



NOWA Newsletter

Northwest Outdoor Writer's Association

January 2010

No. 1

An October Trip Back to My Roots – How it Worked Out!

By Dick Streater

Two things were calling me back home...my 60th high school reunion in Mankato, and Homecoming at the new (on campus) Minnesota Gopher Football Stadium. We decided to drive back so we could have flexibility in scheduling these activities.

As some of you know, I collect old fishing lures and tackle, and have been giving a humorous fishing talk to clubs and boat/sports shows for over 20 years. Because driving enabled me to carry the props, I decided to take my show with me. Now the problem; to get some "bookings." I used the internet and soon had two fishing clubs and two senior groups scheduled, but I needed that one special talk to make it worthwhile. Then it came to me – how about contacting the Minnesota Department of Natural Resources (DNR)!



I have been following the DNR over the net, and enjoyed seeing how a **good department** works. Ever since I was a kid, my dad had me taken up to Leech Lake every summer, sometimes several times a year. It was at this lake where I learned about fishing and developed a passion for it. Recently, Leech Lake was being ruined by a population of 10,000 nesting cormorants! Against all the odds, the DNR was able to create a program, working with the local Indian Tribes that reduced that predator colony down to about 500 birds. Now the lake is starting to recover.

So, I called the DNR headquarters in St. Paul, spoke with the executive assistant to the commissioner, described to her what I did, and instead of her saying, "...no, we wouldn't be interested in that," she said, "Send me your information and I'll show it to the commissioner." I mailed my promo information and about a week later I got a call back – "he liked the idea, let's pick a time and date." So, at noon on October 12th, in the DNR cafeteria, I entertained an audience of about 200 for a full hour. They were having an important meeting and had called in a lot of their field staff. As I discovered when I arrived, she had made up a full page color poster with pictures promoting my talk and they were posted throughout the building!

Everyone I tell this talk about at the MN DNR can't figure out how I did it. The answer is – you have to ask...the right person!

Dick Streater, not much of a writer (one book)...but a pretty good speaker!

*Recently, Dick Streater has been highlighted in the Mankato Free Press, The Puget Sound Anglers, and the OWAA. A NOWA member, Dick gives speaking presentations to sportmans clubs throughout the Western United States. As a NOWA member, he was awarded **The Excellence in Craft Award in Humor**. He can be reached at lureguru@aol.com. He lives with his wife, mmmmm, in Mercer Island, WA.*

NOWA NEWSLETTER



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Debbie Kerr
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EARN \$50.00

NOWA will pay \$50 when you
sponsor three or more new mem-
bers who pay their dues and initia-
tion fee. Must be completed be-
tween April 1, 2009 and March 31,
2010.

Committees

Communications Director:

Greg Gulbrandsen

Conference Site Selection: John Kruse,
Debbie Kerr

Conference Program: Adela Jackson

Photo Shoot-out: TBD

Supporting Member Day:

Bill Mullins

Craft Improvement: TBD

Excellence in Craft Contest:

Gary Lewis

Pass it On Award: TBD - The com-
mittee will consist of a maximum of three
people - one member will be a board
member. The purpose of the committee
is to establish guidelines for the Award.

People's Choice Photography: TBD

Ethics: TBD

Finance: Natalie Bartley, Debbie Kerr

Fred L. Peterson Award: Dennis Clay,
Gwen Peterson, Debbie Kerr

Markets: Dave Kilhefner

Membership Recruitment:

Dave Kilhefner, Michelle Peters

Nominating: G.I. Wilson and Past Presi-
dents Council

Outreach & Public Relations: TBD

Raffle & Silent Auction: Jo Wilson, Deb-
bie Kerr, Pam Vedder

Supporting Member Liaison:

Karen Lundquist

Website: Bill Luscombe, Scott Richmond

Website:

[www.northwest-outdoor-
writers-association.org](http://www.northwest-outdoor-writers-association.org)

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President's Message

Five Free Software Downloads to Make Your Life Easier and Help You Sell More

by Dave Kilhefner

Over the years I've been able to solve several of my freelance writing and photography problems with freeware downloads off the Internet. Below are 5 freeware programs that have been particularly useful.

Easy Thumbnails (2 MB download) as its name implies, takes full size digital images and makes thumbnail size images quickly and easily. At only 2 megabytes, it's a small program. If you only have a few photos to work on, you don't need a special program to make thumbnails but when you have dozens, Easy Thumbnails is a real time saver. After a day of shooting, I like to download my images, delete the ones that didn't turn out and let Easy Thumbnails convert the rest to thumbnails. Then it's easy to upload the images to an online photo album to share with editors and friends or put them on Facebook or some of the other Internet Blog sites I like. After all, the more people that see your pictures the better chance you have that someone will want to buy them.



Dave's photo of lava flowing into the Pacific from Big Island of Hawaii

CutePDF (4 MB download) is a paperless printer that saves documents, photos and web pages on your computer in the universally acceptable PDF format. It's great for Internet research. After all, if I can't convince the Bloggers to join NOWA the least I can do is use their material for research (and get paid for it).

The Rename (3 MB download) is a program that makes it easy to rename large numbers of your digital picture files. While it takes a little getting used to, once you get the hang of the program it's easy to quickly put good searchable names on your digital images. Also, I've seen a few contributor guidelines that want the photographers name on the image. This program will quickly add that information to all images in a photo submission, rather than having to rename the images one at a time.

GIMP 2 (98 MB download) is a photo-editing program with lots of bells and whistles similar to Adobe Photoshop or Lightroom. One major feature it lacks is the ability to work with RAW images. However, if you want to try your hand at manipulating images and don't want to spend the \$300 to \$700 needed to acquire Adobe Lightroom or Photoshop, this is a great way to test the waters for free.

DocX Converter (3 MB download) in Office 2007 Microsoft introduced a new file format called the Microsoft Open Office XML Format (.docx). This format is not compatible with older versions of Microsoft Word, which many of us still use. With DocX Converter you will be able to open any docx file created by the new MS Word 2007 without having to upgrade any of the programs you already have. This is very handy when one of your friends gets a new computer and sends you a document you can't open.

Because these programs are free, most don't have an official website. Find them by "googling" their name then download to your computer. Happy New Year!

Market Updates

Washington Trails Editorial Calendar 2010

Submitted by Dave Kilhefner

Below is list of article subjects desired by *Washington Trails* magazine. Topics subject to change. Contact Lace Thornberg at editor@wta.org for details.

March/April

How to Do It: Predict mountain weather, or spring avalanche safety

Nature on Trail: Whales

Articles due: January 25

May/June

NW Explorer: Waterfalls and Wildflowers, Columbia River Gorge

How to Do It: Travel on a Glacier

Nature on Trail: Snakes

Articles due: March 19

July/August

Feature: Hiking near Summer Festivals

NW Explorer: Weekend Wilderness, Backpack Trips in the Glacier Peak Wilderness, Goat Rocks & Olympics

How to Do It: Pack a backpack

Nature on Trail: Owls

Articles due: May 19

September/October

Feature: Foraging in Washington

NW Explorer: High Peaks in the North Cascades

The Gear Closet: Packs

How to Do It: Stay safe in a storm

Nature on Trail: Salmon

Articles due: July 16

November/December

NW Explorer: Puget Sound Islands hiking

NW Explorer: Snow-shoeing in the South Cascades

Members & Markets

Memberships Updates and Changes

Individual Members:

Christenson, Gary – cell: 206-734-0584

Duvall, David - cell: 509-797-5171

Streater, Dick – omit fax

Tran, Vu – e-mail: vu.tran@picojet.com

Supporting Memberships Withdrawn:

Brunt, Roger – Salt Spring Island, BC

The **NOWA** Newsletter is
ALWAYS

Looking for Content...

Send submissions to

Greg Gulbrandsen

NOWA Newsletter Editor at

NOWA@bendcable.com

Conference Info Available on the NOWA website

www.northwest-outdoor-writers-association.org

Cabela's Renews Sponsorship of Linden's Radio Shows

Nebraska catalog/online and retail merchant Cabela's has renewed its sponsorship of Scott Linden's radio programs for the eleventh year.

Asserting its market position as "World's Foremost Outfitter," Cabela's will run a series of "Outfitter's Minutes" offering professional advice and announcing upcoming workshops and seminars at Cabela's stores across the U.S. Cabela's will also sponsor both programs' weekly call-in trivia contests.



Scott Linden and interviewee at a recent remote broadcast from Cabela's Billings, Montana, store.

Linden's weekly and weekend shows air on over 560 outlets nationwide. Safari Club International is the program's title sponsor. In addition to the radio programs, he is creator/producer of the television series "Wingshooting USA" sponsored by the National Shooting Sports Foundation. For more information: www.scottlindenoutdoors.com/radio.

Digital Newsletter Musings

By Bill Kiel

There seems to be sort of a controversy in **NOWA** about emailed newsletters, although I suspect the number of those with negative opinions is quite limited. I can't imagine anyone in today's market not using the internet. You just can't make it if you can't gather information and submit copy and pix that way.



We writers and photographers probably led the conversion. We had to convince many publications to make the switch. Time is money and they soon learned they could save a lot of time by going digital.

It was really a big move compared with the last big switch from when we typed up our copy on manual typewriters. The copy was edited and forwarded to the linotype operators. The galleys went to makeup and then to the presses. And before that, it was handset type. I'll confess that I handset a little type myself, early in my career.

So, why not 21st century newsletters distributed electronically? Sure, like most of us, I read the newspaper every morning; but I can get the gist of the news on the internet if necessary. However, if a newsletter is properly prepared—as is **NOWA's**—without having to punch down through a bunch of boxes to get what you want to read, the system works great. You can visually scan down through the pages.

If you absolutely insist on a hard copy, you can easily print the pdf files. And there's the financial side. NOWA and its individual members are in the same financial fix as everyone else. Punching the "send" button is a lot cheaper than printing copies, assembling them, sealing, and paying postage. The 21st century has made some progress. Let's take advantage of it!

Membership Renewal Reminder

All renewals have been sent via e-mail (except, of course for those few people without e-mail).

If you have not received your copy, please contact headquarters NOWA@shaw.ca.

Montana's Scenic Loop: Connecting Communities



Highway 83 through Seeley Lake Photo by Racene Friede

By Tia Troy

In Western Montana, beautiful views and sites can be found around nearly every corner. Here there are so many breathtaking views that scenic drives are a popular activity for both residents and visitors alike that want to travel our uncrowded roads and experience Western Montana's open country.

Seeley Lake is part of the Montana Scenic Loop—a 400-mile-long drive that winds along beautiful mountains, past massive wilderness areas, wind-swept plains and charming small towns. The loop has a total of fifteen communities along its route, including West Glacier, Essex, East Glacier, Browning, Dupuyer, Bynum, Choteau, Augusta, Lincoln, Ovando, Seeley Lake, Condon, Bigfork, Columbia Falls and Hungry Horse.

www.montanascenicloop.com

FYI: Take some time to stop and explore the communities along the loop. Many of them offer their own piece of Montana history, hospitality and genuine hospitality.

One of the highlights on the Montana Scenic Loop, Seeley Lake is hugged on either side by the Mission and Swan mountains. While Seeley Lake has a year-round population of 2,400 residents, during the summer months seasonal residents and visitors come to the valley to take advantage of the numerous recreational opportunities the area offers.

FYI: A popular hike three short miles off Highway 83 is the waterfall at Holland Lake. The hike provides stellar bird viewing opportunities, wildlife viewing benches and of course the reward at the end—the falls.

Some of the highlights Seeley Lake offers include a popular Fourth of July celebration and street dance, camping, boating and mountain biking. During winter, the community hosts events like Winterfest and is a stopping point on the Race to the Sky sled dog race. Also popular here—snowmobiling, snowshoeing and cross-country skiing.

One of the treasures in the Seeley-Swan and Blackfoot valleys is the Alpine Artisans Tour of the Arts. This self-guided tour can be done year-round at 18 participating studios, galleries and cultural centers, including Flying Popcorn Ranch, Swan Valley Copper, Swanberg Woodworking and Grizzly Claw Trading Co. Locations along the tour open their doors to visitors, giving them the opportunity to see them create their art and provide an up-close experience the artist and their medium. Some of the art made at the studios include didgeridoos, wood sculptures, pottery, oil paintings, hand-crafted jewelry and fine photography. www.alpineartisans.org/tourofthearts.html

FYI: Make plans to stay and play in the Seeley-Swan Valley by staying at one of the mountain lodges in the valley.

For additional information on events, attractions and activities in the Bitterroot Valley, visit www.bitterrootvalleychamber.com and www.travelersrest.org. For more information on activities and attractions in Western Montana, visit www.glaciermt.com, www.missoulacvb.org or www.seeleylakechamber.com. For up-to-date information, follow Glacier Country on Twitter at www.twitter.com/glaciermt. For first-person experiences and tales from Western Montana, visit our blog at www.glaciermt.com/blog. The 2010 NOWA Conference will be held in the heart of the Seeley-Swan Valley at the Double Arrow Lodge.

Invite From Glacier Country Tourism

The Missoula CVB, Glacier Country Tourism and the Montana Office of Tourism will be hosting press trips that will occur before and after the NOWA Conference at Seeley Lake. Glacier Country Tourism will be sending out information on each of these trips via email, so be sure to keep an eye out for more information.



Gary Fong Lightsphere / Visual Echoes Better Beamer

By Jonathan Lawton



Small Lightsphere

This month I had the opportunity to review two different styles of flash modifiers. The first was designed to diffuse and soften the light output from your flash, while the second was intended to concentrate and focus the light.

If you've ever taken a photo with the hot-shoe flash pointed directly at your subject you know just how unflattering and harsh that type of lighting can be. One simple way to improve your on-camera lighting is to use a flash diffuser. The Lightsphere, by Gary Fong, is a flash diffuser constructed of a flexible vinyl with an opaque snap-on lid. The Lightsphere comes in two versions: cloud or clear. The cloud version is more opaque than the clear, and provides even more light diffusion. For this review, I evaluated the Lightsphere's cloud version and could see that the Lightsphere would be very useful for portrait and event photography. It's almost like putting a small softbox on your flash. It measures 4 ½ inches in diameter by 4 inches tall, making the Lightsphere easy to pack into your camera bag. The Gary Fong Lightsphere is available in three sizes that will fit nearly all major manufacturers hot shoe flash units.

At the opposite end of the flash modifier spectrum is the Visual Echoes Better Beamer. The purpose of the Better Beamer is to extend the reach of your hot-shoe flash. This is a very popular flash accessory with nature and bird photographers. The Better Beamer allows photographers to use fill-flash outdoors even while shooting with very long focal length lenses. It is a simple device consisting of two side braces, a Velcro strap, and a Fresnel lens. I found it easy to mount the Better Beamer to the front of my Canon 580EX flash. When it's not on the flash, the Better Beamer folds almost completely flat making it easy to store. The Better Beamer's Fresnel lens helps focus the flash beam pattern and will add approximately two stops of light output to your flash. The Better Beamer is made in seven different sizes to fit nearly all major flash units.

If you have any questions on these two flash modifiers or need help selecting the correct unit for your flash, feel free to contact me at: jlawton@wbhunt.com or 1-800-221-1830.



The Better Beamer

DISCOVERING B&W...AGAIN

by Gary Christenson

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Having learned photography with a large-format, 4x5 Speed Graphic camera in high school, I have had a long love affair with large-format black-and-white photography. In the film era, a shot taken with 4x5 Panchromatic film was -- and still is -- something to behold.

I grew up admiring the work of classic photographers such as Edward Weston and Angel Adams. I even bought a 4x5 field camera just before the digital revolution started, but have seldom used it because it is time-consuming, cumbersome, the film and processing are expensive, and I don't have a darkroom that's required to have complete control of making large prints.

A happy accident occurred recently.

While processing high-resolution digital photos I took during a motorcycle trip to the desert country of Eastern Washington, I mistakenly deleted all of the color from a photo. Instead of dramatic white cumulus clouds on a deep blue sky, the result of heavy polarization, I was looking at beautiful white clouds on a BLACK sky! It looked as good or better than any large-format, black-and-white photo I'd ever done many years ago.

Walah! The digital equivalent of instant, large-format, black-and-white photography.

In my view, black-and-white photography is much more difficult than color. Dazzling color can help overcome shortcomings in some photographs, but everything in a black-and-white photo has to be right -- and you've only got black, white, and shades of gray to work with. Your composition, lighting, exposure, and other photographic skills have to be first-rate.

What a delight it is to once again, enjoy the equivalent of large-format, black-and-white photography -- along with the tremendous advantages of digital photography and Photoshop®, today's desktop darkroom.



Eastern Washington in B&W can, in many instances, evoke a more dramatic interpretation.

Photo by Gary Christenson

Retiring or Inspiring?

By Adela Jackson

Are you retiring from writing or inspiring others with your expertise and knowledge?

To my dismay, I'm watching many of our members disappear because they are no longer involved in the writing business. However, these same members are taking with them **the opportunity to inspire younger writers.**

Why is writing important? To reach out to people across time and space. We write to evoke emotion and to provoke action. Who are the inspirational writers in your life?

Who can you name that are great and influential writers who have changed the world?

There are two ways to influence others—by your words or by your writing. The written word when done well can have a tremendous influence on your audience. When done poorly, it has no benefit for the audience. The definition of a bad writer could be “a person who did not get their message across.” Why do you want to get your message out? Who is your audience?

Photographers! Do you wish to write as well as take photographs? Do you want to write articles to tell why, when, or how your pictures were taken or use your photos to illustrate a children's book? Are you thinking of writing a book and want to know how to publish and promote it?

In order to create more writing opportunities do you want to reach a broader audience? Do you wish to persuade the general public more effectively? Do you want to write for the web? Writing for the web, either for websites or blogs, is different from magazine and book writing.

This is your opportunity to ask questions and get answers! Experienced editors and writers will be at the spring conference to discuss making you a better writer. A special bonus this year is the participation of a husband/wife team, James and Lynda O'Connor of O'Connor Communications, who specialize in book publicity.

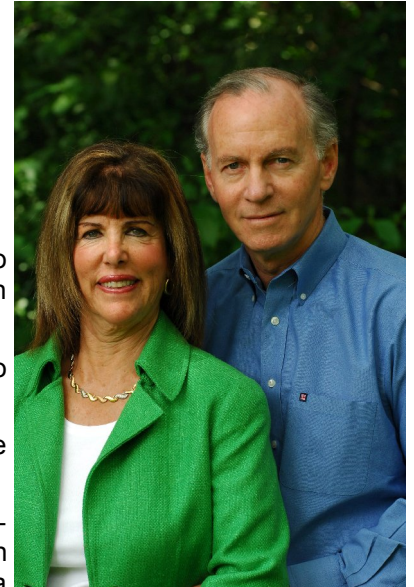
Jim and his wife won three national awards for the successful promotion of his first book, “CUSS CONTROL, The Complete Book on How to Curb Your Cursing.” Jim's first-hand experience includes appearances on more than 312 TV programs (including Oprah), interviews on more than 700 radio stations, and features in over 400 newspapers and magazines.

O'Connor Communications gets people into the news through radio and TV interviews, newspaper and magazine article placement, blog, social media and internet marketing, and media campaigns. Visit www.oconnorpr.com for more information. Lynda and Jim represent 23 authors, organizing national and regional book campaigns, book tours, media interviews, speaking engagements, and press materials.

Jim and Lynda have given us four options for workshops. With our program schedule so full, I thought it best to you the opportunity for input on which program you'd like to see presented. If you have a preference, please send me an email at: adelajackson@hotmail.com. I need to hear from you by February 1.

1. LAUNCHING YOUR BOOK THROUGH POWERFUL PUBLICITY AND MARKETING
2. WHAT IS IT LIKE BEING IN THE NEWS AND HOW TO LEVERAGE YOUR COVERAGE
3. CRAFTING YOUR PR AND MARKETING PLAN
4. HOW TO WRITE A BOOK PROPOSAL AND FIND A LITERARY AGENT

The conference schedule will be finalized and printed in the March newsletter. Don't miss this opportunity to participate in one of our best conferences ever! And please don't keep this information to yourself. Invite others to attend the conference at Seeley Lake, Montana, April 29-May 2. Conference registration forms are available online at www.northwest-outdoor-writers-association.org





The Pacific from Big Island of Hawaii

Photo by Dave Kilhefner

**Northwest Outdoor
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