



NOWA News

Northwest Outdoor Writers Association

November 2010

Mt. Baker, adventure beckon at conference

Editor's Note: Bellingham Whatcom County Tourism will be providing story and travel ideas ahead of the NOWA conference in Bellingham, Wash., April 28-May 1, 2011.

What do you do with a 10,781 mountain in your backyard? In Bellingham the answer is: play on it, and play hard.

The Mt. Baker-Snoqualmie National Forest is one of the most visited forests in the United States. It is located on the western slopes of the Cascade mountain range extending over 140 miles between Seattle, Washington, and Vancouver, British Columbia. Here you will find glacier-covered peaks, spectacular mountain meadows and old-growth forests.

Starting at the northern boundaries of the Forest, take a drive on the Mt. Baker Scenic Byway (State Route 542). This 58-mile paved road starts at I-5 exit 253 in Bellingham, passes through many small towns, including Deming, Maple Falls and Glacier, winds along the scenic North Fork Nooksack River, and climbs to an elevation of 5,140 feet, where it ends at its well named destination, Artist Point, which is generally open in August and September. This area is legendary for its spectacular views of Mt. Baker



The North Face Route on Mt. Shuksan – at about 8,000 feet in elevation – is an exhilarating adventure.



PETER JAMES

Majestic Mt. Baker looms above the local landscape.

and Mt. Shuksan. The highway is home to whatever visitors are searching for, from solitude and beauty, to fun and recreation, to the dazzling experience of all that Mt. Baker has to offer. Unlike many byways, this road does not lead to another location or area. It's a destination unto itself and an adventure all along the way. A mile-by-mile guide to the Mt. Baker Highway is available at http://www.bellingham.org/PDF/MtBaker_Byway.pdf.

In the Mt. Baker Ranger District, summer hikers can head out on over 200 miles of trails, and campers can enjoy long evenings in rustic settings. The fall and winter months bring cooler temperatures and lowered snow levels. Hiking access to the high country is limited. Several side roads are groomed turning them into a winter playland for snowmobiles, cross-country skiers and snowshoeing.

For a little more adventure, Bellingham is also home to American Alpine Institute (www.mtnguide.com), which is a worldwide mountain guiding service and climbing school founded in 1975. Locally, AAI offers summer hikes, day hikes, rock climbing, glacier tours, ice climbing and three-day ascents to the summit of Mt. Baker. In winter, guides lead backcountry skiing, snowboarding, mountaineering and avalanche education programs.

For more information, contact Jacqueline Cartier, Director of Marketing, Bellingham Whatcom County Tourism, 904 Potter Street, Bellingham, WA 98229, (360) 671-3990, jacqueline@bellingham.org, www.bellingham.org.

NORMAN SENOUR



Mail editorial materials to:
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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.

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

Welcome Reinstated Members

These members were not included in the most recent directory. Please add them to your Directory Files.

Individual Members:

Darr, Josiah (AC) – 19202 Whitman Ave. N., Shoreline, WA 98133; phone: 206-660-1490; e-mail: short_hop@hotmail.com.

I'm a Northwest native and a diehard salmon and steelhead fisherman. If I'm not chasing fish around some dark coastal canyon in Oregon or Washington, I can usually be found guiding in Alaska, hunting deer or elk, working on an article for various fishing magazines, or just spending time with friends and family.

Supporting Members:

Long Beach Peninsula Visitors Bureau – P.O. Box 562, Long Beach, WA 98631; phone: 800-451-2542; e-mail: ask@funbeach.com; web site: www.funbeach.com; contact: Una Boyle, Executive Director, phone: 360-642-2400, e-mail: una@funbeach.com; Media Contact: Carol Zahorsky, Carol Zahorsky Public Relations, 14735 McIntosh Lane SE, Tenino, WA 98589, phone: 360-446-3645, e-mail: carol@zahorskypr.com.

Washington's southwestern-most tip bordered by the Pacific Ocean, Columbia River and Willapa Bay, the Long Beach Peninsula epitomizes a Northwest coastal destination with driftwood strewn coves, sandy beaches, world-class fishing, scenic parks, wildlife-rich wilderness areas, great restaurants and lodging, lighthouses, museums, and more. Boasting the highest catch per unit of effort on the West Coast, Ilwaco – referred to as the "Fishing Capital of the West" – is the launch for Buoy 10 and Lower Columbia River fishing, most notably for sturgeon, salmon, halibut and tuna. Seafood is plentiful including razor clams, oysters, Dungeness crab and more. See for yourself. We'd be happy to arrange your visit.

Directory Updates

Individual Members:

Vedder, Dave – omit home phone

Vedder, Pam – omit home phone

Supporting Members:

Tactical Solutions – new contact: Keith Feeley; Director of Marketing and Technical Services; phone: 866-333-9901, ext. 102 or cell: 208-284-1541; e-mail: keith@tacticalsol.com

Donations

Received for General Revenues:

Josiah Darr



Washington's Whatcom County will be the site of the NOWA Conference, which will offer breakout day activities.

Keep up with change at 2011 NOWA Conference

*By Bill Mullins
Vice-President, NOWA*

I am midway through assembling what I hope will be an entertaining and useful conference for all NOWA members next April/May. The general theme is "Keeping up with Change." Topics will include recent upgrades in image editing software, new image marketing opportunities, new venues for writers, and more.

At this time, I am soliciting speakers for topics related to writing articles and/or guidebooks, writing blogs, or any other recent new ways of doing business in the communications field.

In addition to the usual speakers and breakout day activities, I am planning on having a two-and-a-half hour "roundtable" where members will assemble into groups to discuss a given topic. I envision three to five such groups. Following each discussion, a spokesperson from each group will present a summary to the general membership. At this time I am soliciting ideas from any of you for topics (and interest in being a spokesperson) so I can include it in the program.

You may contact me at wmullins1@mindpring.com or call me at (208) 344-6231 with your ideas.

I am looking forward to another great NOWA conference!

HADWEENZIC RIVER, AK

It's a long time from when the seed is planted 'til the plant is harvested

I looked out my kitchen window this morning and watched as a moose sat in the middle of my snow-covered garden chewing fall's leftovers. It's a cycle for the moose during winter, feed and rest, feed and rest. The resting is largely digesting winter's willow browse. But in this case the moose is feeding as it's resting: It doesn't need to exert much energy to find good things to eat in the garden!

This topic has important implications because moose are a valuable resource in Alaska. Visitors rave over moose sightings, but moose have value for subsistence users and sport hunters. Resource managers study the amount of biomass moose consume to determine why their numbers fluctuate in a given area. Moose populations fluctuate depending on the quantity and quality of habitat that is available. The tenacious Alaskan gardener knows his or her garden will be targeted every year by moose, yet plants a garden anyway. I fuss and fume each fall when a moose beats me to cabbage harvest. It means that next year I need to plant my seeds earlier, so I can be the one to harvest my cabbage!



NOWA President Adela Jackson delivers the message of Alaska's outdoor experience to a young, eager audience.

A moose enjoys the bed and breakfast that is NOWA President Adela Jackson's garden.



How does all this gardening stuff apply to NOWA? In order to reap the benefits of a healthy, growing organization, we need to be tenacious. Members need to keep an eye on planting seeds. We can plant seeds every time we talk, write or interact about our love of the outdoors. We need to plant different types of seeds. Plant seeds of encouragement in youth. Plant seeds of opportunity in students. Plant seeds of knowledge in local outdoor groups. Plant seeds of interest in peers. Plant seeds of welcome in upcoming writers and photographers.

We need to be focused on the desired outcome of our harvest. Do we want to grow our membership? In order to support sustained growth, what do we want to provide our membership that we're not currently providing? What do we want to continue providing but do a better job? Members need a meaning and a purpose in order to stay engaged.

Benefits must be rewarding. We must recognize efforts. Long term planning needs to be a priority. We must have a common vision and goals.

Gardening is part of the life cycle: You get out of it what you put into it. Sometimes it's a long time between planting the seed and reaping the harvest, with a whole lot of work in between. In the end, you might not be the one to enjoy the harvest. Are you ready to deliver a next-generation experience? The younger generation has more outlets for voicing opinions about their experiences than ever before. We need to engage in proactive conversations with this audience to understand their unique point of view and deliver on their expectations. Start planting!

How to Query

By Gary Lewis

Q: Why should you comb your hair before you go to bed?

A: Because you want to make a good impression on the pillow.

The challenge in the construction of a query is to get an editor's attention and make a good first impression.

There are no hard and fast rules about queries, but there is good form and editors know it when they see it. Write queries that accord with this simple formula and editors will pay attention.

1. After the salutation, get right to the point with a sentence (or two or three) that captures the essence of the idea.

EXAMPLE:

Out there in the Strait is an imaginary line drawn between two countries, Canada and the USA. Beneath the blue-gray waters live the raw materials for the main event in a dish of fish and chips. In a boat that burned bio-diesel, we plied the depths with our baits.

2. In the second paragraph, mention the name of the magazine and the issue for which you want to write and give the title for the proposed article.

EXAMPLE:

<Editor's name>, for the July/August issue of Pacific Rockfish magazine, I would like to write a 1,500-word story, complete with sidebars, to give the traveler the confidence to book a trip or pursue rockfish on his own.

3. Now is the time to put your best foot forward, comb your hair and check your tie in the mirror. In one or two paragraphs, give the editor a glimpse of the work you propose to write. And set it off with italics or a different color.

EXAMPLE:

Dad's bait, a plastic jig, hit the bottom first. He walked it up a rocky point and back down the other side, where a quillback rockfish waited in the eternal dark. The fish grabbed the lure and the battle was on.

4. Now explain what collateral material that you will give the editor, including photography, diagrams, charts and sidebars.

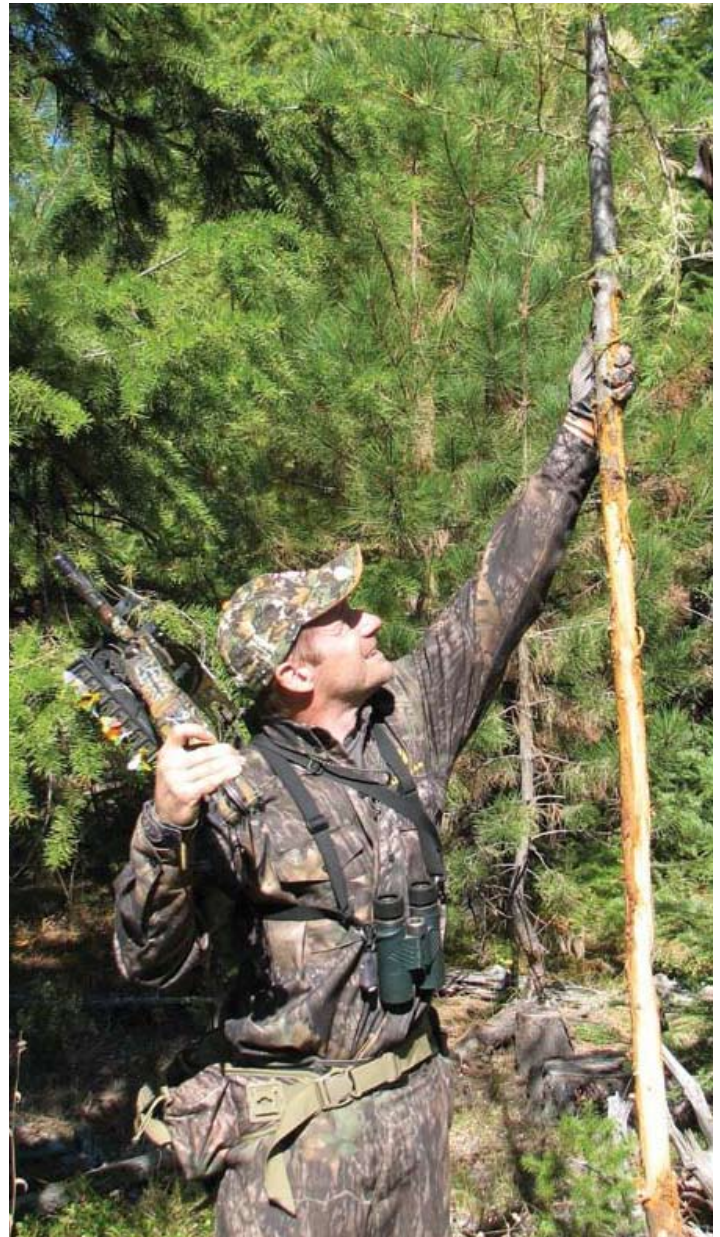
EXAMPLE:

For this story, I will provide 20 digital images in TIF format, as well as a chart showing the best seasons to fish and a sketch of a bottom-bouncing bait in action.

5. If your work is not known to the editor, the fifth section is where to list qualifications and similar work in other publications.

EXAMPLE:

My work has been published in CHICKEN LITTLE'S



Ay, there's the rub. Author Gary Lewis knows how to write compelling queries.

PLAYHOUSE, MOTHER HUBBARD'S CUPBOARD and other magazines. My first book, *A Jerk at the Other End of the Line*, is due out in October.

6. The last element should be brief. This is where you ask for action.

EXAMPLE:

<Editor's name>, if would like this story for the pages of PACIFIC ROCKFISH, please email to <Your email address>. Thank you for the opportunity to query.

With a formula that is repeatable, query after query after query, the letters get easier to write and the editor gets an idea of the type of work you are able to produce. Send out enough queries and the assignments will follow.

Gary Lewis is a past president of NOWA.

Need assistance for an upcoming story? Follow this protocol to obtain the resources you need

By Bob Knopf

An integral component of outdoor communication is properly using the abundant resources of outdoor recreation firms, travel resorts, airlines, chambers of commerce, state tourism departments, and others who commonly assist us with our communications. Often these companies are NOWA Supporting Members. Whether you are asking for compensated air travel, travel accommodations, product for your story, or information, follow these guidelines to enhance your interactions with supporting companies.

Know These Facts:

Fact: Companies with P-R contacts do not get 1-2 writer requests per week, they get 25-50 each week (by phone, fax, e-mail, and letter).

Fact: A company will spend 25 seconds reviewing (not reading) your letter (e-mail) and will quickly evaluate it one of two ways: 1. As being credible; or, 2. As being not credible.

Fact: A request must be on professional letterhead or it's not credible.

Fact: A request must be typed on a word processor or it's not credible.

Fact: A request must show basic spelling and grammar literacy or it's not credible.

Fact: Any request, from any writer that does not allow at least two weeks response (four weeks is preferred), is unprofessional, and is disruptive to a company. This greatly increases the chance it will go unanswered (especially for "new" writers). For large requests allow 2-3 months notice.

Fact: Only 15-25 percent of the requests a company receives are truly credible.

Fact: Do not combine more than one story request in a single letter, or ask numerous rambling questions spaced randomly throughout the letter. Remember, your letter is not read and analyzed; it's quickly reviewed along with 25-50 others. Put all questions together in one spot and number them so they can be quickly found and answered. Don't ask questions on the next five stories you're doing. Don't ask rambling, casual questions. Ask specific, well thought out questions on the specific story you're working on at the time. In addition, practice the following protocol to put your best image forward.

1. Have An Assignment. Generally, ask for assistance only when you feel confident that a story, feature, or

Make every effort to quickly show that you're credible, and prove it by following these guidelines.



An unbelievable number of writers do not return consignment product upon completion of their stated use.

communication will be published. Have the assignment (even if it's only on spec). This entitles you to the many services offered by these companies, and assures that they receive due benefit as well – a resulting story that mentions their product or service, or which quotes their expertise.

2. No Assignment? Tell Them Up Front. If you don't have an assignment, be prepared to explain why. Normally, you should do your homework and get the assignment first,

since telling a company that you "expect" to have an assignment puts you into the "writer wanna-be" category. Having an assignment separates you

from the "wanna-be's" and gives you instant credibility. A non-assignment request, as it should, will most likely result in minimal support.

3. Ask About Expectations and Policies. Whether you approach an airline for compensated travel, a resort for free or discount accommodations or a company for free or consignment product, if you're unsure of the support available – ask. Ask about their policy for writers on assignment. Obtain the correct contact name for the service you want, and once you speak with the contact, send them a confirmation letter that includes all pertinent information:

your name, full address, e-mail, that you belong to NOWA or OWAA (gives you credibility), the nature of your request, a sentence on your experience if relevant, and what specific service you'd like from them. You should also suggest how their company will fit into the finished piece; in other words, what benefit the company will receive, e.g. product review, company quote, photo credit. Obtain their policy on product use, photo use, consignment goods, compensated travel, lodging, etc.

4. Present Your Request Succinctly. Make your request short, simple, and focused on one story (unless the same info or product will be used in multiple stories). Do not submit shopping lists, or request information you can use for the next five years, or ask numerous questions on an assortment of topics. Know exactly what you want. Don't over ask. Unbelievably, at times a writer will request, "Send me one each of your fishing products," or, "Send me one each of the optics products you make, and I'll incorporate them into my future writings." Don't do this. Know what you want, keep it clean, keep it simple. Put yourself in the company's shoes, and ask yourself, "Do I sound credible?" Many writers don't.

5. Do What You Said You Would. After you receive a company's service, do what you said you would. This is paramount for your integrity, and frankly to the integrity of outdoor writing as a profession.

6. Say Thank You. When a company commits and assists you, immediately send them a sincere one-paragraph thank you (note, letter, email) that mentions how you will use the product or information. Keep it to 2-5 lines.

7. Send A Clip. Once your feature is published, send a copy or copies of the published clip, not the manuscript. If you fail to send a clip, whoever actually helped you has no proof that their time, money, or effort paid off or that outdoor writer programs are cost efficient. Failure to send a clip hurts your credibility, and contributes to giving "outdoor writers" a bad name. A company that supports writers with information, services, or product will not do it for long without a thank you letter and clip showing the final result.

8. Return Consignment Product. An unbelievable number of writers do not return consignment product upon completion of their stated use, until contacted (oftentimes repeatedly) by a company. Once finished with consignment product, either return it or buy it as per the company's consignment policy. Be sure to notify the company before returning product and specify the return carrier and tracking number. Insure the product properly. The product is your responsibility until received by the company. Always call or e-mail to verify returned product is received. Many of today's outdoor recreation companies offer great support services for writers. Make every effort to quickly show that you're credible, and prove it by following these guidelines.



Greg Gulbrandsen's OREGON HUNTER photo of a girl launching an arrow was a winner in the 2009 contest.

You could be a winner in NOWA's Excellence in Craft contest for 2010

Are you proud of a photo you've taken? How about a magazine article or newspaper column published during this last year? Would you like recognition for your talents? Interested in a little extra jingle in your pocket? NOWA has a deal for you!

Entries in NOWA's Excellence in Craft contests are now being accepted until Jan. 15, 2011. Now is the time to begin planning your entries for the contests, but before you do, here are a couple of tips for success. First, spend some time looking at the various contests to see which ones you have qualifying work to enter. Secondly, read the rules carefully. Every year entrants fail to do so, and that could mean your prize entry is disqualified. Finally, submit your entries on time.

Sadly, for the past couple of years several contests have had few entries, resulting in no awards being given. Gary Lewis, who coordinated the contests for the last two years, indicates that the Column of the Year, Travel and Humor contests were hard fought, but other contests were wide open. Imagine if you'd entered your prize hunting or fishing article or that killer photograph in the contests last year. Maybe you'd have been one of the winners recognized at the annual banquet. And that could have meant a little more money in your pocket.

It's said you can't undo history, but you can prevent history from repeating itself. You can't win if you don't enter. Read the rules, get your tear sheets together and enter NOWA's Excellence in Craft Contest.

Find contest rules and entry form on the following pages. —*Tim Christie*

2010 NOWA Excellence in Craft Contest Rules

INTRODUCTION

Judges will be professional writers, editors, photographers, and broadcasters, recruited outside NOWA to judge categories appropriate to their expertise. Judges may select 1st, 2nd, and 3rd winners. Ties are prohibited. If a judge determines that no entry merits a 1st, 2nd or 3rd place award they may choose not to name a winner. Awards will be presented at the NOWA Annual Awards Banquet.

ALL ENTRIES

All entries (except books) must have been published between January 1, 2010 and December 31, 2010.

Books must have been published between January 1, 2009 and December 31, 2010. Note – a book can only be entered in the EIC Contest one time.

A total of **two** entries may be entered per category (exception: columns). An article with sidebars may be entered as one body of work in writing categories.

Special Notes: Fee is \$5 for each ENTRY. Maximum two entries per category, except Category 1, when four columns may be entered (4 columns = 1 entry). Total all entry fees and make one check payable to NOWA (US funds).

- **Articles/photos with two by-lines are only accepted as one entry.**
- **All identifying names and visual identities in all photos and illustrations must be removed.**
- **Contest is open to 2010 NOWA members who have paid NOWA membership dues for 2011 prior to the Excellence in Craft Contest entry deadline.**
- **Only articles/photos for which the entrant was paid are eligible.**
- **Judges will accept standard, high quality, copy machine entries. Original tear sheets are not required.**

The rules are to accommodate the judging; the same people do not judge all categories. Judging will be under "blind" judging conditions, so names and publications will not appear on the actual entry to be judged.

Entries must be submitted in the following format. Each entry submitted may be an original or a high-quality photocopy. Submit in a manila file folder for each entry and include a completed entry form in each folder. **Print the last 4 digits of your telephone number on the back of each entry in case entries are separated from an entry form** (preferably on removable tape for Books and Video and Audiotapes). **New for 2010 – submit original with bylines plus TWO copies without bylines.**

ARTICLES (ALL CATEGORIES):

1. Submit one original clip or high quality photocopy showing by-line or credit line, PLUS two photocopies trimmed to eliminate by-line, photos, and other illustrations (headlines and quote boxes may be left in). Judging will be done with the trimmed photocopy.
2. Entries are to be mounted or photocopied on 8 1/2" x 11" white paper.

ARTWORK OR ILLUSTRATION:

1. Submit one original printed piece or a high-quality photocopy of published work, showing credit line and caption PLUS two photocopies with credit lines removed. Captions and titles are permitted.
2. Entries must be mounted on 8 1/2" x 11" or 11" x 17" white paper.
3. Send no original art.

BOOKS:

1. Submit the entire book (two copies) as published. Please cover the author's name with a removable tape or label.
2. Include SASE with the entry if the book is to be returned (otherwise it will be donated to the NOWA Raffle).
3. Entry form and book should be placed in a manila folder or envelope.

PHOTOGRAPHS OR ARTWORK:

1. Submit one original or a high-quality photocopy of published work, showing credit line and caption PLUS two tear sheets of the original publication (or photocopies) with credit lines and caption removed. The entry must be mounted on 8 1/2" x 11" white paper, although 11" x 17" paper may be used to accommodate double truck photos, folded to fit a manila file folder.
2. In the event the entrant feels the reproduction of an entry is not of sufficient quality, two prints not larger than 8 1/2" x 11", or two duplicate transparencies may be included with the entry (*in addition to item 1 requirements*).
3. **Original photographs or slides should not be included with the entry.**
4. Computer-enhanced photography will not be accepted.

VIDEO AND AUDIOTAPES:

1. Enter copies only.
2. Video and audiotape entries will be judged on "production" values. This encompasses all aspects of the entry, including writing, directing, music, and other features.
3. Entry form and two copies of video or audiotape should be placed in a manila folder or envelope.

Official Entry Form

2010 NOWA Excellence in Craft Contest

Complete a copy of this form **for each entry**. All entries must in be delivered to the contest chairman by **January 15, 2011 (no exceptions)**. Send all entries and **entry fee(s)** to Contest Chairman, **Tim Christie, 4101 Appaloosa Rd., Coeur d'Alene, ID 83815-8835; Phone: 208-765-2795, e-mail: timchristiephoto@roadrunner.com**. Entries will not be returned (unless accompanied by a SASE).

Entrant's Name: _____

Address: _____

Phone: () _____ Fax: () _____

E-mail address for confirmation of receipt of entry: _____

If you are a **FIRST** place winner in a **Sponsored Category**, do you wish to receive a plaque or an additional \$25 in prize money? _____

Publication: _____ Date of Publication: _____

Title of Entry: _____

Circle Only One Contest Category for This Entry

2011 Dues paid:

Category 1: Column of the Year – maximum four columns from any one publication (from any written media).

Category 2: Fishing article, (not newspaper), on any and all aspects of fishing. Must be predominately fishing, not highlighting travel or destination.

Category 2B: Fishing article (Newspaper) covers any and all aspects of fishing. Must be predominately fishing, not highlighting travel or destination.

Category 3: Hunting/shooting article, (not newspaper), on any and all aspects of hunting/shooting. Must be predominately hunting/shooting, not highlighting travel or destination.

Category 3B: Hunting/shooting article (Newspaper) on any and all aspects of hunting/shooting. Must be predominately hunting/shooting, not highlighting travel or destination.

Category 4: Travel or camping article on any outdoor subject (from any written media), backpacking, RV's, canoeing, general boating, backcountry skiing, snow shoeing, dog sledding, mountaineering, or similar outdoor travel adventure.

Category 5: Managing our world. Article on park, wildlife, land use, fisheries, oceans, water and environmental concerns, plants, management, education, ethics, and use (from any written media).

Category 6A: Photography People – Subject of photo is any human in an outdoor setting or engaged in outdoor recreation.

Category 6B: Photography Fauna - Subject of photo is any living creature (animal, bird, fish, etc.) in an outdoor setting.

Category 6C: Photography Outdoors - Subject of photo is any non-living subject (plant, tree, landscape) in an outdoor setting.

(By entering work in category 6 the entrant is granting NOWA one time use of winning photos in the NOWA newsletter or NOWA Directory.)

Category 7: A book on any outdoor subject.

Category 8: Humor on any outdoor subject, either an article or column.

Category 9: Artwork, line drawing, watercolor, or similar used to illustrate any outdoor subject (from any media).

Category 10: A video or audiotape on any outdoor topic.

ALL ENTRANTS PLEASE NOTE - DEADLINE for all submission is January 15, 2011 - no exceptions.

See 2010 Entrant Rules for additional information.

Member Updates



Rhoades, Schneider join forces

Kevin Rhoades and Bill Schneider are pairing up to offer their expertise to outdoor communicators who want to publish books. Rhoades specializes in outdoor book layout and cover design and assists authors all the way through delivery of books to the doorstep. Schneider helps authors decide whether to submit to a trade or specialty publisher, whether to self-publish, or in some cases, whether to abandon the project. Schneider is all about finding a way for authors to make money – or at least not lose money. Rhoades has more than 15 years' experience in publishing, has designed books for Jim Casada, Mike Marks, Ted Upgren, and Pat Wray, and he has worked on publishing projects for Realtree and Triple "D" Game Farm. He also designs outdoor newsletters. Contact Rhoades at www.kevinrhoades.com, 406-274-0881.

Schneider, author of 17 books of his own, is owner of W.A. Schneider & Associates, a publishing consulting firm, and he was co-founder and part owner of Falcon Publishing and worked as an acquisition editor for FalconGuides, Lyons Press and Globe Pequot Publishers for five years. Contact Schneider at [waschnneider@qwest.net](mailto:wasnneider@qwest.net), 406-431-4594.

Update from Lenny Frasure

I'm healing up. Ugh! What an ordeal. Thank God I'm still here to attend another NOWA conference. I'm on a ten pound lift limit until the end of November. I can walk and hike and climb hills, just can't lift anything. After getting the ribcage split in two and spread apart I'm now wired while the gristle heals and grows back together. What a surprise. To all fellow NOWAnians.....stay on top of the blood pressure, shortness of breath and mild pains resembling a charlie horse anywhere on the upper body. My mild heart attack was a complete surprise and led to the quadruple a few days later. —Lenny

Renewal Reminder

Membership Renewals will be sent in November. They will again be sent via e-mail. Please print off your form when you receive it.

If you are entering the 2010 Excellence in Craft contest, you must be a member for 2010, plus must have submitted your dues for 2011.

Membership fees are due January 15, 2011. Payments may be postdated to that date.

Debbie Kerr
NOWA Executive Director

Did you know?

By chance the other day I clicked on a member's web site while browsing NOWA's membership directory. It opened the web site! The same works for e-mail – either from the listings on pages 22-24, or from the member listings! Click on the address and it starts an e-mail message!

I knew this worked with our newsletter, where the links are highlighted. It also works where they are not highlighted. I love the search functionality of the pdf version. Now there is another reason to love them.

—Debbie Kerr

Visit the NOWA Facebook page:

<http://www.facebook.com/#!/pages/NOWA-Northwest-Outdoor-Writers-Association/115871668445034?ref=ts>

Supporting Member News



ZipVac adds King filet bag to its award-winning vacuum packaging bag line

ZipVac unveiled its King Filet vacuum packing bag at the 2010 ICAST Show in Las Vegas and it attracted a lot of interest among buyers and the media covering ICAST.

ZipVac bags come in a variety of sizes: quart, gallon, filet and jumbo. Now, big fish anglers who have been asking for a really long filet bag have one in the King Filet bag. It measures 14"x30". The new bag was designed to hold salmon, some tuna, Great Lakes salmon, and salt water fish filets. In some cases, the entire fish can be vacuum packed and frozen.

Ever since its introduction, CTI Industries' new ZipVacT Food Vacuum Storage System has captured awards, industry accolades and media attention. Why? Because it's the better idea, the improved mousetrap. It's less expensive than the competition, designed to work in the kitchen or in the camp, even on a boat. And it's a proven performer.

At the 2008 International Convention of Allied Sport-fishing Trades (ICAST) in Las Vegas, Zip VacT received "Best New Fishing Accessory," as well as accolades and excitement at regional and international sport shows and extensive media coverage in newspapers and outdoor magazines across the country. A similar tackle trade show in Australia also selected ZipVac for its annual best new product award.

The ZipVac kits, which include both a manual and electric pump, are available at fine outdoor retailers throughout the country. The bags come in a variety of sizes: quart, gallon, filet and jumbo. When food and other items are stored in the bags, air may be removed from the bags to preserve and protect the stored items. Suggested retail price is \$29.95 for the kit. Additional storage bags are sold separately.

CTI Industries develops and markets bags and pouches for storage and packaging applications and is one of the leading manufacturers and marketers of metalized and latex

balloons. They also produce laminated and printed films for commercial use.

CTI's products are marketed throughout the United States and in a number of other countries. Visit zipvac.net for more information and to locate the nearest retailer or to order items off the website.



Yakima Bait purchases Big Al's Tackle

Yakima Bait Company has purchased Big Al's Tackle Company of Lakebay, Wash. Big Al's manufactures and markets the unique Fish Flash in-line, "no drag" flasher. The purchase by Yakima Bait will help in getting production up to speed and allow the rotating flasher to be marketed in the Great Lakes and other areas where attractors are used.

The Big Al Fish Flash is an extremely popular attractor used by salmon and steelhead anglers in Alaska, British Columbia and along the West Coast. The triangle-shaped attractor actually spins, putting off a fish-attracting flash on every rotation. And, unlike traditional dodgers or flashers, the Fish Flash is easy pulling, offering very little drag, letting the angler feel the fight of the fish.

"This is a great addition to our line of salmon and steelhead products," said Yakima Bait president Mark Masterson. "We are excited to meet the demand of anglers who know how effect the Fish Flash is, and to help bring it to new markets."

The Fish Flash was invented by Al Hazelquist in 1990, and is available in four sizes and a dozen colors. Masterson said that Yakima Bait will be working on some possible new Fish Flash colors and UV finishes in the months ahead. Yakima Bait Co. currently makes Worden's Rooster Tail spinners, the original FlatFish lure, Spin-N-Glo and Lil' Corky drift bobbers, Mag Lips and a variety of other fresh and saltwater lures.

For more information on Big Al's Fish Flash or any Yakima Bait products contact Mark Spada or Pam Burton at 509-854-1311.

Dr. Robert Smith, inventor of Tecnu and founder of Tec Labs, dies at age 88

Inventor Dr. Robert Smith, whose product, Tecnu, amassed a cult-like following among poison oak and ivy sufferers, died Oct. 31 at the age of 88 in Albany, Oregon. The popularity of Tecnu Poison Oak and Ivy Outdoor Skin Cleanser led to Smith's founding of Tec Laboratories, Inc.

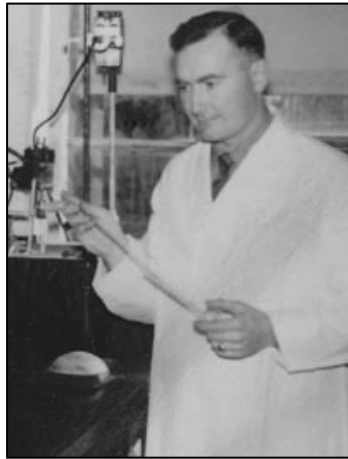
Smith, a chemical engineer, originally developed Tecnu, so called because it was technologically new, in late 1960 during the cold war to remove radioactive fallout dust. After witnessing Soviet leader Nikita Khrushchev's shoe-pounding outburst at the United Nations on television, Smith predicted that it would become commonplace for every American home to have a bomb shelter. His idea was to develop a product that would become a staple in each of those shelters.

Fortunately, the bomb shelter in every home scenario never materialized, but Dr. Smith's wife, Evelyn, made the discovery of Tecnu as the silver bullet in the battle against poison oak and ivy. After seeing two of her five children suffer repeatedly from painful head to toe rashes, Mrs. Smith vowed to remove all the poison oak plants from the family yard. She did so, using her bare hands. Although Evelyn had suffered through numerous rashes growing up in the Midwest, this time she never broke out after using some of her husband's cleanser as a hand cleaner.

The family eventually started manufacturing and selling Tecnu out of the family garage. The business, then called Tecnu Enterprises, quickly outgrew the garage as a result of Tecnu's growing popularity among forestry workers and utility company employees. In 1977, Smith incorporated the company and changed the name to Tec Laboratories, Inc. The company now makes many other products including Tecnu Extreme, Calagel, Licefreee, Corticool and Staphaseptic.

Up until his final months, Smith attended product development meetings and worked on other business at Tec Labs, leaving a stream of smiles and profound integrity in his wake.

Evelyn preceded her husband in death in 2009. Two of his sons, Vernon Smith and Steve Smith, currently work at Tec Laboratories. Vernon is a Vice President and Steve is the CEO and President. —Gary Burris



Innovator John Nosler dies, leaving a long legacy of building better bullets

We called him Big John. He was the tall, angular architect of a bullet that revolutionized big game hunting around the world.

From an early age, Nosler showed an interest in mechanics and how things worked. He got his first car when he was eight years old and when he sold it, he went out and made a deal for a Model T Ford.

His dad had a pump-action BB gun and with it taught John to shoot. When John managed to save up a little money, he sent away for his first gun – a single-shot Stevens Favorite .22 from Montgomery Ward.

In 1929, the bottom fell out of the stock market and John, a 17-year-old athlete who played football, basketball, baseball and ran track, dropped out of school and went to work as a cleanup boy at a Ford garage.

A lifetime of shooting and mechanics and innovation lay ahead.

In 1941, Nosler headed north for a moose hunt in British Columbia and returned every year for almost a decade. In 1946, he carried a Winchester Model 70 .300 H&H Magnum. Toward the end of the trip, he came upon a bull feeding in a patch of willows. That encounter was the turning point in his life.

Back home, he began to puzzle out how to build a better bullet. It was inside his truck shop where he turned out the first Partition projectiles in 1948.

Big John passed away at his home in Bend last week, leaving behind Vivian, his wife of the last 18 years, his son Bob, his daughter-in-law Joan, their children and grandchildren.

When I heard that John had passed, I was in hunting camp. I had a letter on my desk to him, not yet mailed. I wanted to tell him about my deer hunt, how the bulls still bugled in the canyons where he spent so many seasons, how the story of his life meant much to so many.

We'll miss you, Big John.

In lieu of flowers, the family encourages a donation to the NRA Foundation—John A. Nosler Endowment. Checks may be submitted to: The NRA Foundation, Inc./ John A. Nosler Endowment, 11250 Waples Mill Road, Fairfax, VA 22030. —Gary Lewis, author, John Nosler Going Ballistic.





The 37th Frame

By
Gary Christenson

Dating on your computer? Here's some sage advice

Computers don't handle dates very well. If you've tried to record and sort the dates of your fishing catches in a spreadsheet, you probably discovered how troublesome dates can be.

I can't remember how, when, or where it was that I learned to deal with sorting dates some years ago, but once I did, I quickly changed over to formatting them that way everywhere, ever since. As it turned out, it was surprisingly easy.

The trick to sorting dates is to format them in a specific way.

Use the format YYYYMMDD, where:

YYYY = 4-digit number for the year. For example: 2009

MM = 2-digit number for the months 01 through 12.

DD = 2-digit number for the days of month 01 through 31.

The date must always have 8 digits or it won't sort properly, so you MUST include the leading zero, if necessary, for any of the parameters. For example, January 1, 2009 must be formatted as 20090101, while January 30, 2009 would be formatted as 20090130.

Formatting dates this way will allow you to easily sort a series of dates in a spreadsheet into chronological sequence. For example, the dates 20090603, 18880917, 20061003, and 19900305 in a spreadsheet column would be sorted correctly.

The KISS principle applies again!

NOWA Nominating Committee Needs Your Help

In 2011, three Director positions and the 2nd Vice President position on NOWA's Board of Directors will be vacant. The nominating committee is looking for members who are willing to serve on the NOWA board.

The Director positions are all for a three-year term. The 2nd Vice President would continue on to fill the Vice President, President, and Board Chairman positions – all one year terms. Newly elected members will start their duties after the Annual General Meeting in Bellingham, Wash., May 1, 2011.

Responsibilities of NOWA Directors:

- Serve on the board of directors during the NOWA annual board and membership meetings.
- Participate in board discussions and decisions whenever requested or warranted.
- Endeavor to chair one committee, in an area of personal expertise; set obtainable goals and objectives and write a report after six months on progress and a follow-up report to be presented at the annual board meeting.
- Endeavor to write a minimum of one craft improvement article annually for the newsletter.

The Chairman of the Nominating Committee is Dave Kilhefner. He understands that in these tough economic times, volunteering your time and effort by serving on the NOWA board may seem a daunting task. He has served on the NOWA board for several years now. Besides the warm feeling a person gets from doing the right thing, he's also received some valuable unintended benefits. If you'd like to find out more, feel free to call Dave Kilhefner at 1-800-442-1520 or e-mail him at Dave@kbi-ins.com.

The posted closing date for nominations has passed, but there were not sufficient names put forward to cover the positions. Though we all have a common purpose in belonging to NOWA, we also have quite a variety of interests and needs, and NOWA will benefit by having those represented on the Board. If you are willing to let your name stand, or would like to recommend someone, please contact Dave today. The first five people to volunteer will receive a Starbucks card worth \$20, so don't delay – put your name in the hat today!

NOWA 2011 Conference

“Keeping up with Change”

Bellingham, Washington

April 28-May 1



PETER JAMES