



# NOWA News

Northwest Outdoor Writers Association

October 2010

## Whatcom County Spotlight: Birdwatching Hot Spots in Blaine and Bellingham

*Editor's Note: Bellingham Whatcom County Tourism will be providing story and travel ideas ahead of the NOWA conference in Bellingham, Wash., in April 2011.*

**T**he lakes, estuaries and mountains surrounding Whatcom County, Wash., are a secret widely held by feathered travelers on the Pacific Flyway. Although lesser known to human observers, tens of thousands of birds, representing hundreds of species are enticed to a rest stop each winter and spring on the sheltered waters and sparsely populated landscape of the Bellingham/Whatcom County region, which boasts six key locations on the Audubon Society's Great Washington State Birding Trail, Cascade Loop. [http://wa.audubon.org/BirdingTrailMaps/TM\\_index.html](http://wa.audubon.org/BirdingTrailMaps/TM_index.html)

Patient bird-watchers, looking to fill in their checklists, find a rich variety of viewing sites at Drayton Harbor/Semiamoo Spit, Birch Bay State Park, Tennant Lake Wildlife Area, Deming Homestead Eagle Park, Whatcom Falls Park and Larrabee State Park – all within an easy, 30-mile span. In addition, the North Cascades Audubon Society lists 15 popular birding sites within Whatcom County: <http://www.northcascadesaudubon.org/php/index.php?birding,locations>

Drayton Harbor/Semiamoo Spit is officially recognized as the most northerly "Important Bird Area of Washington." This pristine, shallow marine habitat with extensive intertidal mudflats is adjacent to the U.S.-Canadian border in Blaine, Wash. Loons, Brant, Dunlin, Great Blue Herons, Red-breasted Mergansers, Bufflehead, mallards, ducks, grebes and many other migrating aquatic birds are common here in great numbers, carefully eluding Bald Eagles and Peregrine Falcons that nest high in the surrounding evergreens.

On the first Saturday of each month, Paul Woodcock of the North Cascades Audubon Society leads a free morning bird walk at Semiamoo Spit, overlooking both Semiah-



JANE GERSHOVICH

**Washington's Whatcom County, site of the 2011 NOWA Conference, is a bird-watching hot spot.**

moo Bay and Drayton Harbor.

In celebration of this avian wealth, the bayside City of Blaine hosts its annual "Wings Over Water: Northwest Birding Festival," every April. The day-long event features wildlife cruises aboard the historic passenger ferry "Plover" on Drayton Harbor and Semiamoo Bay, as well as shoreline bird viewing stations at Semiamoo Spit, Blaine's Marine Park and nearby Birch Bay State Park. A birding expo throughout the day includes a live raptor presentation, duck carving demonstrations, hands-on activities such as dissecting owl pellets, guest speakers, and kid activities.



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Deadline is the 20th of the month proceeding the month of publication.

The NOWA Newsletter is published 10 times a year by the Northwest Outdoor Writer's Association, a registered Washington State nonprofit, tax-exempt, public supported organization under IRS 501(c)(3) Code. Newsletter contributions in the form of feature articles, news items, letters-to-the-editor, etc. are welcome.

Manuscripts should be submitted on disc, in the body of email, or as a WORD or text attachment.

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## EARN \$50.00

NOWA will pay \$50 when you sponsor three or more new members who pay their dues and initiation fee. Must be completed between April 1, 2010 and March 31, 2011.

## Directory Update

### Supporting Members:

Theodore Roosevelt Conservation Partnership (TRCP) – phone: 202-639-8727; contact: Katie McKalip, phone: 406-240-9262; e-mail: [kmckalip@trcp.com](mailto:kmckalip@trcp.com)

## Committees

Conference Program: Bill Mullins, Risa Wyatt, Greg Gulbrandsen, Tom Reichner

Conference Supporting Member Day: Greg Gulbrandsen, Debbie Kerr, Karen Lundquist

#### Conference Site Selection:

Gary Lewis, Debbie Kerr, Bill Mullins, Greg Gulbrandsen

#### Craft Improvement:

Dave Kilhefner, Chuck Robbins

Excellence in Craft Contest: Tim Christie, Gary Lewis

Ethics: Jack McNeel, Sue Hansen

Finance: Peter Schroeder, Dave Vedder

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

Markets: Dave Kilhefner, Natalie Bartley

#### Membership Recruitment:

John Kruse, Tim Christie, Dave Vedder

Nominating: Dave Kilhefner and the Past Presidents Council

#### Outreach & Public Relations:

John Kruse, Marilyn Stonehocker, Mary Faber

#### Pass It On Award:

Duane Dungannon, Michael Williams, PJ DelHomme

#### People's Choice Photography:

Ron Kerr, Tim Christie

#### Raffle & Silent Auction: Debbie Kerr, Jo Wilson, Pam Vedder

Stan Jones Scholarship: Alan Liere, Jack McNeel

Website: Scott Richmond, Adela Jackson

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



## Changing of the Guard

**A**s we drove to the Pittsburgh Airport early this morning, I noticed the leaves of the maple trees were as vivid as the orange-hued morning sun. The change slipped up on me: Earlier this week the leaves showed only a hint of autumn gold. I love the fall in West Virginia. Besides adding an extension to my Alaska summer weather, visiting West Virginia gives me a change of pace. Two years ago I shot my first squirrel here and cooked it to make a delicious dinner. This visit I saw my first black fox squirrel climbing a huge white pine tree. Next year maybe I'll shoot my first deer from the tree stand built in this colorful hardwood forest.

"Some things seem to never change," I say to myself as I crunch the fallen leaves on the forest floor. I can't say this area never changes because the trees keep getting bigger. When they get to a certain size they must be harvested, because after they reach their peak they will start the process of decay. What a waste of the resource!

When the guard changes we look to see the value of what's being guarded. These leaves drop to reveal a tree that has been a safe harbor to squirrels, birds and deer. After the leaves are gone, these animals become vulnerable. But as the trees stretch out their limbs, the snow wraps a security blanket thick enough to protect through winter's slumber.

Around us the world is changing, and when we focus on our tasks at hand we may not notice the changes. We may be so comfortable in the way we do things that we don't consider doing them any other way. But the only thing constant is change; change is good, change is necessary. Change is rejuvenating. Mother Nature factors in change as an important part of the cycle of life.

I'd like for us to explore ways for NOWA to change in a healthy and self-sustaining way. Our approach to this organization has been that we want it to be comfortable, predictable and continue with the status quo. Just what are we guarding – our way of life, our right to hunt and fish or the comfort of familiar faces?

Should we instead be guardians of the outdoors; sustaining and promoting the natural order of life that we know leads to a more balanced and healthy world? To get



to the heart of it, we must also decide what our readers want. Does your reader want to kill a trophy animal or hear about your "me and Joe" experience? Or does the reader want and need to know what makes the outdoor experience so deeply fulfilling? Young people reach out to "find themselves." I believe that we all find ourselves in nature.

In order for outdoor writers to leave a lasting legacy we must respect the changing of the guard. I challenge you to reach out to a younger audience and invite a younger potential member. Will you use your talent and skills to give the younger generation an opportunity to become one of the guardians of the outdoors? I hope so.

# Fish Camp 2010 Makes a Big Splash

## NOWA members hooked on annual event

*By Greg Gulbrandsen*

“I’ll be back again next year,” exclaimed NOWA member Merrilee Lewis (yes, she’s the better half Gary). She continued, “I caught a big fish.” It was indeed big, over 70 inches... Gary’s was only 60 inches!

The Lewises participated in this year’s Fish Camp organized by Ed Iman. Started eight years ago, Ed’s vision was to create an interactive forum that put outdoor writers, editors, photographers, and other professionals together with fishing guides and sponsors of outdoor gear. That way, everyone could learn from each other and better stories, products, and exposure would be the mutually beneficial outcome.

We camped along the Columbia in tents and were fed by a band of volunteers that included Ed and his



*A happy Greg Gulbrandsen holds a tasty salmon.*



*Merrilee Lewis boats her Fish Camp record Sturgeon.*

wife Pam. As an open camp, some arrived on Monday, others during the week as time allowed. Gary, Merrilee, and I arrived Tuesday evening, just in time for a delicious dinner of grilled brats. We listened to the others swap fish stories about Monday and Tuesday’s action. Since we were getting up at Oh Dark Thirty, we all went to sleep fairly early (emphases on “fairly”).

In the morning, Gary and I, along with two others, were assigned to Columbia River expert guide, Steve Leonard (Steve’s Guided Adventures). I won’t go into all the wonderful things we did that day, enough just to say we all caught our basic limits. I have a nice pile of salmon in my freezer.

On Thursday, Gary and Merrilee went with Ed Iman to catch their sturgeon (arrggh). I had a great second day fishing with Camp Chef Kurt Ploetz. A super nice selection of prizes were made available by the sponsors, including fish finders by Lowrance, accessories by Outdoor Chef, knives by CRKT, and fishing gear by Lamiglas and a whole host of others, including a great bunch of folks from Cabela’s.

Attention NOWA members! Get organized with your local guides and start your own Fish Camp. We have many areas within our membership that such an experience would be a welcome event. Montana/Idaho, northern Washington, and Canada come to mind. If interested, get in contact with me or Gary, and we’ll point you in the right direction.



*Mack's Pro Staffer Doug Allen hooks a Chinook and Sales Director Bobby Loomis nets it.*

## **NOWA supporting member Mack's Lure Company tackles Fish Camp**

*By John Kruse*

**T**he boys from Mack's Lure Company went camping in September...fish camping that is! Fish Camp is an annual event put together by well known Northwest fishing guide and promoter, Ed Iman. The five day camping/fishing extravaganza teams up manufacturers, guides, tournament pros and outdoors media specialists at the Peach Beach RV Park in the scenic Columbia River Gorge every September near Biggs Junction, Oregon. What follows is not only an opportunity to see new products, network and socialize, but also a chance to enjoy quality fishing for salmon, steelhead, smallmouth bass and giant sturgeon!

Mack's Lure Pro-Staffer and tournament angler Doug Allen brought a beautiful (and massively powered) 20-foot Lund prototype boat to camp this year. The first morning of fishing had Doug taking fellow Pro-Staffer John Kruse and Bobby Loomis, the Sales Director for Mack's Lure Company, to the mouth of White Salmon River to look for salmon that might be in the mood to bite. The three fished salmon egg clusters suspended off the bottom with an added attractant of a small smile blade to get the attention of the salmon stacked up there. The smile blade worked with surly

fall Chinook salmon repeatedly striking the set up. Soon some hefty 12- to 15-pound fish were in the boat and the Mack's team of anglers was smiling as brightly as the blades in the water below them!

As good as the fishing was for Bobby and John, it got even better the next day when Doug Allen took Chuck Smock, the editor of CABELA'S OUTFITTER'S JOURNAL, out to the same piece of water where the White Salmon meets the Columbia River. That's where Chuck hooked a 40-pound Chinook that he landed after a lengthy battle with the line-peeling, head-shaking behemoth. Bobby Loomis didn't do too bad, either, landing a 22-pounder of his own on a fine morning of fishing.

With a massive run of salmon returning from the Pacific Ocean this year, the fall Chinook fishery should stay hot well into October throughout the Columbia River. Suspended eggs and Mack's Smile Blades are just one of several effective methods you can use to catch them, and as you can see, it's not a bad way to start.

To learn more about Smile Blades and other Mack's Lure Company products that will get you into salmon this year, log onto [www.mackslure.com](http://www.mackslure.com) or [www.Cabelas.com](http://www.Cabelas.com).

# How to Promote Your Book

**J**im and Lynda O'Connor, principals of O'Connor Communications, Inc., have been promoting authors and their books since 2001 when they won three national awards for the successful promotion of Jim's first book, *Cuss Control*. This article includes the highlights of their presentation at Seeley Lake NOWA 2010.

As professional writers, NOWA members have an advantage when it comes to getting a book promoted. You know newspaper and magazine editors likely to be receptive to reviewing or excerpting your book. For other publications and for radio and TV hosts, your previous writings lend credibility. Nevertheless, time and effort is involved, and the more you devote to promoting your book, the more copies you will sell.

Some books are easier to promote than others, but all books are promotable, whether they are fiction, non-fiction, picture books, poetry, how-to books, self-published or produced by a traditional publisher.

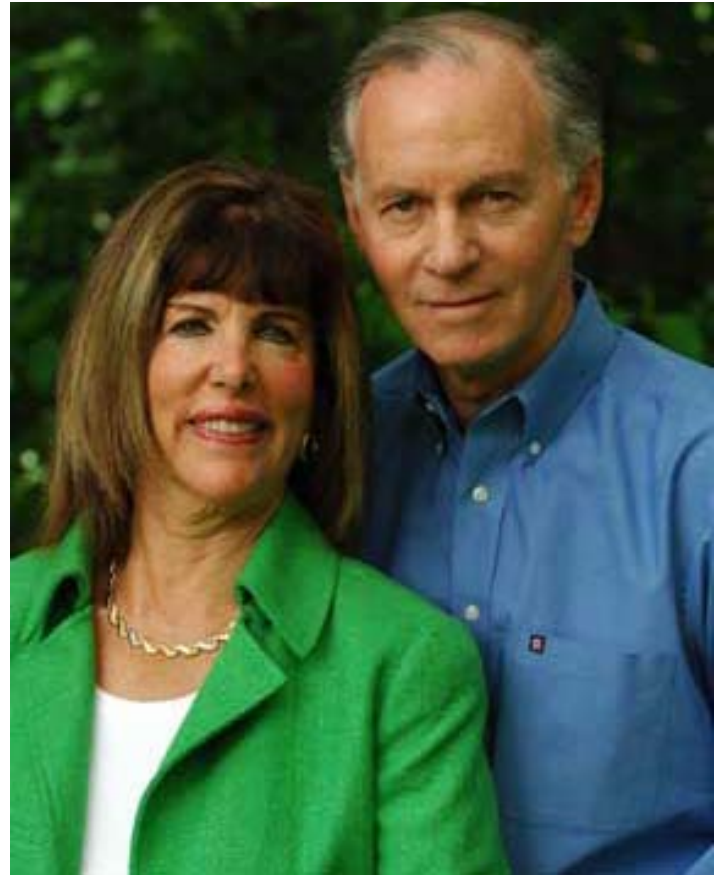
The first step is to know your targeted audience. Not everyone will be interested, so you need to identify your mostly likely readership. Devote your time to reaching them before you attempt selling to general audiences.

The second step is to determine your selling points. Why should people buy your book? If it is about hunting, fishing, wildlife, camping or hiking, what makes it different from other books of the same topic? Is it written in an entertaining or humorous style? Equally important, what will readers learn from your book? Will your readers feel informed, inspired, motivated, enlightened?

Don't forget, you are part of the story. The media love the personal story behind a book. Why did you write it? What qualified you? What interesting, funny, shocking, or dangerous things did you have to do to research and write it? Be prepared with a few anecdotes.

There are dozens of ways to reach your audiences with the messages that will convince them to buy your book. The more you do the better, but you should evaluate various approaches to determine which tactics will give the most bang for your buck (and time), and which ones you are most comfortable with. For example, book signings are a common tactic. Do you arrange signings at bookstores, or are you more likely to draw a crowd of interested readers at a gun show, a nature center, or a resort? Are you comfortable and skilled at giving presentations?

Book signings, speeches, and other personal appearances offer certain advantages, but you can reach larger audiences through the traditional media – magazines, newspapers, radio and TV – and through the Internet – LinkedIn, Facebook, blogs, YouTube, Twitter, etc. Internet Marketing is still an emerging form of communication, but if done effectively, it can be powerful. It takes time and know-how,



***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.***

but you can do most of it while sitting at your computer at home, day or night.

Press kits and mass mailings are essentially techniques of the past, replaced by websites and email. A website should include everything that reporters, editors, TV and radio producers need to know about you and your book – a press release or synopsis of your book, your bio, and downloadable photos of your book's cover, yourself, and some of the pictures from your book, if there are any. Look at the websites of other authors for ideas. Some include a chapter or two of their book, endorsements, a schedule of past and future book signings and presentations, a video, and a link to Amazon or other ways to order the book online. Mention your website address every time you contact a member of the media or a potential buyer of your book.

Assuming your book is about outdoor activities, your logical targets are outdoor magazines, outdoor editors or columnists at newspapers, and the producers or hosts of outdoor TV shows and radio shows. Many TV and radio stations don't focus on the outdoors, but have segments on outdoor topics, especially stations in the Western states and

in rural communities.

Your goal might be to get favorable reviews. That's possible in magazines, but book reviewers are a dying breed in newspapers. You are likely to reach more people if you get a feature story in the sports, lifestyle, or travel section. That's why you and the story behind the making of your book are as important as the message of the book for newspapers, radio and TV.

You can find the contact information in print and online media directories such as Bacon's and Cision, but they cost hundreds of dollars. You might find directories at the library, but another way is to Google the publications or stations you want to target to see if they have a staff directory or a Contact Us page. If you are traveling to a city where you want to get media coverage, Google the city's website. Most sites have a menu item or a search window for media serving the area. Or simply enter something "radio stations in (city)" in your search engine.

Prepare a press release that announces your book, saying what it's about, who published it, the ISBN number, the cost, and your phone number, email address, and website. Most media people prefer to be contacted by email with press releases in the body of the email, not attached. Email as many people as you can, and don't worry about getting a flood of responses. You might not get any! You need to wait a day or two, even a week, then follow up with a phone call. Calling is important. Many editors and producers won't remember your release, but if you can get them interested, they will ask you to email it again. And you will probably have to make another follow-up call.

You are probably familiar with this process from pitching articles to magazines. However, if radio and TV are interested, they will schedule you for a live or taped interview. Prepare by anticipating every possible question and developing succinct and informative answers. TV and radio want to entertain as well as inform, so have anecdotes or humor as well as facts, statistics, trends, or predictions, if relevant. Know the key points you want to make – why your book is important or interesting – and listen for opportunities to say them. You can even tell the producer in advance what you believe the audience would like to know. Be sure to ask how long the interview will be so you can pace yourself.

Generating publicity can be a lot of work and doesn't guarantee that you will sell hundreds of books. However, it is also gratifying and a thrill to see articles about you and to have your friends say they heard you on the radio or saw you on TV. You will feel like a celebrity, and if you demonstrate that you know how to generate media coverage, publishers will be interested in your next book.

**O'Connor Communications, Inc.**  
**www.oconnorpr.com**  
**847-615-5462**

**NOWA News, October 2010**

## **Fairbanks supporting member liaison Karen Lundquist resigns to accept United Way job**

*Dear Friends,*

**It is with heartfelt best wishes to all of you as I tender my resignation as NOWA's supporting member liaison. I have an exciting opportunity that has presented itself. Out of a field of sixteen candidates, I was unanimously selected by the selection committee and the board of directors, and will serve as the new Executive Director of the United Way of the Tanana Valley.**

**My last day at the FCVB is October 15, and I will be starting my new responsibilities on October 25.**

**The Fairbanks Convention & Visitors Bureau will of course continue its relationship with NOWA and you will have the opportunity to work with someone who I hope will share the passion for the outdoors and who will come to know how special you and the members all are.**

**The FCVB is totally committed to the success of the OWAA conference, so expect a bang-up conference. A very difficult decision to not finish what I started, but the overwhelming support of the community and the perpetual smile on my face has reaffirmed my decision. I may have to sign-on as a community volunteer for the conference!**

**Jobs can come and go, but friendships are forever, so please know that you will always be welcome in my community and in my home. Moose meat is in the freezer, so a dinner is in order for anyone who visits Fairbanks.**

**My contact information at home is (907) 456-2584 and [wlundquist@gei.net](mailto:wlundquist@gei.net)**

**Best regards,**

*Karen*

**Karen Lundquist**  
**Vice President of Marketing**  
**Fairbanks Convention & Visitors Bureau**

# Breaking into Newspapers

By Gary Lewis

**T**he new editor of the NOWA newsletter asked, “Why would you want to break into newspapers?” He thought it might be better to break into a Starbuck’s.

Seventeen years ago, when I set out to become a writer, the plan was to write books and occasional magazine articles. Early on, among other writers I met, I noticed a bias against newsprint. One magazine’s guidelines suggested that new writers send in samples of their previously published articles, except, they admonished, don’t send newspaper articles.

Newspapers publish more stories every day than most magazines publish in a month. All of those stories need to be written. And someone will be paid for them.

Why do some people look down their noses at newspaper writing? Photo support is skimpy, most stories are low-profile and don’t garner much recognition. And pay for a story is less than most magazines will pay. But newspaper writing is consistent, is good practice and can help a writer build a body of work.

In 1995, I wanted to do a favor for a friend of mine. He built custom fishing rods and I wanted to tell my part of the world about his work.

I took my completed manuscript, photos, captions and a disk to the paper and left the package for the editor. Within a few days, he called me. He shot down my hard-won words and carefully-composed photos. “You know, Gary, we have a lot of people around here that do fishing stuff. We don’t need any more fishing articles. What we do need are hunting stories. Can you do hunting?”

I can do hunting. A year later I was writing one or two columns a month. One day I wrote about a coyote hunt.

Letters, phone calls and e-mails swamped the editor’s desk. Feelings ran for and against coyote hunting. “Would you be able to write a weekly column?” I had just started a new job and was traveling two days a week. No way did I have time to produce a weekly column. I said, “Of course I can.”

I determined to write a weekly until I couldn’t think of

anything else to talk about. That was 13 years ago. I have more story ideas today than I can ever hope to write. Do I regret making the jump to newsprint? No way. For my writing career, it was the best move I could have made. It all happened because I made that first step and took my story to the paper.

Don’t limit yourself because of lack of experience. Editors aren’t looking for experts, they’re looking for people who can interview, research, learn and write about a variety of topics.

I still don’t have time to produce a weekly column, but somehow it gets done by the deadline.



*Newspapers publish more stories every day than most magazines publish in a month, and many are starved for good local stories and photos.*

You’ve heard that newspapers are cutting staff. That is true in a lot of cases. That means more opportunity for the free-lancer. One newspaper I write for laid off two writers. Now they buy more of my stories.

Newspapers thrive on local news, dispensing opinion and advice and suggestions on what to do, where to do it and why to do it in the surrounding area. If writing for the paper can jumpstart your career like it did mine, take your story, or ideas for stories to the editors at your paper. And ask. Then give them what they want.

I have a deadline next Wednesday. Maybe I’ll stop at Starbuck’s and work on it. If you see me there – I’m not casing the joint.

# Supporting Member News

## 28 New Lamiglas Rod Models Will Excite Millions of Anglers

Lamiglas, a leading, global innovator in the graphite, fiberglass and composite fishing rod industry, announced today that it is launching 28 new technique-specific models.

Lamiglas' line of premium rods have been developed with precise design and function to deliver angling solutions critical to success in emerging fisheries, tackle advancements and personal preferences. Designed in cooperation with regional and international angling experts like Alberto Knie, Ron Arra, Jared Johnson and many others, these new models have already logged countless days of on-the-water testing to ensure they perfectly satisfy their intended application. The addition of 28 new models brings the complete Lamiglas offering to 424 cataloged rods, 290 blanks, and several privately branded rods.

For more information about each of the new rods and other Lamiglas products, visit [www.lamiglas.com/press.php](http://www.lamiglas.com/press.php)

## Hunter's Specialties® Introduces The New True Talker® 2 Deer Call

Hunter's Specialties® True Talker® deer call has long been the standard for easily producing deer vocalizations. From deep aggressive grunts, to doe and even fawn bleats, hunters have been able to make the calls necessary to bring deer into range for a shot.

Now for 2010 Hunter's Specialties has introduced an even better version of the call. The True Talker 2 still allows hunters to make all the sounds in a deer's vocabulary by changing finger pressure and position on the flexible membrane on the call. It also can be easily taken apart, and by moving the o-ring that holds the internal reed in place, hunters can make additional adjustments, changing the tone of the call.

The True Talker 2 is also more compact than the original, making it easier to fit into a pack or pocket. It has a built-in lanyard that can be adjusted for wearing around your neck or attaching it to your arm to minimize movement when calling. Complete instructions are included.



The True Talker 2 sells for a suggested retail price of \$19.99.

For more information about other Hunter's Specialties products, log onto the Hunter's Specialties website at [www.hunterspec.com](http://www.hunterspec.com), write to 6000 Huntington Court NE, Cedar Rapids, Iowa 52402, or call a Consumer Service Specialist at 319-395-0321.

## Try Manfrotto's Wilderness Tripod *Jonathan Lawton, Hunts Photo & Video*

Regardless of your skill level or what type of photography you are interested in, one essential tool that can help improve your craft is a sturdy tripod. If you go into any camera shop, you are likely to become overwhelmed by how many different styles of tripods there are on the market. There are literally hundreds, ranging from small, inexpensive plastic models all the way up to high end tripods made from lightweight carbon fiber. The most important thing to consider when choosing a tripod is to look for one that is solidly built and has a weight capacity large enough to support your heaviest lens and camera combination.

Manfrotto is one of the most respected tripod manufacturers, and their products are used by amateurs and professionals alike. Their redesigned 190XWNB Wilderness tripod is a lightweight, three-section aluminum tripod that when fully collapsed is only 20.9 inches long. Even though it is quite compact, the 190XWNB has an impressive 11-pound maximum load capacity. Each of the three extending legs feature quick-action locking levers that make it easy to set the tripod to the desired height. Two of the legs are wrapped in a padded rubber to make it easier to handle the tripod in cold or wet weather. Another nice touch is the all-terrain rubber feet with retractable steel spikes at the base of each leg, which is very useful for ensuring the tripod has a solid foundation. The adjustable center column can extend to give the 190XWNB a maximum height of 57 inches. Like most Manfrotto tripods, the 190XWNB can accept any tripod head with a 3/8-inch mount, allowing you to select the tripod head that best suits your needs.

The Manfrotto 190XWNB is a great choice if you are looking for a sturdy, yet lightweight tripod that is built to handle the most demanding conditions. If you have any questions on the Manfrotto 190XWNB Wilderness Tripod or any other photo related topic, feel free to contact me at [jlawton@wbhunt.com](mailto:jlawton@wbhunt.com) or at the store at 1-800-221-1830.





## The 37th Frame

By  
Gary  
Christenson

# Breakfast of Champions

Without question, Gutenberg’s invention of the printing press changed the world. But a recent spate of problems with my printer reminded me once again that technology always seems to create as many problems as it solves.

Recently, I tried to print a multi-page document. Within seconds, hideous grinding and crunching sounds made it clear that all was not well in printerland. Eleven pieces of paper in a bunch laboriously ground to a stop, only part way out of the printer. Fearing worse calamities to come, I yanked the printer’s power plug.

Multiple-page misfeeds are a continual problem with that printer; I should have known better. I removed the paper, put ONE sheet in, and tried again, only to have the system freeze up. Rebooted. Clicked print. Error message: “Out of paper.” No it isn’t! Tried to print it again. Printer data cable solid. Can’t see anything in paper feed, but can’t see entire path anyway.



DEWEY DELANEY

Remove printer cover (for the 14th time this year), carefully inspect paper feed path. Aha! An errant Cheerio(!) was caught in the bowels of the machine.

Experience has repeatedly and dramatically demonstrated to me that it’s a bad idea to mix food and beverages with any part of a computer system. But I never seem to learn; earlier that morning, I had let myself get in a hurry and ate a bowl of Cheerios at my workstation while waiting for a big file to download from the Internet.

How the Cheerio managed to jump from the bowl all the way unto the printer’s paper feed slot is a mystery. I’d have expected that from a Wheaties flake – the “Breakfast of Champions.”

# NOWA 2011 Conference

Bellingham,  
Washington

April 28-May 1



PETER JAMES