



NOWA News

Northwest Outdoor Writers Association • February 2011

MT. BAKER/WHATCOM COUNTY TOURISM

Bellingham's Beer and Wine Will Keep NOWA Conference Guests in Good Spirits!

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. If you are interested in attending a pre-conference media tour April 26-27, please contact media@bellingham.org. The deadline is March 21, 2011.

Foodies who love their spirits find plenty to rave about in Washington's far northwest corner. The region's natural beauty and community-focused population has inspired a range of talented winemakers and brew masters here. Bellingham and Whatcom County are now home to 8 boutique wineries, 3 renowned brewpubs and a popular mead winery. These are ideal destinations for visitors who love to taste the local experience.

Whatcom Wine Tours provides fun, relaxing and educational wine tasting tours to Bellingham and Whatcom County boutique wineries. Each tour allows time to meet the winemakers, tour the wine making facilities, learn about and taste great wines.

Located on the scenic Mount Baker Highway (State Route 542), 11 miles east of Bellingham, Mount Baker Vineyards is an anchor of the Nooksack Valley and one of a few surviving pioneers of grape growing on the west side of the Cascade Mountains. Of the 48 varietals originally planted in 1978, Mount Baker Vineyards has retained and currently grows the following six on its six-acre estate: Madeline Angevine, Chassalas Dore', Pinot Gris, Pinot Noir, Siegerrebe and Muller Thurgau.

Samson Estates Winery in Everson is a family business. Rob and Dhar Dhaliwal grew up on their father's raspberry farm in rural Whatcom County and wanted to build on the multi-generational legacy left by their father, Sam. The region is the largest producer of red raspberries in the nation, harvesting 65 percent of the crop grown in the United States. To diversify the family's existing berry farm, the brothers decided to expand into wine and, in 2002, they opened a



For NOWA conference registration details, see pages 13-16.

WHATCOM COUNTY TOURISM / JULINE BAJADA

The selections at Bellingham brewpubs are constantly changing, so a sampler tray is a good place to start.

winery on the property, with gorgeous views of snow-capped Mount Baker. The name Samson honors the connection to their father. Today, Samson Estates offers several viniferous varieties, using only Washington State grapes, off-dry fruit wines, and dessert wines from local raspberries, blackberries and hazelnuts.

During Stalin's regime in the Soviet Union, Margarita Vartanyan's family was sent to Siberia, where Margarita was born. Finally, during Gorbachev's perestroika, her family was allowed to move back to Armenia, where Margarita learned her family's centuries-old secrets of wine-making. After immigrating to America, Margarita continued the winemaking tradition by planting her own vineyard near Bellingham and operating a small boutique winery dedicated to excellence. Vartanyan Estate Winery currently produces Reisling, Chardonnay, Cabernet-Sauvignon, Merlot, Syrah, and a signature blend Margarita calls Trilogia.

Glacial Lake Missoula Wine Company is a garagistes *(Continued on Page 5)*



NOWA News:

Editor:

Duane Dungannon
822 Amerman Drive
Phoenix, OR 97535
Phone: 541-535-9874
Email: mvp@ccountry.net

Deadline: 20th of the month preceding 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.

NOWA Headquarters
712 - 301 Street
Kimberley, BC V1A 3K3
Phone: 250-432-0002
Email: nowahq@telus.net
Debbie Kerr, Executive Director

Officers & Directors 2010-2011

President

Adela Jackson, Fairbanks, AK

Officers

Vice President

Bill Mullins, Boise, ID

2nd Vice President

Greg Gulbrandsen, Bend, OR

Secretary/Treasurer

Debbie Kerr, Kimberley, BC

Chairman of the Board

Dave Kilhefner, Tualatin, OR

Directors

Terms expire May 2011:

Tim Christie, Coeur d'Alene, ID

Ron Kerr, Kimberley, BC

Jack McNeel, Coeur d'Alene, ID

Terms expire May 2012:

Jean Bullard, Seattle, WA

John Kruse, Malaga, WA

Peter Schroeder, Seattle, WA

Terms expire May 2013:

Bert Gildart, Bigfork, MT

Eric Hansen, Corvallis, OR

Chuck Robbins, Dillon, MT

Supporting Member Liaison:

Vacant

Executive Director:

Debbie Kerr, Kimberley, BC

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

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.

NOWA web site: www.northwest-outdoor-writers-association.org

Find NOWA on Facebook: Search for Northwest Outdoor Writers Association



NOWA Updates

Directory Updates

Individual Members:

Goerg, James – omit web site: www.thesportsmensreview.com

Hansen, Sue – cell: 541-753-7412

Keizer, John – work phone: 253-982-4955

Kerr, Ron & Debbie – omit fax

Pfeiffer, Harold – omit phone number; cell: 509-389-7025

Phillips, Rob – cell: 509-952-4054

Udlinek, Dennis – 301 E Alexis Loop, Nampa, ID 83686; omit home phone, omit fax; keep cell: 208-866-6896

Supporting Members:

DeLorme – phone for contact Charlie Conley: 207-846-7022

O'Connor Communications, Inc. – e-mail for contact Jim O'Connor: jimo@oconnorpr.com

Welcome New Members

Individual Members:

Bowman, Tom - 1934 S. Post Street, Spokane, WA 99203; phone: 509-456-0419; cell: 509-362-8946; e-mail: thomaseugenebowman@yahoo.com; website: www.tombowmandesign.com; spouse: Robin Einerson; status: Active; sponsor: Harold Pfeiffer.



For three decades, Tom has straddled the creative fence working in both the Fine Art and Graphic Design fields. He has received numerous awards from both venues, including Golden Medallions awards for TV news, Emmy nominations and Addy awards for commercial clientele and artworks on permanent display in the National Library of Congress. When not at a drawing board or computer keyboard, Tom can be found climbing the next peak on his bucket list, crawling through some pyramid, or sketching his favorite landscapes. Sidelights have included Arts Chairman, commercial fishing boat skipper, magazine sports columnist, political cartoonist and medical illustrator.

Koob, Darin – 9805 NE 124th St., #106, Kirkland, WA 98034; phone: 206-793-6724; fax: 206-299-9800; cell: 206-793-6724; e-mail: darinkoob@comcast.net; web site: www.outerescape.com; spouse: Wendy; status: Apprentice; sponsor: Dave Vedder.



Darin has a Bachelor's degree in Public Relations and Communications from Western Washington University and enjoys fishing, hiking, camping and boating. He has been pursuing his outdoor passion by helping with business development, marketing and sales for a drift boat manufacturer and an outdoor adventure pet specialty company located in Seattle, WA. Darin enjoys adventure outdoor photography, HD video, and has been involved with real time promotions and live-streaming of events. Darin is also a member of the Wild Steelhead Coalition. This organization is dedicated to increasing the numbers of wild steelhead returning to the waters of the Pacific Northwest.

Pyke, Eli – 3155 Timber Cr. Dr., Sisters, OR 97759; phone 541-610-6629; e-mail: eli@zionpictures.net; web site: www.zionpictures.net; spouse: Kelly; status: Active; sponsor: Gary Lewis.



Eli Pyke is the owner of Zion Pictures, a film and television production company in Sisters, Oregon, and producer of Gary Lewis' new outdoor hunting and fishing television series, "Gary Lewis' Adventure Journal." Pyke has also produced international documentary films, action sports television and videos, multiple commercials, corporate videos, and short films. To see his work and find contact information, refer to Zion Pictures' website: www.zionpictures.net.

Donations

Donations received for Stan Jones Scholarship Fund:
Dennis Clay

Donations received for NOWA Endowment Fund:
Gordon Bloomquist



President's Message

By Adela Jackson

Keeping Your Head Above Water

Years ago a friend and I were fishing the Willow River in Alaska. When we were walking back to the car I crossed a small stream that was narrow but very deep. As I stepped across the stream, I slipped and fell in. The stream was very swift: I was swept downstream and frantically grabbed a sweeper along the bank as my hip boots filled with water! I struggled to keep my head above the water as I hung on for dear life.

That is how I feel nowadays with the Internet rushing past me like that rushing stream and it's all I can do to just hang on and keep my head above water! Those hip boots are filled with the old technologies and ideas that keep me from changing my paradigm. I know that no one is going to reach in and pull me up on the bank, out of that stream. My fishing partner is ahead of me and not aware of my plight. If I am to survive this changing face of media, I'm going to have to go with the flow.

The theme for this year's Bellingham conference, "The Changing Face of Media" speaks to how we communicate, to whom and where. The media used to be radio, television, newspapers and magazines. The power of the pen was in the hands of seasoned journalists and it was based on the few talking to the many.

How is the face of media changing? Who are the new media? The power of the pen now lies in the hands of the consumer. It's about the many talking to the few. A stroke of the computer keys can seal the fate of a business, idea or person. With social media, all consumers have the avenue to share their opinions on the Internet via Facebook, Twitter,



NOWA President Adela Jackson discovers the joy of finding sapphires at a mine in Montana, thanks to the knowledge and direction of fellow board member Jack McNeel. Make some new discoveries this spring at our conference in Bellingham!

PHOTO BY LARRY JACKSON

blogs: Word of mouth has many ears listening.

You don't think that's important? Then listen to this: Netflix began hiring Facebook-savvy engineers. Then they announced they're "regrouping" around their social strategy with several new products in the pipeline. What is "social strategy?" It's the way people communicate. Hunters communicate around the campfire, while anglers at the lodges around the dinner table tell their "big fish" stories. Social strategy is not about technology; it's about relationships. Testimonials are a huge marketing tool.

Have I lost you? I remember the struggle many NOWA members had converting from typewriter to computer, from 35mm to digital. Some are still struggling. At last year's conference I tried to make a point in the opening remarks about the iPhone as a powerful tool and what it can do to make our work easier, more efficient and productive. One of the members made a remark that I was talking too much about my "phone." I don't think he got it. It's not just a phone. It's my office in my hand – the perfect outdoor writer tool.

My point: Keep your head above water. Embrace new technologies, but don't let them sweep you downstream. What's really important is what you do with them. Your experience, knowledge and relationships are what matter. I believe we can steer the course of events in the world because we have the knowledge to do so.

The right information in the right hands leads to amazing things.

Bellingham Beer & Wine (Continued from Page 1)

winery based in the border-town of Blaine, Wash. It is owned by a Vancouver, BC, couple, Tom Davis and Tracey DeGraff. As passionate amateurs, Tom and Tracey experimented for a decade making red wine from the grapes of wine regions all over the Northwest. They started the winery in Blaine in 2002. Deluge is GLM's signature wine, a blend of Cabernet Sauvignon and Cabernet Franc, conserved for two years in new French oak barriques. Their first wine (2002 vintage) was released in 2006, and received 92 points in the Wine Enthusiast, 89 points in the Wine Spectator, and the three subsequent vintages have also achieved multiple accolades and awards. The Deluge 2005 vintage received the Grand Award of Excellence at the Seattle Wine Awards.

After years of amateur winemaking, Ken and Jill Peck made the plunge into the world of commercial winemaking in 2005, by establishing Dakota Creek Winery near Blaine. Their goal is to produce affordable artisan wines for distribution in Western Washington. Their boutique winery is located on traditional farmland, just 3 miles east of Blaine. Dakota Creek Winery specializes in producing limited quantities of premium wines made with hand-picked grapes from two outstanding vineyards in the Rattlesnake Hills appellation near Yakima, Wash. Their current production includes Cabernet Sauvignon, Merlot, Syrah, Oaked and Unoaked Chardonnay, Pinot Gris, Viognier, Dessert Riesling, Malbec, Petit Verdot, Carmenere, Dolcetto, Cab Franc, Tempranillo, Sangiovese, Sangiovese Rose, a charity blend called Firefighter Red, and a signature blend "Jill's Blend."

Bellingham's brewpubs range from the nation's largest (Boundary Bay) to one of the smallest (The North Fork), as well as an educational version (Chuckanut Brewery). The beer selection at each is constantly changing and evolving, so a sampler tray is a good place to start.

In business since 1995, Boundary Bay Brewery & Bistro in downtown Bellingham has won an exhausting list of awards for its beer and is now the nation's largest of 950 brewpubs, selling at least 25 percent of its beer on site. Boundary Bay's house brews include: Dry Irish Stout, Bellingham Blonde, Best Bitter (ESB), Scotch, Imperial Oatmeal Stout, IPA and Amber. The Boundary Bay approach to beer is to render excellent examples of classic styles. In some cases – such as with their IPA, Imperial IPA and Imperial Oatmeal Stout – they push the envelope and make a very big and flavorful brew. Like a new kind of music, it may take a few samplings to build your palate, but soon you will be coming back for more.

The North Fork Brewery, Beer Shrine and Wedding Chapel is a casual, comfortable place to enjoy hand-crafted beers, barley wines, wonderful pizza or the company of friends and family. Their rustic atmosphere and friendly service will convert guests to the growing thousands of North

Fork regulars. A visit to the humble shrine is just the ticket to round out a visit to the Mt. Baker-Snoqualmie National Forest. The pub is just a short drive from Bellingham on scenic Mt. Baker Highway 542. The restaurant has been selected "Editors Choice" in Best Places Northwest. The brewery produces beer in the time-honored, time-intensive style of British Ales. Their extra small batches (109 gallons) are hand transferred from fermentation to conditioning and on to serving tanks where they are served directly to the tap room, ensuring a fresh pint every pint. As improbable as it seems, they also perform weddings and holy unions, but don't expect the typical alter and arbor; this is a beer shrine and all places are sacred.

Chuckanut Brewery & Kitchen in Old Town Bellingham moves beer toward a culinary experience. Brewer Kevin Davey hosts a variety of educational beer tasting events on a regular basis. Monthly beer dinners pair the brewery's on-tap selections with a specific chef-inspired menu to enhance the subtle flavors. They source their lunch and dinner menus from as many local and regional food growers and producers as possible to bring guests the best in home cooking. The Kitchen also serves up some of the best house-made desserts, including Fall Spiced Pear Pie and Chuckanut Bread Pudding.

The Bellingham region's unique flavors are rounded-out with a refreshing glass of honey mead – the drink of the gods. Mead is the world's oldest alcoholic beverage, known since Babylonian times. Wine made from fermented honey, rather than grapes, mead was the nectar of the gods on Mt. Olympus, the celebrated drink of poets, lovers and kings. It has long been touted as an elixir of health, fertility and longevity. But despite its rich history, mead is not well known in modern times.

Honeymoon Mead is committed to creating a unique line of libations that showcase our Northwest harvest and heritage. Their meads are made from locally produced blackberry and fireweed honey; their wines feature Yakima Valley grapes; cider and melomels are blended from apples and berries grown right here in Whatcom County. All products are carefully hand-crafted in small batches at their facility – located in a refurbished glass warehouse in the heart of downtown Bellingham's vibrant market district. Adjacent to the winery, their wine-bar style tasting room serves all their products by the glass, as well as light appetizers and desserts. In addition to their bottled meads and wines, they offer glass pours of many things that are only served from the tasting room, allowing the winemakers to be creative with small batches of unique products.

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



Raspberry wine is a specialty at Samson Estates.

Market News You Can Use



Win NOWA's Pass It On Award sponsored by Bass Pro Shops!

This award goes to the active, retired active or life member who has, through the media – writing, video, photography, education, mentoring, etc. – best demonstrated the idea of passing on the great outdoors to others.

To be awarded to someone who best illustrates the idea of passion for the outdoors – could be teaching kids, taking seniors fishing – demonstration of this passion through their craft.

The following rules will apply. Failure to comply with rules will automatically lead to disqualification.

Send one entry, published in 2010, to contest chairman Duane Dungannon, 822 Amerman Drive, Phoenix, OR 97535. Entries must be postmarked by March 31, 2011. Entries will be judged by a team.

All identifying names, visual identities and names of publications must be removed.

Print last 4 digits of your telephone number to the back of the entry.

The winner from the previous year may not enter this contest, but is encouraged to apply in the following year.

1. Articles: Submit one photocopy trimmed to eliminate byline, photos and other illustrations. Headlines and quote boxes may be left in.

2. Artwork or Illustration: From the printed piece or copies thereof. Send no original art. Remove credit line.

3. Books: Submit entire book as published. Cover author's name with removable tape or label.

4. Photographs or Artwork: Submit one high-quality photocopy of published work. Original photographs or slides should not be entered. Computer-enhanced photography will not be accepted. Remove credit line and caption.

5. Video and Audiotapes: Enter copies only.

6. Education and Mentoring: Submit a written explanation of what was done with validation by the recipient (school, individual, etc.).

2009 Winner – Gary Lewis

2010 Winner – Duane Dungannon

Wanted: Outdoor columnist

The Shelton-Mason County Journal in Western Washington is looking for a writer willing to contribute a biweekly column about hiking and camping opportunities in this region. Ideally, the columnist will have first-hand knowledge about trails and campgrounds in this area. If you are interested, contact Kelly at 360-426-4412. – *WES MALMBERG*

**Find NOWA
on Facebook:**

Search for Northwest Outdoor
Writers Association





NOWA Member Photos



Peter Schroeder and Risa Wyatt of Seattle cross-country ski amidst Yellowstone's bison and antelope.



Dave Vedder of Washington battles a monster fish during a 2009 trip to Nicaragua.



Mickey Bellman of Oregon packs out a four-point mule deer from Idaho's wilderness.

Tim Christie of Idaho and Bill Rooney of Virginia drag Bill's mule deer out of Montana's snowy woods.



Editor's Note: This new feature spotlights NOWA members practicing what they preach. Send your personal favorites in low-resolution to mvp@ccountry.net. We can't promise we will be able to use them all, but we can promise that we can't use them if you don't send them.



WWW.SUNSPOTSSAFARIS.COM

The sweeping view is the seller in the above photo, but by adding human subjects taking in the New Zealand landscape, the author and Rodney Smith of Sunspots Safaris give the photo life and scale. The stag is the subject of the photo below, so it fills most of the frame. Don't make the mistake of including too much scenery in trophy shots.

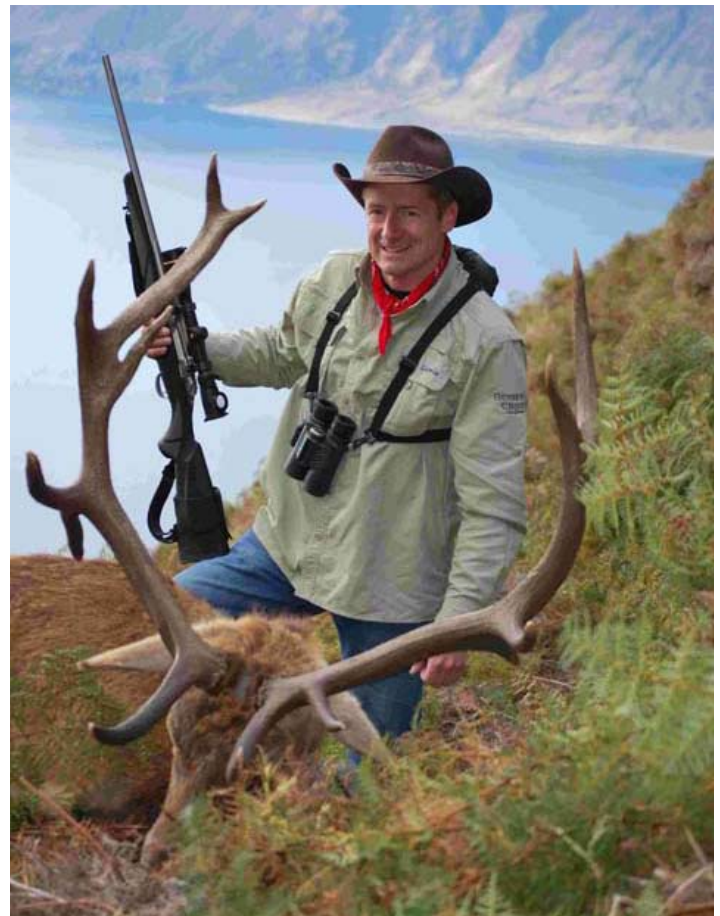
7 Tips for Better Photos

BY GARY LEWIS



One of the best things that happened to my writing was the advent of the digital camera. When my SLR died of mica poisoning from Namibia, I began to use my consumer digital 100 percent of the time. Good images have helped me sell more stories. And I made way more money on my stories due to the ease with which I could copy and transfer digital images. At NOWA conferences and by examining the works of other pros, I picked up some rules on how to take better photos.

Here are seven rules I use to compose an image I can sell:



WWW.SUNSPOTSSAFARIS.COM



GOOD: The author's use of scenery, rustic structure and a bright red shirt give this photo texture and color.



BETTER: Add a dog. Dogs are cool. Gary knows the editor of OREGON HUNTER owns a beagle and can't resist a photo featuring a noble beagle like Molly.

1. The rule of thirds. Keep the horizon (or false horizon like a river bank or fence line) in the lower third or the upper third of the frame. Put the subject or multiple subjects in one third of the photo, not in the middle.

2. Get closer. In most cases, the picture is improved when the subject fills the frame.

3. Time the shot for the best lighting. Look at the subject's shadow. If the shadow is longer than the subject, the lighting is good. If the sun is high and the shadow is shorter than the subject, wait for better lighting.

4. Connect to the subject's eyes. Ask the subject to tip his hat back or take off fishing glasses so that the subject can connect to the viewer through his eyes. If the subject is an animal, put the camera at or below the level of the eyes before snapping the image.

5. Put texture in the background. If there is an old snag or a boulder nearby, try to include it in the photo.

6. Police the image. Is there a tree, a vapor trail or a telephone pole behind the subject? If so, fix it. If there are fish or game in the photo, clean up any blood.

7. Put color in the photo. On a fishing trip, ask your partners to wear bright colors – red, yellow, orange or purple. You can even bring hats for them to wear. Then you control the color and the look you want to create.

Gary Lewis is a past president of the Northwest Outdoor Writers Association.



BEST: Add a dog and a kid. A happy youngster, a rabbit and a bouncing beagle combined to make this photo a contest winner.

Supporting Member News

Visitors lured to Mack's booth at sports shows

January through March is Sportsmen Show season throughout the Northwest. These shows offer a wonderful opportunity to learn tips from the pros at seminars, get great deals on everything from boats and RVs to fishing tackle, or book a trip with a guide or at a resort on the Northwest or further north in places like British Columbia or Alaska. Families often attend these events because of the fun activities available for the kids, and wives like not only the outdoors oriented theme, but also the helpful gadgets you can pick up as well (like the brush designed to get all of that excess hair and dander off of our Lab for a really, really great price – or so my wife tells me!).

One thing you'll likely see at these shows is a presence from Mack's Lure Company. Established in Riggins, Idaho, in 1969 and now located in Wenatchee, Wash., Mack's Lure Company manufactures lures and accessories used by anglers throughout North America to catch trout, walleye, salmon, steelhead, bass and more. Mack's Pro-Staffers often man booths or can be found at retail store displays sharing the latest innovations from Mack's Lure Company with show attendees.

Larry McClintock is one such pro-staffer. He is a walleye fishing fanatic who is constantly figuring out new methods to catch a species of fish known to be less than cooperative



NOWA member John Kruse talks to sports show visitors about Mack's Lure Company.

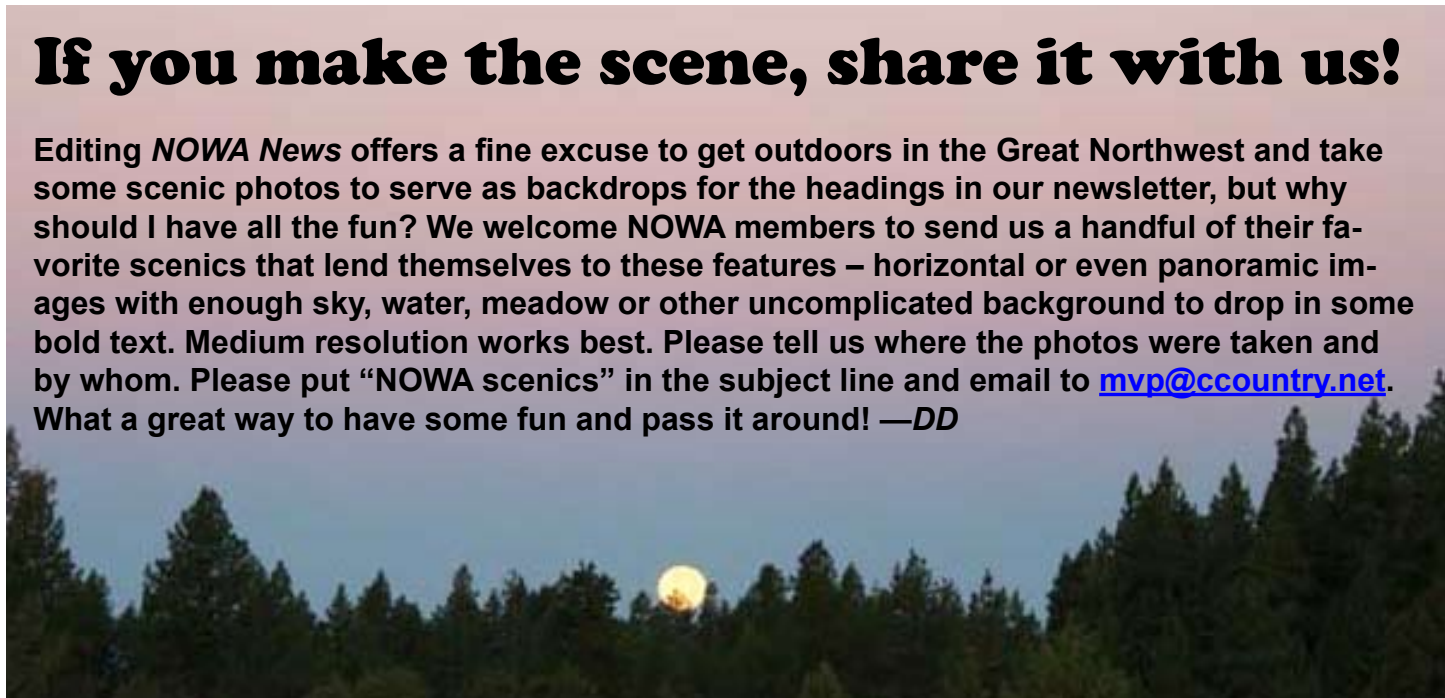
at times when it comes to biting the offerings anglers cast at them. Larry has a booth featuring Mack's Lure products at big shows like the Washington Sportsmen's Show in Puyallup and the Pacific Northwest Sportsmen's Show in Puyallup. Larry doesn't just sell Mack's Lures at these shows. He is also an informational resource smart show goer's tap into. Larry provides lots of advice during these events that help attendees catch more fish long after they leave.

Doug Allen is another Mack's Pro-Staffer dispensing great fishing advice. He is a regionally recognized fishing and boat handling expert who gives seminars at various shows and other venues throughout the year when he's not on the water fishing tournaments or catching fish for fun. In fact, seminars like Doug's are the primary reason a lot of serious anglers and hunters come to these shows: they want to learn things that will help them become more successful on the water and in the field.

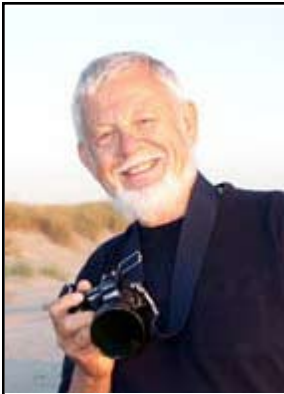
Mack's Pro-Staffers are not just found at Pacific Northwest Sportsmen Shows. There are pro-staffers all over the United States eager to share their knowledge with you. So the next time you go to a sportsmen show, look for the guys with the yellow shirts or the Mack's Lure hats in booths or seminars. They'll be happy to help you catch more fish and help you pick out the right tackle to do it with!

If you make the scene, share it with us!

Editing *NOWA News* offers a fine excuse to get outdoors in the Great Northwest and take some scenic photos to serve as backdrops for the headings in our newsletter, but why should I have all the fun? We welcome NOWA members to send us a handful of their favorite scenics that lend themselves to these features – horizontal or even panoramic images with enough sky, water, meadow or other uncomplicated background to drop in some bold text. Medium resolution works best. Please tell us where the photos were taken and by whom. Please put "NOWA scenics" in the subject line and email to mvp@ccountry.net. What a great way to have some fun and pass it around! —DD



Morning Moon over Sycan Flat, Southern Oregon/Duane Dunganon



The 37th Frame

By
Gary
Christenson

No pictures, please

At his request, I photographed a friend's afternoon house party.

I wandered about the place taking photos of the guests having fun, while trying to be as inconspicuous as possible myself.

Most people are surprisingly cooperative about having their picture taken.

But my friend's good-looking girlfriend said she didn't want her picture taken. That was unusual for a vivacious, outgoing personality type. But some women feign modesty about being the center of attention, so her attitude wasn't all that surprising.

Most people can usually be cajoled into a picture with a little prodding, especially if you kid them that it's their "fifteen minutes of fame."

My usual cajoling tactics didn't work, so I left her alone. For the next couple of hours, I noticed she would flee whenever I came near. Eventually, I cornered her and told her that if she didn't want her photo taken, I wasn't going to do so, period. She was visibly relieved and apparently decided I was an okay guy after that.

I don't know why she was so adamant about it; I didn't ask her. It's a personal matter that's none of my business.

There's a variety of possible reasons some people might not want to be photographed: In some cultures, taking a person's photo is considered a theft of their soul. In other places, people expect to be paid for their image. Some folks associate bad memories with having their picture taken. Other people associate unpleasantness with having their picture taken. And sometimes people are at places and/or with people they shouldn't be.

If someone refuses even after a little friendly cajoling, I leave them alone.

People are entitled to some privacy.



Product News

Vortex Storm Jacket



By Jonathan Lawton
Hunts Photo & Video

If your photography takes you outdoors in the Northwest, sooner or later you are going to find yourself in some inclement weather. For years I've kept a small garbage bag and some rubber bands in my camera backpack for the sole purpose of protecting my gear in case of a sudden rainstorm. Sure, it worked in a pinch, but it was always a precarious situation trying to secure my makeshift rain cover in a timely fashion. Vortex Media offers a more dependable and equally compact solution for anyone who needs to protect camera equipment while out in the field.

The Vortex Storm Jacket is a one-piece camera and lens cover made of a flexible and waterproof nylon fabric. Setting up the Storm Jacket is a quick and easy task. The front cover features an adjustable bungee drawstring allowing you to cinch the cover to the front of your lens. From there you simply pull the jacket over the back of your camera body to complete the setup. The Storm Jacket's rear opening is large enough to allow you easy access to your camera controls and viewfinder. My test unit was the 17-inch model and was large enough to accommodate a Canon 70-200mm 2.8 mounted to a Canon 1D.

The Vortex Storm Jacket comes in four colors (Black, Red, Yellow and Camouflage) and is available in five different sizes: S (11 inches), M (17 inches), L (23 inches), XL (27 inches) and XXL (31 inches). To figure out what size is most appropriate for your gear, just measure from the back of your camera to the front element of your lens when the zoom is fully extended. The Storm Jacket also comes with its own zippered carrying pouch for easy storage. The Storm Jacket works well and is a simple and compact way to protect your camera gear from the harsh elements. It's small enough that you won't mind carrying it with you, and in the right conditions, it just might be the most valuable piece of equipment you have in your camera bag. The Storm Jacket ranges in price from \$36 to \$46.

If you have any questions on the Vortex Storm Jacket or any other photo related topic, feel free to contact me at jlawton@wbhunt.com or at the store at 1-800-221-1830.

2011 NOWA Elections



Election Update

There are three NOWA Director positions to be filled, as well as the 2nd Vice President position. Nominated for Director positions are:

Natalie Bartley, Boise, ID

Josiah Darr, Shoreline, WA

Tom Reichner, Omak, WA

There are currently no candidates running for the 2nd Vice President position.

Though there are only three candidates running for three Director positions, we must go through the formality of the elections. Ballots will be sent from Headquarters, via email, early in February.

—*DEBBIE KERR, NOWA EXECUTIVE DIRECTOR*

Natalie Bartley

I am a freelance writer based in Boise, with a weekly outdoor column in *The Idaho Statesman*. Additionally, I write and edit trail guidebooks, generate energy efficiency reports, and supply travel and outdoor content for the TREASURE VALLEY FAMILY MAGAZINE and *Idaho Senior Independent News*. During the last 10 years as an active member of both NOWA and OWAA, I enjoyed interacting and learning from other members and want to give back to NOWA as a board member. In particular, I desire to contribute to conference planning, programs, markets, and the newsletter. My favorite activities are kayaking, skiing, mountain biking, and exploring the outdoors with my yellow Labrador.



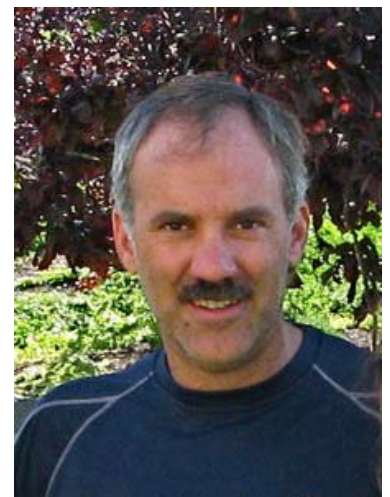
Josiah Darr

I've been a bit of a river rat since I knew which end of the rod to hold. Growing up in Scappoose, Ore., with the Columbia River and Multnomah Channel surrounding me, as well as having multiple coastal rivers a short drive away, made falling in love with salmon and steelhead fishing a lot like breathing. At 21 years old, I began writing about my adventures and for the last five years I have only gotten more into it. I just love chasing salmon and steelhead anywhere, any time of year. Being a NOWA member gives me even more chances to get into what I love.



Tom Reichner

Tom Reichner photographs non-captive wildlife in natural habitats throughout the northwestern United States. His images have appeared in publications including NORTHWEST TRAVEL, MONTANA OUTDOORS, PHEASANTS FOREVER, and DUCKS UNLIMITED. He began photographing wildlife seriously in 2007. As a new member of NOWA, Tom is shooting for substantial growth, both artistically and professionally, in the coming years. Tom lives with his family in Omak, Washington.



2011 NOWA Conference

Keep up with change at NOWA Conference in Bellingham

The program for this year's annual NOWA conference is coming together nicely. The general topic is "The Changing Face of Media," which I thought would be appropriate, given all the change and evolution going on in all forms of outdoor communication.

Sue Hansen is putting together a panel of print and photo editors to address "The Future of Outdoor Writing and Photography in Print Media." We will hear presentations on "How Media are Changing and How to Take Advantage of Those Changes" and "Relevant Changes in Publishing Most Relevant to Professional Writers."

For photographers, Tim Christie will address updated versions of photo software (Lightroom 3 and Photoshop CS5), and Keith Szafranski will discuss "New Ways of Marketing Images." (As a side note, congratulations to Keith for winning TWO awards in the annual Audubon photo contest!) Eric Hansen is organizing the photo shoot-out.

Finally, there will be the usual board meeting and always-popular wine social on Thursday, breakout day activities, and Saturday banquet.

Hopefully this program will be of benefit to all communicators struggling with the rapidly changing world of media. Don't miss this opportunity! —*BILL MULLINS*

Deadline nears for Stan Jones Scholarship to send a NOWA member to the 2011 Conference

The Stan Jones Scholarship committee is still accepting nominees for new members or potential new members who would attend the annual conference in Bellingham this year if conference fees were paid. The Stan Jones fund has been growing slowly, and we would like to use some of the money to encourage participation in this important NOWA event.

This will be the final notice. Nominations close March 15. Send names and a brief statement about why your nominee (even if it's yourself) would benefit from this award.

Send to either Jack McNeel (jmcneel37@msn.com) or Alan Liere (alanliere@yahoo.com).

Conference Program in a Nutshell

For those who haven't attended a conference before, the general format of the conference is as follows. Exact times for the workshops and Supporting Member activities are yet to be determined, but will take place on Friday and Saturday. Closer to the conference date the exact schedule will be in the newsletter, and emailed to all attendees.

Thursday, April 28, 2011

NOWA Annual Board Meeting

Photo Shoot-Out and General Registration

Wine Tasting Social 7 p.m. to 11 p.m.

This popular event is your opportunity to get reacquainted with friends and colleagues before the business of the conference begins. Bring a bottle (or two) of wine from your local winery.

Silent Auction

During the Wine Tasting Social you will get your first chance at silent auction items. (Donations permitting)

Friday, April 29, 2011

8 a.m. – Welcome and Announcement

Full day of conference workshops (see Bill Mullins article)

12 noon – Turn in Photo Shoot-Out entries

Phantasmagoria Raffle will be open for business

Hosted evening dinner provided by Bellingham-Whatcom County Tourism (see registration form for details of attendance)

Saturday, April 30, 2011

8 a.m. – Welcome and Announcement

full day of conference workshops and Supporting Member activities

Phantasmagoria Raffle will be open for business

Annual Awards Banquet

No host bar

Silent Auction

What The Heck is That?!

Banquet

Excellence in Craft Award presentation

Enos Bradner Award

Fred L. Peterson Award

Pass It On Award

Photo Shoot-Out presentations

Sunday, May 1, 2011

8:30 a.m. – NOWA General Meeting

9 a.m. – Feedback/Discussion Session – send topics to Bill Mullins at wmullins1@mindspring.com by March 31.

10 a.m. - Phantasmagoria Raffle: NOWA wraps up its annual conference with the traditional annual raffle blowout

1 p.m. [ish] – hotel checkout and departure



PHOTOS COURTESY WHATCOM COUNTY TOURISM



2011 NOWA Conference Registration

(Supporting Members please use separate form)

Conference location: Lakeway Inn, 714 Lakeway Drive, Bellingham, WA 98229
For Reservations Telephone 1-888-671-1011 (NOWA's conference rate: \$79)
www.thelakewayinn.com

April 28 - May 1, 2011

Your Name(s) _____

New Member

1st Conference

Conference Guest or Spouse Name(s) _____

Banquet Only Guest or Spouse Name(s) _____

Conference Registration — Member: _____ people x \$ 99.00 = \$ _____

Full Conference Registration — Guest or Spouse of Member: _____ people x \$ 99.00 = \$ _____

Banquet Only (see Notes) — Guest or Spouse of Member: _____ people x \$ 50.00 = \$ _____

Non-member Registration: _____ people x \$150.00 = \$ _____

When the non-member joins NOWA within 30 days of the conference, the membership dues will be waived for the current year.
(This does not apply to Supporting Members)

TOTAL (US funds) \$ _____

Notes:

Banquet Only applies only to guests and/or spouses who are not attending any function other than the Banquet dinner on Saturday evening.

Full registration includes break refreshments, hosted meals and banquet.

NEW: Would you like your name on a list of those interested in sharing accommodation costs YES

Registration cut-off: NOWA is required to identify a minimum number of people for the banquet, therefore all conference registration forms must be **RECEIVED at NOWA HQ by April 15, 2011.**

After April 15 registration is \$110. If registering after April 15, please bring your registration form and payment to the conference. E-mail nowahq@telus.net to indicate you will be attending, but registering at the conference.

Make registration check payable, in US funds, to NOWA. Send Registration form and check to: NOWA Headquarters, 712 – 301 Street, Kimberley, BC V1A 3K3. Phone 250-432-0002, e-mail: nowahq@telus.net .

Cancellation / refund policy: Refunds of conference registration fees will be made on the following basis-

30 days prior to the conference date of April 29, 2011	Full refund
15 days prior to the conference date of April 29, 2011	50% refund
7 days prior to the conference date of April 29, 2011	No refund

Conference registration late fees are non-refundable. The Executive Director can authorize refunds after the seven-day cut-off only when there is a death in the immediate family.

Rev: 10/7/10



2011 NOWA Conference

Supporting Member Registration

Conference location: Lakeway Inn, 714 Lakeway Drive, Bellingham, WA 98229
For Reservations Telephone 1-888-671-1011 (NOWA's conference rate: \$79)
www.thelakewayinn.com

April 28 - May 1, 2011

Your Name(s) _____

New Member

Company Name _____

1st Conference

Guest or Spouse Name(s) _____

Banquet Only: Guest or Spouse Name(s) _____

Conference Registration — Supporting Member: _____ people x \$99.00 = \$ _____

Conference Registration — Guest or Spouse: _____ people x \$99.00 = \$ _____

Banquet Only (see Notes) — Guest or Spouse: _____ people x \$99.00 = \$ _____

Product Display Tables Required: _____ tables x \$25.00 = \$ _____

TOTAL (US funds) \$ _____

Notes:

Banquet only applies to guests and/or spouses who are not attending any function other than the Banquet on Saturday evening. All supporting members are subject to the Registration Fee. Registration Fee includes break refreshments, hosted meals and banquet.

The following information is due no later than April 15.

Please indicate what equipment you require: _____

Do you wish to make a product or service presentation Saturday, April 30, 2011 Yes No
(A scheduled time will be e-mailed to you.)

Registration cut-off: NOWA is required to identify a minimum number of people for the banquet, therefore all conference registration forms must be **RECEIVED at NOWA HQ by April 15, 2011.**

After April 15 registration is \$110. If registering after April 15, please bring your registration form and payment to the conference. E-mail nowahq@telus.net to indicate you will be attending, but registering at the conference.

Make check payable, in US funds, to NOWA and send with this form, to: NOWA Headquarters, 712 – 301 Street, Kimberley, BC V1A 3K3. Phone 250-432-0002, e-mail: nowahq@telus.net.

Cancellation / refund policy: Refunds of conference registration fees will be made on the following basis-

30 days prior to the conference date of April 29, 2011	Full refund
15 days prior to the conference date of April 29, 2011	50% refund
7 days prior to the conference date of April 29, 2011	No refund

Conference registration late fees are non-refundable. The Executive Director can authorize refunds after the seven-day cut-off only when there is a death in the immediate family.

Rev: 10/7/10

NOWA 2011 Conference

***“The Changing Face of Media”
Bellingham, Washington
April 28-May 1***

Thursday, April 28

- NOWA Annual Board Meeting
- Photo Shoot-Out and General Registration
- Wine Tasting Social
- Silent Auction

Friday, April 29

- Conference workshops
- Turn in Photo Shoot-Out entries
- Phantasmagoria Raffle
- Hosted evening dinner

Saturday, April 30

- Conference workshops & Supporting Member activities
- Phantasmagoria Raffle
- Annual Awards Banquet:
No host bar, Silent Auction, What The Heck is That?!, Banquet, Excellence in Craft Awards, Enos Bradner Award, Fred L. Peterson Award, Pass It On Award, Photo Shoot-Out presentations

Sunday, May, 1

- NOWA General Feedback/Discussion
- Phantasmagoria Raffle

Registration form for members:

http://www.northwest-outdoor-writers-association.org/conference_reg_member_2011.pdf

Registration form for Supporting Members:

http://www.northwest-outdoor-writers-association.org/conference_reg_support_2011.pdf

Lakeway Inn & Conference Center (NOWA rate \$79): <http://www.bellingham-hotel.com>

Bellingham-Whatcom County Tourism: <http://www.bellingham.org>

MT. BAKER/BELLINGHAM WHATCOM COUNTY TOURISM