checked reports that make educated value judgments and recommendations about available worldwide hunting opportunities on both public and private lands, in lodges and clubs, or “do-it-yourself.”

This is a great secondary market for information that writers have gathered for other stories. Payment is 16 cents per word for an 800 to 1,000-word report. No photo support is required. Direct additional questions, queries and requests for style sheets to Managing Editor Tom Carney, tom@birdhuntingreport.com.

* * *

OrionOnline is an online publication that is informed by a growing ecological awareness and the need for cultural and environmental change. Writers’ fees vary from feature to feature, but generally range from \$100 (for first-time submissions) to \$800 (for full-length features by known authors).

Where applicable, the editors provide direct-sale book links online. OrionOnline purchases exclusive electronic media rights for a period of six months and nonexclusive electronic media rights thereafter in perpetuity, largely for archival purposes. All features are archived on the Orion Web site indefinitely.

Requests for information or submissions should be e-mailed to editor@orionsociety.org or mailed to OrionOnline, 187 Main St., Great Barrington, MA 01230.

Editors: Send your Markets News to Freddie McKnight, mcknight@innernet.net.

BREAKING IN ... Harry Guyer is caught in the act of trying to crack the safe at the Crook Farm, at the Friday barbecue at the fall conference.



Bob Steiner Photos

The Fisherman Mid-Atlantic Edition seeks a wide range of “how-to” and local “where-to” angling features. Writers are encouraged to submit story ideas, each with about 50 words of explanation. Photos to illustrate the story are essential.

The Fisherman Group (Long Island, New Jersey, New England and Mid-Atlantic editions) buys all rights upon publication, and payment for word count and photos is determined at publication, based on the final, edited text as it appears in the finished magazine. When agreed upon, text files and photo files are accepted by e-mail.

Contact C.D. Dollar, managing editor, 100 Helfenbein Ln., Unit 120, Chester, MD 21619; 410-643-5523, 410-643 3304 (fax), carney, tom@birdhuntingreport.com.

* * *

On the Water magazine encourages queries from freelance writers with expertise in fishing in the six-state New England region. Locations, techniques and historical perspectives are just a few of the subjects that are desired. Also sought are submissions of images for possible use as cover; action shots are preferred.

On the Water does not use previously published works or rewrites, including content published on Web sites; first North American serial rights are retained. To receive writers and photographers guidelines and more information, please contact Editor Gene Bourque at gene@onthewater.com. **-PW-**



TAKING A BREAK ... Bob Clark enjoys the autumn sunshine at a picnic table, after Mike Bleech's ably prepared lunch and a tour of the Case Cutlery plant, during the Bradford conference.

POWA Meeting Minutes

Fall General
Membership
Meeting
Sept. 23, 2006



The Fall 2006 General Membership Meeting was held at the Bradford Rod and Gun Club, Bradford, Pennsylvania, on September 23, 2006.

The meeting was called to order at 3:15 p.m. by President Russ Englehart. Thirty-two individuals were present at the meeting, including 23 regular members.

Roll call of officers and board members: Members of the Board of Directors who were present were President Russ Englehart; 1st Vice President Linda Steiner; Parliamentarian John Swinton; Terry Brady; and Bob Ballantyne. Absent were John McGonigle (secretary); Rob Hilliard (treasurer); Ron Tussel (2nd Vice President); Jeff Mulhollem (Board chairman); Freddie McKnight; Charles Burchfield; Jerry Hassinger; and Bob Lollo.

Minutes: Minutes of the previous meeting were as printed in the most recent issue of PowWow. Motion to approve – Alex Zidock/Harry Guyer. Motion passed.

Correspondence: Correspondence received from board members Jerry Hassinger, Bob Lollo, Freddie McKnight and Charlie Burchfield with explanations for their absence. Letter to the board received from George Dolnack (board will consider/discuss this at its next meeting).

President's Report: Nothing to report.

Executive Director's Report: Advertised for E.D.'s position. Membership currently stands at 202 active, 10 apprentice, 2 honorary and 129 supporting members.

Motion to approve officers' reports: Harry Bauer/Terry Brady. Approved.

Treasurer's Report: Will be posted in next PowWow (see page 9). Synopsis given orally by 1st Vice President Linda Steiner in absence of treasurer. Books will be audited in near future.

Committee Reports:

Awards - Doyle Dietz, Chair: At the request of incoming president Linda Steiner, I have contacted all of the 2005 winners requesting that they serve as coordinators for categories they will not enter in 2006. As of Thursday, Aug. 24, only Bob Steiner, Ben Moyer, Harvey Bauer and Christian Berg responded with a positive reply and Harry Guyer responded with regrets.

Awards Review - Bob Mitchell, Chair: Work began on developing a new award, "Photograph of the Year Award." I'm working on the premise that all Active and Apprentice POWA members will be eligible (like other awards).

For the sake of starting point, I'm thinking that a member may submit up to three photos, in any format (digital, print or transparency) and that they may be enhanced or manipulated in any way. I'm also thinking that fairly detailed descriptions should accompany each entry, describing how the photo was taken, with what settings, etc., and any enhancements/manipulations done—i.e., make this a fun learning experience for us all.

One of the aspects I'm wondering about is if the entries could be posted on the POWA Web site, and that maybe a way for members to actually vote online could be developed. Or another process could be developed for the membership to vote, at a meeting, say, or judging could be arranged for as part of Awards Chairman's duties, or done separately, by another judging board?

Constitution and Bylaws - Jim Fitser, Chair: Director/officer recall amendment has been approved. Currently reviewing several items for possible minor changes to the Constitution and Bylaws.

Craft Improvement - Bob Frye, Chair: No written report received. Oral report by Linda Steiner (PowWow editor). Plenty of material on hand for PowWow, but craft improvement articles still appreciated.

Duties Manual - Bob Mitchell, Chair: Per the changes in the awards program voted on by the membership at the May meeting, the Awards Committee section of the Duties Manual has been updated.

Also, I deleted the item about the Awards Chairman being responsible for obtaining the Past President plaque, for presentation at the fall meeting. This

responsibility, I believe, has been delegated to the Executive Director.

Nowhere in the Awards Chairman duties is there mention of what an "Honorable Mention" award is. I vaguely recall, but did not add anything related to this in the Duties Manual. Need clarification.

Editorial Review - Sam Hossler, Chair: No action over the past 12 months.

Ethics Committee - John Swinton, Chair: No activity.

Education Committee - Kermit Henning, Chair: A total of 18 applications were received for POWA educational grants for 2007. One request was for \$150, another for \$500. These two were approved for the amounts requested. Some applications requested no specific amount; others were anywhere from \$1,000 and up. The committee decided to award \$1,000 to each, dependent on the amount of money raised at the POWA auction in February at the Eastern Sports and Outdoor Show. If we do not raise the necessary funds, the money will be divided equally between the applicants. With the large amount of requests this year, the committee would like to remind every POWA member that we need more and larger auction items.

Oral report supplement by Kermit Henning at meeting: POWA has granted over \$250,000 over the years to various organizations and agencies. We need to raise much more money at the "Harrisburg Show" because of the closing of the "Allentown Show"; lost \$4,000 - \$5,000 because of that. Exhibitors and supporting members help a great deal by contributing items, but regular members need to contribute also. Committee does not want to deny any requests because of lack of income.

Financial Auditing - Linda Steiner, Chair: Year-end auditing will be done in near future, and report will be given at spring meeting.

Historical Archives - George Dolnack: Transferred binder of POWA memorabilia to the Exec. Director.

Membership Audit - Jeff Mulhollem, Chair: Successful auditees were reported in the published minutes of the spring meeting.

Membership Recruitment - Bob Steiner: No action to report. During oral report given by Linda Steiner, Kermit

NOTE: POWA's Board of Directors did not have a quorum present at the fall 2006 conference, so could not take official action at its Friday evening meeting. The next meeting of the board will be in early 2007.

YOU COULD WIN!

That's right, time is nearing for you to enter your 2006 work into POWA's prestigious and lucrative "Excellence in Craft Awards."

Information on how to submit to the awards contests will appear in the December/January 2007 issue.

Postmark deadline for mailing entries is January 24, 2007.

The awards will be presented at the spring 2007 conference banquet.

Henning asked "Are we growing?" Steiner replied, "We are actually declining somewhat in regular membership." She appealed for members to help recruit.

Member Screening - Because not enough board members were present for a quorum at the board meeting, telephone or e-mail votes will be taken in near future on new applicants. Dennis Scharadin, Chair.

Past Presidents' Council - Dennis Scharadin, Chair: Nothing to report.

Scholarship Committee - John Swinton, Chair: Scholarship money has been distributed for this year's recipient.

Sports Shows - Kermit Henning, Chair: Encourages members to spend time in the POWA booth at the "Harrisburg Show," perhaps even more than one day. Editors could promote books and magazines.

Supporting Member Screening, Harry Guyer, Chair: Nothing to report.

Supporting Member Representative - Connie Yingling, Maryland Office of Tourism Development: No activity in recruitment at this time.

Technology and Web Site - Bob Ballantyne, Chair: Members are pleased with new webmaster and the site.

Ways and Means - Jerry Bush, Chair: Supporting members came through "big time" in support of raffles at the fall conference. He reminded attendees who win items to send letters of thanks to the supporting members.

Youth Mentor Award - Charlie Burchfield, Chair: Membership ratified the board's decision to discontinue this award after this year. We do have a recipient, and the award will be presented at the fall meeting.

Motion to approve committee reports: Ed Carlson/Terry Brady. Withdrawn after

discussion of wording, with note that the missing reports will appear in PowWow (*all are included here*).

Motion to approve those committee reports that were posted or presented orally - Ed Carlson/Terry Brady. Approved.

Conferences:

Spring 2007 - Linda Steiner reported on progress. To be held in Butler County, May 17-20, headquartered at the Day's Inn. (*See PowWow back page for more details*).

Fall 2007 - Kermit Henning and Gerry Putt will co-chair. Event is expected to be held in October 2007, in the Carlisle area.

Spring 2008 - Open, volunteer chairs needed.

Old Business: None discussed.

New Business:

POWA election results: New board members are Christian Berg and Frank Felbaum; New 2nd Vice President, Harry Guyer; Moving to 1st Vice President, Ron Tussel; New President, Linda Steiner; Assuming chairmanship of the board of

directors, Russ Englehart. New executive director was introduced: Patty N. Burdge of Brookville, PA.

Good of the Order:

Kermit Henning reported on a number of items donated to POWA by Carolyn Hoffman, Lou Hoffman's widow, for the Saturday night auction.

Alex Zidock rose to thank Connie Yingling for her arranging so many of the activities of this conference.

Member Ed Carlson remarked on the sparse attendance at this conference and the absence of a quorum for the board of director's meeting. This sparked much discussion of the future of POWA. The board of directors will again address this issue at their next meeting.

Adjournment - Meeting adjourned at 4:15 pm. on motion of Alex Zidock.

Respectfully submitted,

Bob Ballantyne

Member, Board of Directors

Acting as Secretary

TREASURER'S REPORT

by Rob Hilliard, POWA Treasurer
End of Fiscal Year 2005-06

<u>INCOME ACCTS.</u>	<u>05-06 Budget</u>	<u>9/1/05 - 8/31/06</u>	<u>Budget 06-07</u>
Active Members	\$12,500	\$12,325	11,500
Supporting Members	12,500	12,550	12,500
Merchandise Sales	50	131	100
Ckg. Interest/Misc.	50	172	50
Net fm. Conferences	6,465	9,236	8,340
TOTAL INCOME:	\$31,565	\$34,414	\$32,490

<u>EXPENSE ACCTS.</u>	<u>05-06 Budget</u>	<u>9/1/05 - 8/31/06</u>	<u>Budget 06-07</u>
PowWow (print/edit)	\$7,500	\$8,112	8,500
Postage, PowWow	1,800	2,004	2,000
Postage, General	1,700	1,494	2,000
Exec. Dir. Office	2,800	4,071	3,100
Exec. Dir. Stipend	9,200	8,433	9,200
Plaques, Supp. Mbrs.	600	781	600
Web site	750	1,325	1,000
Liability Insurance	550	541	550
Bonding	415	500	415
Member Directory	1,800	1,890	1,800
Awards	200	20	125
Sport Shows	100	0	0
Interim Board Mtgs.	550	456	500
Bank/Credit Card Fees	800	672	700
Miscellaneous	200	206	200
Professional Fees	2,600	2,653	1,800
TOTAL EXPENSES:	\$31,565	\$33,158	\$32,490



POWA Assets (as of 8/31/06): General Fund \$7,113 / Emergency Fund \$11,150
Youth Outdoor Education Fund \$1,025 / Will Johns Scholarship Fund \$49,914 /
Will Johns Scholarship Fund Investments \$30,000 / Total POWA assets: \$99,202

ALL WORK AND NO PLAY? NO WAY!

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

Arnold J. Toynbee, a British historian, said, "The supreme accomplishment is to blur the line between work and play."

Most public relations practitioners in the travel and tourism sector would agree that our industry as a whole has totally mastered this concept of having fun at our jobs. We are privileged to introduce journalists -- and by extension their readers, viewers and listeners -- to the abundance of natural resources, interesting attractions, scrumptious restaurants, and cozy accommodations in our respective territories.

What's not to love about strolling through unique museums dedicated to the art of decoy carving, sampling fresh seafood prepared by world-class chefs, or snuggling into a luxurious feather pillow at a historic inn at the end of a day of touring?

Even better, I'm the designated outdoor niche market PR rep. in my office, so I get to indulge in plenty of outdoor-related activities. As part of my "job duties," I have reeled in 40-inch rockfish from the depths of the Chesapeake Bay, rappelled (backwards) down an 80-foot cliff in the forests of western Maryland, photographed a very ugly turkey vulture from less than one-foot distance, and duck hunted during the dawn's early light on the Eastern Shore of Maryland.

Work or fun? Sometimes it's extremely hard to differentiate between the two.

And so it was at the recent POWA fall conference in Bradford. It was a perfect



At the fall conference breakout, following each supporting member's "time in the spotlight," POWA active members had a chance to visit their booths and continue the conversation. At left, center, Fred Feightner, of W.R. Case and Sons Cutlery, shows some of the company's finely crafted knives to Kermit Henning (right). Meanwhile, Connie Yingling greeted attendees at the Maryland Office of Tourism Development's display.

combination of fun and work for both the supporting and active members in attendance, held in a particularly scenic part of Pennsylvania.

Factory tours hosted by **W.R. Case and Sons Cutlery** on Friday set the bar high for the activities and seminars that followed. The rest of this top-notch conference certainly did not disappoint. Special thanks to conference chair **Mike Bleech** for his efforts in pulling the programs together.

We even tried something different in Bradford, by slightly changing the format of breakout. Supporting members registered to display at breakout were provided a five-minute opportunity to address the entire group of active members before we resumed our traditional open marketplace. First we heard from our hostess for this conference, Linda Devlin of the **Allegheny National Forest Vacation Bureau**, and two of her member organizations.

Patti Jo Lambert of the **Butler County Tourism and Convention Bureau** followed with 11 top reasons to come to the spring 2007 conference in the town of Butler. Put it on your calendar to attend -- May 17-20, 2007.



Presentations by supporting member reps. at the fall breakout were a great, new feature. Speaking to the group, left, is Suzanne Bixby, 1,000 Islands Vacation Bureau. Seated, center, are Marilyn Black, Oil Region Alliance; Kermit Henning; and Mary Hosmer, Allegheny National Forest.

Looking farther ahead in our POWA conference schedule, active member **Marilyn Black** represented the **Oil Heritage Region Tourist Promotion Agency**, which is hosting our spring 2009 conference to coincide with the 150th anniversary of the drilling of the world's first commercial oil well.

Next, Suzanne Bixby from the **1,000 Islands International Tourism Council** spoke about the thousands of reasons to come to New York, including tantalizing tidbits on the maritime culture of her area.

Following my **Maryland Office of Tourism Development** spiel, I quizzed the group on upcoming events mentioned in my bit and tossed out token rewards for the correct answers.

Leaving the land of CVBs, David Burge of the **Pennsylvania Chapter of the National Wild Turkey Federation** eloquently spoke of his group's efforts in conservation and advancement of the opportunities to hunt the wild turkey.

Fred Feightner of Case closed our informal presentation period by inviting active members to come to his booth to view the many handcrafted knives he brought.

The positive feedback received as a result of our format modification indicated that the active members appreciated the change, and the participating supporting members welcomed the additional spotlight, so we may incorporate this feature into future breakout days.

But, I'm still welcoming your thoughts and ideas for spicing up breakout day (see the August/September 2006 issue for my call to action) and hope to get some additional ways to have fun at breakout.

In closing, thanks so much everyone, for pulling together your oral presentations (literally at the last minute; no pressure!) and for greatly contributing to an informative breakout session for all. It was great fun.

-PW-

POWA APPRECIATES FALL RAFFLE DONORS

On behalf of myself and the organization, I want to thank each and every member who donated items for our conference auction and raffles. I also want to thank the generous members who bid on objects and purchased raffle tickets. Through these activities, POWA was able to raise more than \$1,500. Though that amount is significantly less than we normally acquire, it reflects the generosity of the unusually low number of attendees at this particular conference.

Please contact me if you donated items for the raffle and your name isn't listed. We want to make sure you receive the credit you deserve. We never intentionally omit the listing of any donations.

I would like to thank member **Kermit Henning**, who not only picked up the print

1,000 Islands Tourism
Sylvia Bashline
Bass Pro Shops
Blackpowder Products, Inc.
Barb Brady
Brownells
Buckwing Products
Cabelas
Camp Chef
Carson Optical
Coleman
Delorme
Diamond Technologies
Nancy Englehart
Erie Area Visitors Bureau
Darla Guyer
Jo Ann Henning
Carolyn Hoffman
Sam Hossler
Knight Rifles

donated by the **Ned Smith Center for Art & Nature**, but also for selling tickets and accounting for the funds. Thanks are also in order to **Eileen King, Connie Yingling** and **Steve Sorensen**, each of whom helped the organization pull off a tremendous event.

Please check out our extensive list of donations and send the contributors a thank-you letter. You can even send them letters by e-mail. Our supporting members would love to hear from every active member.

If you won any of the great items and get to use them in any publications, please be sure to send the supporting members a tear sheet, so they can appreciate the value you received from being exposed to their generosity. It means a lot to the contributors.

-- **Jerry Bush**

Ways & Means Chairman

P.S. Would the winner of the **Knight** rifle please contact me? I have your owner's manual and parts list and will send them.

MapTech
Maryland Tourism
National Wild Turkey Federation
Ned Smith Center for Art/Nature Matheny, Ed (OWAA)
Oil Region Alliance
Pa. Federation of Sportsmen's Clubs
Perry County Youth Field Day
Plano
Procairn
Pure Fishing
Ranger Boats
Remington Arms Co.
Ruffed Grouse Society
TTI Industries
United Cutlery
Ventco
Waste Management
Winchester
Woolrich

-PW-

If you didn't attend the fall POWA conference, you missed a good one!

Those who made the trip to Bradford, on the edge of the Allegheny National Forest, were made most welcome by chairman **Mike Bleech**. **W.R. Case & Sons Cutlery** and the **Allegheny National Forest Vacation Bureau** (Linda Devlin) went "all out" to make POWAers feel welcome, even feted, in Pennsylvania's northcountry.

We fished the Alleghen Reservoir and had a tour of the Kinzua Quality Deer Cooperative lands on Friday. The "KQDC" hosted the Friday barbecue at the Crook Farm, a historic site. Thanks especially to "Grissly" Gary Wert, Charlie Brant and Doug Yohe for guiding the fishermen.

Jeri Bleech was hostess on the spouses' tours to area highlights. Saturday's seminars included **Mary Hosmer** on the Allegheny National Forest; Mike Hancharick on the Collins Pine Company (Kane Hardwoods), which has a long tradition of allowing public access for outdoor recreation on its properties; Fred Feightner and Rich Brandon on Case knives and correct knife sharpening; and Allen Woomer, Regional Fisheries Manager for the **Pennsylvania Fish and Boat Commission**, on local and statewide fisheries news. Seminars were held several blocks from the host hotel, at the University of Pittsburgh campus.

Saturday breakout was at the Bradford Gun Club, on the edge of the "ANF" and just minutes from the hotel. The banquet, back at "UP Bradford," was sponsored by W.R. Case and Sons Cutlery.

The 2006 **Bass Pro Shops** Award was presented to **Jerry Bush**, for an article published in *Buckmasters* last year. The 2006 POWA Youth Mentor Award was given to Earl Eckley, of Cassville. The symbolic "passing of the gavel" transferred the POWA presidency from **Russ Englehart** to **Linda Steiner**. **Eileen King** was thanked for her years of service to POWA, and the new executive director, **Patty Burdge**, was introduced. **Jerry Bush** and **Steve Sorenson** did a superb job with the fund-raising raffles and auctions, despite the smaller attendance. Thanks to all who donated (*see list, this page*).

Thanks to all who worked to make this a conference to remember. If you missed this one, we'll take "no excuses" for your missing the spring 2007 conference, in Butler. See page 16 for details. -PW-



Linda Steiner Photo

How are folding and hunting knives made? Those fall POWA conference attendees who went on the tours at W.R. Case & Sons Cutlery, in Bradford, learned how. Some even got some hands-on experience. Thanks to Case for its hospitality.

RSS: Getting the news you want

*Technology Craft Improvement
by POWA Webmaster Tracy Watt*

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

RSS feeds allow you to retrieve the latest content from the sites you are interested in, without having to visit each site individually or subscribe to numerous e-mail newsletters. You can subscribe free and anonymously to any news you wish to receive.

To subscribe to and read an RSS feed, you need to use a feed reader, also called an "aggregator." This software is designed to gather the feeds you have subscribed to as they are updated and display them for you to browse at your leisure.

Basically, to subscribe to RSS feeds, aggregator software requires you to submit a URL that points to the location of the RSS feed. Most of the time you can right-click on the RSS feed image, copy the link URL, then paste it into your aggregator software when prompted.

But you don't have to use a stand-alone aggregator software program. The easiest way (although certainly not the only way) to get the RSS feeds you want is through the home page of your Web browser.

Most people have Yahoo, MSN, Hotmail or Google accounts, which contain an RSS news reader (aggregator). Since I have a Hotmail account, I'll walk you through adding a news feed to your MSN home page.

Go to <http://www.my.msn.com> and sign in. If you don't already have a Hotmail account, you can create one. It only takes a minute to get a new account.

Once you sign in, you'll probably see various windows containing the top news of the day, local weather, stock quotes, sports, even horoscopes. Each of these sections can be easily moved or deleted. To move them, just click and drag from the top right of each subject area. To minimize them, click the minus (-) sign in the top left of the subject area.

At the top left of the screen, right above the "Welcome" area you'll see "Add

Content" below your name. When you go there, the default tab that comes up is "Search."

The other three tabs are worth exploring too, since they let you browse by company names and subjects. In the Search box, type in what you are looking for (examples might be CNN, word of the day, bowhunting, etc.), and then press the green arrow or Go button. Various search results will come up. You can choose the one you want by checking the box to the left of it, then OK. Your MSN page will refresh, and the new feed should be visible towards the bottom.

If you already know the exact Web address (the URL or, more specifically, the RSS feed URL) for a news feed you want, you can enter it in the search box, as well. Most large companies, news organizations and bloggers now offer these links on their Web sites.

Look for a small orange box on the Web site that says XML or the words "RSS Feed" or "News feed." This indicates that there is an RSS feed available for the Web content you are viewing. The image usually links directly to an XML file, which is a specially formatted file containing information about the feed. Many large organizations, like CNN, offer specific instructions, and a whole list of RSS news feed URL's that you can manually copy and paste into your news reader.

Sometimes when you click on an RSS link, you'll be taken to a page that looks like computer code. When that happens, you



are actually looking at the feed itself. Don't get scared! All you have to do is copy and paste what's in the address bar of your Web browser, right into your news reader. That is, paste the URL of the news feed right into the MSN search box, press the green arrow/Go button, check the box when it shows the result and OK.

You'll want to give yourself some time to play around with this relatively new Internet feature. Then you'll probably want to create your own RSS feed. And that will be fodder for another article ... so be sure to read through upcoming issues of PowWow!

Oh, and in case you're wondering, RSS stands for Rich Site Summary or Really Simple Syndication. **-PW-**

Congratulations to POWAers who won in the OWAA 2006 Excellence in Craft Contests

Christian Berg, 1st Place, Value of Wilderness to the Outdoor Experience Contest, Newspaper Category; 2nd Place, Fishing Contest, Newspaper Category; 3rd Place, Natural History Contest, Newspaper Category; 3rd Place, Shooting Sports Contest, Newspaper Category.

Joe Byers, 3rd Place, Backcountry Sportsman Contest, Art/Photo Category.

Ben Moyer, 3rd Place, Family Participation/Youth Outdoor Education Contest, Magazine Category.

Boyd Pfeiffer, 3rd Place, Book Contest.

Bob Steiner, 3rd Place, Outdoor Related Essays Contest, Magazine Category.

Alex Zidock, 1st Place, Fishing Contest, Art/Photo Category; 2nd Place, Conservation/Environment Contest, Art/Photo Category; 2nd Place, Shooting Sports Contest, Art/Photo Category. **-PW-**

New OWAA reference manual available

The Outdoor Writers Association of America (OWAA) recently revised its "Outdoor Reference Manual." The publication is now available for purchase.

The new manual supplements the Associated Press Stylebook and Webster's New World Dictionary, filling in gaps in outdoor-related terminology not found in either of these publications.

Previous to the 2006 revision, the OWAA manual was revised last in 1995. Future updates and revisions are planned every three to four years.

The "Outdoor Reference Manual" is

available to both OWAA members and non members. However, OWAA members can buy copies at a special, members-only price. Bulk orders of more than five copies are discounted.

The manual can be purchased via OWAA's Web site. Visit OWAA's online store (www.owaa.org) for complete pricing and ordering information.



Members in the News

"Experience The Outdoors" debuted Sunday, October 1, on the Tamaqua-based radio station WMGH, 105.5-FM.

Hosted by **Doyle Dietz**, the weekly, 30-minute program's focus is on outdoors activities in northeastern and central Pennsylvania, from the Pocono Mountains to the Susquehanna River Valley. There will also be regular segments on outdoors opportunities from the St. Lawrence River to the Chesapeake Bay, and also occasional segments on hunting and fishing in Canada and Western and Southern states.

Active and supporting POWA members interested in promoting their products and services with a radio interview should e-mail yankeegiant@earthlink.net.

-PW-



Bob Steiner Photo

Some may say that Terry Brady has made a second career of service to POWA, and they would hardly be wrong. Besides past service as a POWA president, Brady recently "retired" again from the board of directors, after a 3-year term. Outgoing President Russ Englehart presented him with a Certificate of Appreciation, at the fall banquet.

Joe McDonald recently coauthored a new book with his wife and fellow professional photographer, Mary Ann. Their "Digital Nature Photography, From Capture to Output," is offered in nontraditional format. The book is a CD, so, as McDonald says, "It can accompany a digital photographer virtually anywhere." It is being promoted as "The Laptop



Field Guide," since the PDF can be used on a home desktop computer or a laptop during travel. For information on the CD book and review copies, contact Joe McDonald. Above, McDonald's "capture" of a great gray owl.

-PW-

Earl Mickel was profiled in the September/October issue of Turkey Call magazine, the official publication of the National Wild Turkey Federation. In the feature, written by Jim Casada, Mickel was celebrated as "the father of turkey call collecting, establish(ing) the standard by which all call collectors are now compared."

Casada explains how Mickel's passion for turkey call collecting led to his books, "Callmakers Past and Present"; a follow-up volume that was "The Rest of the Best"; and, most recently, "Longbeard Callmakers and Memories."

The profile also recounts Mickel's goal of killing a turkey in every state with locally crafted calls, and his passing on his call collection to Bill Jones, of Illinois.

-PW-

A WORD TO THE WISE

If there is one thing to be learned after more than 40 years of covering the outdoors and sports for various newspapers and magazines, it is that while every writer needs loyal readers, sometimes it is important to remember that portions of the "fan" base can be downright scary.

Unfortunately, sometimes it takes far too many years of being in the communication business to develop skin thick enough to deflect the darts of criticism fired by all the experts among the readers. So, with that in mind, hopefully this ditty will help some of those relatively new to writing keep the faith and stay the course.

This spring, outdoors staffer **Dennis**

Scharadin wrote a feature for the Sunday outdoors sections of the Pottsville Republican & Herald and Shamokin News-Item, concerning a bear that had become a nuisance at a public campground in western Schuylkill County. His account included how it was trapped and transferred to Lycoming County, and the weight of the bear.

In addition to "boar" being used in the text, the word was also used in the drop headline. Well, that was too much for one reader to endure, and the following letter was mailed to the sports department at Pottsville: "What has happened to good spelling in your newspaper? This is a joke! Wise up!"

Included with the note -- no, it was not

written in crayon -- was a copy of the article, with every "boar" circled and corrected with the word "bear." Unfortunately, there was no return address so that a reply could not be sent to this biologically-challenged reader.

When the note was shown to Scharadin at an ensuing outdoors staff meeting with **Dave Ehrig, Ron Steffe and Bruce Schneck**, his response was one to be expected from a veteran writer: "Well, now I know that at least one person is reading my stuff."

As a way of honoring that reader, our outdoors staff has made "Wise Up!" our official slogan.

-- Contributed by **Doyle Dietz**

Earl Eckley is 2006 Youth Mentor Award Recipient

Read at the fall conference banquet:

"In any group, there are a talented few who demonstrate a special ability and love for what they do. Let your mind drift over a lifetime, and there are few such individuals that readily come to mind. Especially when it comes to being introduced to the outdoors. Special people for sure.

"And because of their ability to pass along the outdoor heritage and traditions, the lessons learned have in part enabled many of us to be gathered here together this evening. And for that we honor Earl Eckley, of Cassville, with the 2006 POWA Youth Mentor Award.

"For over three decades, Earl has introduced thousands of Boy Scouts to the outdoors and the shooting sports. At camporees and shooting events, he has consistently dedicated countless hours to introducing kids to shooting and the outdoors.

"You don't get something for nothing, and Earl reinforced that in the manner in which he approached shooting. Nothing fancy, just good fundamentals, topped off with hard work and practice. And it worked. Eckley coached shooters to regional sectional championships; a group of his young shooters to a Pennsylvania State 4-H Championship; and at least two of his students finished in the President's 100.

"When the Youth Field Day Program began to spread across the state, Eckley saw the value in the program and was a vital part of implementing a Youth Field Day Program in Huntingdon County, where he lives. That was a natural progression for Earl, because for years Eckley helped with Hunter Trapper Education classes. Five years ago and in his 70s, Earl made it official and became a certified Hunter Trapper Education Instructor.

"Prior to his retirement, Earl was a machinist and maintained a shop at his residence. With these skills, he checked and repaired firearms for young shooters. His backyard shooting range is where the young shooters and firearms alike were tested to be certain both could perform up to the standards of Earl's watchful eye.

"Congratulations Earl Eckley, for your dedication and for helping so many youngsters get started in the shooting sports and outdoors in the right way."

-- Prepared by **Charlie Burchfield**.
Freddie McKnight nominated Mr. Eckley.

Thanks POWA for Education Grants

Thank you so much for your generous donation of \$1,000 to the **Ned Smith Center for Nature and Art**. Your support will help us realize our dream of creating a unique center that will carry on the legacy of Ned Smith for future generations.

Ned Smith was an unrivaled artist and naturalist, who did much to encourage an appreciation of the environment through his art and writing. Hundreds of Ned's paintings and drawings now form the basis of our Center's collection in our new modern gallery and interpretive facility that opened October 9, 2004.

Please plan to visit us at the Sourbeer and Lick Education Building, 176 Water Company Road, Millersburg, PA. Our gallery hours are from 10 a.m. to 4 p.m., Tuesday through Saturday. Thank you for all you have done on our behalf—your support really does make a difference now and in the future.

— *Jerry Regan, Executive Director*

* * *

This year we had 185 children attend our Youth Field Day. This is the most we have ever had. Thanks to sponsors like you, this year we did add a few new things for the kids in Perry County.

We have four school districts, and we gave a \$500 scholarship to a senior in each district, who was going to college for some outdoor activity. Also at our Field Day this year, we purchased a Combination Junior Hunting License for each child that was eligible to purchase one. We had 83 children take advantage of this license.

We had all of our normal activities, but we feel we are giving much more back to the children of Perry County. Thanks to you and our other sponsors, we think we are giving more back each year!

Please consider us for another donation in 2007. We would appreciate anything you can give us. Once again, thank everyone in your organization. As soon as I get a box I will mail you your shirts, hats and certificate.

Almost forgot, last year we took 64 children pheasant hunting in October, at Hyd-A-Del Hunting preserve in Blain, Pa. Only two children did not get a bird. We had two girls that shot a box and a half of shells without hitting a bird. The more experienced girl missed on purpose, because she did not want to make her foster sister feel bad. This is why we do this. What a kid!

Thanks from the kids of Perry County.

-- *Fred Schulthies*
781 Montour Rd.
Loysville, Pa.
717-789-9260

Thanks for the warm POWA welcome

My wife, Jan, and I would like to take this opportunity to express our sincere thanks for the hospitality that has been shown to us by the members of the POWA since we attended our first conference in the Poconos last spring. I also wanted to thank the POWA for the Pennsylvania Deer Award (**Pennsylvania Deer Association**), which was presented to me at the 2006 spring conference in State College. When **Eileen King** notified me that I had been selected, I could not have been more surprised or happy.

A conversation that I had with **Charlie Burchfield** that evening perfectly illustrates my feelings. I was telling him how much I had enjoyed his writing over the years and that when my wife and I attended our first conference in the Poconos, I had initially felt somewhat intimidated by the others at the conference. That feeling was quickly erased by the sincere kindness that was shown to us by the attending members. Charlie replied that he could not understand how anyone who had been in law enforcement as long as I had could be easily intimidated. My answer to him was that it's easy when you're around people whom you respect as much as I do the members of the POWA.

I consider it an honor to be a member of this fine organization and will do my best to uphold the professional traditions that have been set by its past and present members.

-- *Harvey J. Bauer*



Executive Director's Report

Maryland Coasts." Newspaper writer, York Dispatch.

Sponsor: **Eileen King**

Individual Membership Changes:

Sylvia Bashline, 1244-20 Westerly Pkwy., State College, PA 16801; 814-237-2074.

John Kasun, new e-mail kasun@atlanticbb.net

Dennis Scharadin, new e-mail ringneck1@verizon.net

Supporting Membership Changes:

Expositions Inc., contact is now Chris Fassnacht, showinfo@expoinc.com.

North American Bear Found., 9960 390th St., Pillager, MN 56473; 218-746-3774.

Pure Fishing, media inquiries should be directed to Karen Anfinson at 877-777-3859 (ext. 8419) or Eric Naig (ext. 8465).

Woolrich, One Mill St., Woolrich, PA 17779, Tim Joseph, Director of Marketing and Media. **-PW-**

Membership Totals as of 10/1/06:

Active	208
Apprentice	11
Honorary	2
Supporting	127

Welcome New Members:

ROD COCHRAN (reinstatement)

Active Member
287 W. Main St., P.O. Box 157
Westfield, PA 16950
814-367-5628
Work: 814-367-5380
Fax: 814-367-5757
rod@rodcochran.com

DON KNAUS

Active Member
31 Nichol St.
Wellsboro, PA 16901
570-723-4290
dmknaus@epix.net
Book author, "Of Woods and Wild Things."
Newspaper writer, Wellsboro Gazette.
Sponsor: **James Collins**

LYNDA SCHYLASKE

Active Member
212 Clarks Valley Rd.
Tower City, PA 17980
717-647-4084
Work: 570-682-9081
Fax: 570-682-8734
Linda-s@citizenstandard.com
Newspaper writer, The Citizen Standard.
Sponsor: **Bruce Schneck**

ANDREW SNYDER

Active Member
21 Woodcrest Dr.
York, PA 17402
717-741-4036
Work: 410-864-1626
Ahsnydel1@yahoo.com
Book author, "Fishing the Delaware and

Bob Bell classic offered to POWA members

"Even the Last Six," the classic book of stories written by POWA Life Member **Bob Bell**, is being made available to POWA members who may want to have this powerful read in their personal library.

Through the generosity of Carolyn

Hoffman, POWA has received several cases of "Even the Last Six," published in 1986. Bob Bell has generously autographed each copy.

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

Many of us have had the privilege of sitting down with Bob and listening to these stories in person -- and many more. They are no less fascinating in this collection. Just wait until you read "Tell 'Em It's The Governor of Pennsylvania." Like me, you'll wish you were along on that one for sure.

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

At the fall conference banquet, POWA recognized the service of its former executive director, Eileen King. Here outgoing president Russ Englehart thanks King on behalf of the organization. POWA presented her with a Case knife as a gift. King departed the position after four years. She has taken on work with a nonprofit organization, Pure Freedom, based in State College. Eileen remains a member of POWA. Why not drop Eileen a note of personal thanks ... and please take the time to meet our new executive director on page 1 and at the spring 2007 conference.



Spring conference 2007 to feature "Dead Fish Polo"

Now, how can you disappoint Patty Jo Lambert and not go to the spring 2007 POWA conference in Butler? This effervescent representative of the **Butler County Tourism and Convention Bureau** has been at the last several POWA conferences, enthusiastically touting the advantages of our holding a conference in Butler County.

So we're taking her up on the invitation. We'll be in Butler on **May 17 - 20** next year to sample the area's outdoor activities, with an eye toward reporting on them to our readers, listeners and viewers; attend entertaining and instructive seminars; visit with our supporting member businesses and organizations at a superb gun club; and more.

We'll be headquartered at the **Days Inn**, on Route 8, Pittsburgh Rd., in the small city of Butler. Butler is located about 30 miles north of Pittsburgh and has a mix of urban advantages and country ambience. As outdoorspeople, you'll be surprised by Butler County's environs -- its rolling farmland, pleasant woods, and its star attraction, **Moraine State Park** (20 minutes from the hotel).

Anglers may already know about the park's sprawling, 3,225-acre Lake Arthur, known for its striped bass, largemouth bass and other warmwater species. We'll be spending plenty of time on the lake, and not just fishing. We're planning to sightsee on the lake in the "Nautical Nature," a tour boat, and play "Dead Fish Polo." What's that? A game that has participants flipping the "dead fish" (a sponge) into each other's canoe or kayak. Zany fun!



Lake Arthur, from a fishing pier in the McDaniel's Launch area.

We'll do this and more at Friday's "**Afternoon in the Park**," hosted by the convention bureau at McDaniel's Launch. Enjoy a visit to the Moraine Preservation Fund's barn owl restoration facility, bicycle along the lake, try a horseback ride, browse displays by other Butler County attractions, and enjoy the barbecue. Earlier in the day, spring gobbler hunting and area tours will be offered.

Seminars? We'll have something for photographers and writers, plus newsmakers that include the fishery and more. Breakout will be at the **Butler City Hunting and Fishing Club** (10 minutes from the hotel). Block the dates; don't disappoint Patty Jo! **-PW-**



NEW ADDRESS:
P.O. Box 21
Brookville, PA 15825

DECEMBER / JANUARY
PowWow Deadline
Nov. 10, 2006
Please Be On Time