

NOWA News

Northwest Outdoor Writers Association



March 2011

Mt. Baker / Dick Koob

Conference guests will find biking to their liking

Editor's Note: In its February 2011 issue, *SUNSET* magazine named Bellingham the best place in the west to "Play Year-Round." From the salt water of Bellingham Bay to the 10,781-foot peak of Mt. Baker, the region is filled with evergreen outdoor adventure. Bellingham Whatcom County Tourism will offer pre-conference media tours to NOWA members on April 26 and 27, 2011 (conference dates are April 28 to May 1 in Bellingham). The intent is to showcase local subjects in which individual NOWA members are interested. Current plans include kayaking, birding, hiking and wine/beer tasting. To qualify, members must send an email to media@bellingham.org by March 21.

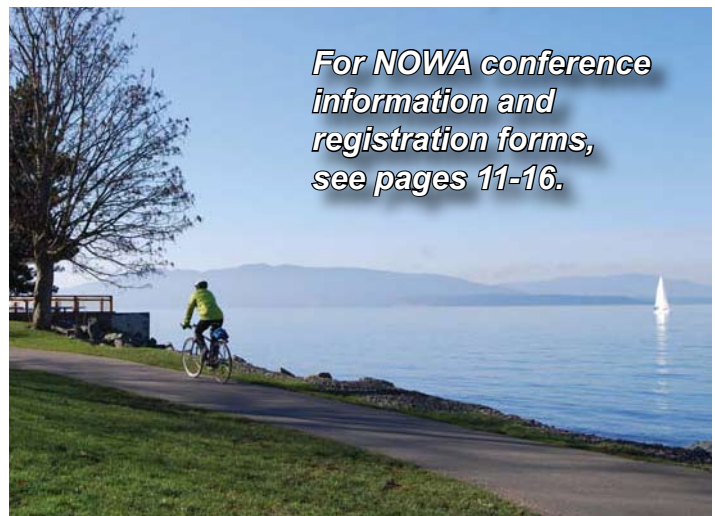
Getting on a bike and getting into the fresh air is easy in Bellingham and Whatcom County. Miles of urban bike lanes, backwoods trails and country roads await riders, as do specialized maps, weekly and annual bike events, and numerous support organizations. Bike rentals are also readily available.

As an official "Trail City USA," Bellingham is proud of its outdoor access for pedestrians and bikers. Several waterfront hotels offer bike routes from the front door, including The Chrysalis Inn & Spa, Fairhaven Village Inn, and Hotel Bellwether. From here, the possibilities are endless.

The city's parks department has put great effort into compiling and maintaining a detailed Bellingham Trail Guide, which includes maps and descriptions featuring 65 miles of multi-use trails throughout the city that are open to bikes.

Leisurely riders particularly enjoy the South Bay Trail, which hugs the shoreline in Boulevard Park and passes over the Taylor Dock tressel. Crossing through Bellingham's Fairhaven Historic District, the South Bay connects to the Interurban Trail and follows the wide path of a former rail line to Larrabee State Park.

Whatcom County, which surrounds Bellingham, is equally proud of its biking opportunities. Bike routes along country roads are easily accessed from Semiahmoo Resort & Spa in Blaine, Silver Reef Casino & Spa in Ferndale, and



For NOWA conference information and registration forms, see pages 11-16.

Miles of urban bike lanes, backwoods trails and country roads await riders, and bike rentals are readily available.

the Willows Inn on Lummi Island. Many of these routes feature wide-open spaces and gorgeous views of Puget Sound, Mt. Baker and miles of farmland.

For adventurous mountain bikers, Bellingham's Galbraith Mountain has been ranked among the top 10 places to ride in the nation by *MOUNTAIN BIKE* magazine. This area between Lake Padden and Lake Whatcom is officially North Lookout Mountain. Galbraith's menagerie of trails and stunning views are legendary. It is located on private land, and the trails are maintained for non-motorized use by volunteers in the local group WHIMPS (Whatcom Independent Mountain Pedalers) Mountain Bike Coalition. Extensive information about Galbraith is located on the WHIMPS website www.whimpsmtb.org.

Generally the south side of the mountain is recommended for beginning mountain bikers, while the north side is highly touted for advanced riders. WHIMPS also maintains extensive mountain bike trails on Chuckanut Mountain, Blanchard Mountain, Anderson Mountain, and Steward Mountain.

WHATCOM COUNTY TOURISM



NOWA News:

Editor:

Duane Dungannon
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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.

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

Find NOWA on Facebook: Search for Northwest Outdoor Writers Association

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Supporting Member Liaison:

Vacant

Executive Director:

Debbie Kerr, Kimberley, BC

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

NOWA Member Updates



LEAVENWORTH, WASH./RICHY HARROD

Welcome New Member

Individual Members:

Vohringer, Othmar

P.O. Box 2657,
Merritt, BC V1K 1B8;
phone:250-525-0396;
email: atacov@yahoo.ca;
web site:

www.othmarvohringer.com

Blog: Othmar Vohringer
Outdoors; status: Active;
sponsor: Debbie Kerr.

A lifelong hunter with
bow, rifle and muzzle-
loader, Othmar pursues
his favorite game animals
whitetail deer and the wild turkey all over North America.

As an outdoor writer and seminar speaker, with a professional background in animal behavior study, he focuses on providing sound hunting strategies for the modern hunters of all skill levels.

Through his activities in many organizations and as hunter education instructor, Othmar is actively involved in promoting the hunting heritage and recruiting new hunters.

As a writer, he writes his own biweekly newspaper



column in the *Merritt News* and regularly contributes to magazines such as, BC OUTDOORS, WESTERN SPORTSMAN, CANADIAN BOWHUNTING, OUTDOOR LIFE and many other print and Internet publications.

Directory Updates

Individual Members:

Grassi, James – e-mail: lgfjim@frontier.com

Journey, Bud – phone: 406-293-6985; cell: 406-334-1579;

e-mail: aejourney@hotmail.com, yaakster@hotmail.com

Sheely, Terry – status changed from Active to Active Retired

Toweill, Dale – e-mail: dale.toweill@gmail.com

Williams, Michael T. – status changed from Apprentice to Active

Supporting Members:

ATK Ammunition Systems Group – company phone: 800-322-2342 or 763-323-3833; contact: Tim Brandt; e-mail:

pressroom@atk.com

Winchester Ammunition – 600 Powder Mill Rd., East Alton, IL 62024-1197

Memberships Withdrawn:

Pat Wray, Corvallis, OR

President's Message

By Adela Jackson

SUNRISE/SUNSET THROUGH ICE IN ALASKA

Saving Face

I was taught to praise in public and correct in private. Recently I learned what not to say on Facebook. I called a friend, and left several messages – none of which was returned. One evening I was on Facebook and noticed she was also on. I mentioned that I had left several messages and would she call me. She quickly wrote back and apologized and promised to call that weekend. That weekend I never received a call. It hit me in the face what I had done wrong: Unintentionally, I had made her look bad and this was done in a public forum. Ugh. I do not have an excuse to be cyber socially rude.

As NOWA President, one of the first tasks I assigned to the PR and Outreach Committee was to set up a Facebook account for NOWA. Thanks to John Kruse for taking the initiative to do this for us. Facebook is a way for members to communicate on a daily basis, discuss ideas and attract new members. But when posting comments back and forth on Facebook, it's easy to think it's a private and personal interaction. Remember that Facebook is a public forum.

If you write posts that are interesting, useful and helpful, people will want to talk about those posts on their own blogs and share them with other people. That means more links and visits to our NOWA Facebook page.

1. Write well and write often

Frequently updating our Facebook page with useful content is the first step to building our audience. The content you write is what will keep readers coming back for more. Put it this way: would you buy a newspaper every day if the articles in that paper never changed? Probably not. However, if the articles are different each day, you're far more likely to buy a new newspaper every day. The same theory applies to content. If we don't update our Facebook page with new posts, there is no reason for people to visit. There is nothing new for them to see. Make sure you have something meaningful to say.

2. Use keywords in your post title in the discussion topics

When users post content to an open forum on the site, this material may be indexed by search engines. One of the best ways to incorporate keywords into your posts is to use them in your post titles. Post frequently to increase the



NOWA President Adela Jackson in February in Fairbanks at 20 below and three feet of snow!

number of chances we'll have for our content to be noticed by search engines such as Google. Your post titles should be interesting. They should intrigue readers enough to make them want to click on the link to your post and keep reading it.

3. Using Facebook as an outreach vehicle

Our Facebook page is a benefit to help you reach out to potential members. Meaningful posts give a flavorful interaction of members, something that isn't possible with our website. You can do this several ways:

- Photos: upload a photo, create an album, or take a webcam photo
- Video: upload a video or record a webcam video
- Event: create an event to share with friends
- Link: add a web address to external content

Let's face it! The face of media is changing and social media is a big part of this change. I hope you'll join me in Bellingham at our Annual Conference to learn and discuss more on this topic.

NOWA Member Photos

Mt. RAUNIER/JIM GOERG

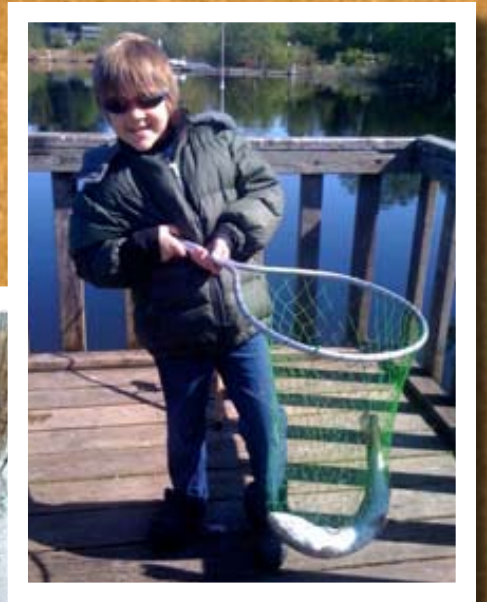


Jackie McNeel took this photo of Jack McNeel taking a photo of a deer while another deer is watching him at the north end of Pend Oreille Lake, Idaho.



Travel writer and publisher of Oregon Lakes & Rivers, Kyla Merwin Cheney, with her Golden-on-the-Go, Pippin, at Suttle Lake, in central Oregon. Photo credit: Valorie Webster www.ValorieWebster.com

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.



Darin Koob takes nephew Tristan fishing. His first trout ever! Darin releases a wild steelhead on a southwest Washington river.



Outdoor Chef Kurt Ploetz poses with a Willamette River springer.



NOWA Member Contests



SINOBAH MOUNTAIN & TWO MEDICINE LAKE, GLACIER NATIONAL PARK/BERT GILDART

Win NOWA's Pass It On Award sponsored by Bass Pro Shops and claim a \$300 cash prize! Entry deadline is March 31

This award goes to the active, active retired 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. The cash prize of \$300 will be awarded to someone who best illustrates the idea of passion for the outdoors – could be teaching kids, or taking seniors fishing – and demonstrates this passion through their craft. The winner will be announced at the 2011 NOWA Conference.

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 the last four digits of your telephone number on 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

BIRDS of a FEATHER

NOWA members' bird hunting photos featured in Oregon Lakes & Rivers contest

By Kyla Merwin Cheney

A total of 44 photographs were submitted to the Oregon Lakes & Rivers (Live) Birding Hunting Photo Contest, including about a dozen submitted by NOWA members. With so many wonderful images to choose from, the judges found it very difficult to pick the cream of the crop.

NOWA's Duane Dungannon received honorable mention for his panorama of "Chuky's Chukar."

A great big "thank you!" goes out to our contest sponsors: The Lodge at Summer Lake, Alpen Optics, and Gary Lewis Outdoors.



Honorable Mention: "Chucky's Chukar" by Duane Dungannon

Details: The spent shell flies out of young Charlie Walker's shotgun as he connects on a chukar during a hunt in Klamath County. We love this pano of a hunter, his prize, and the gun shell in mid-air. Though we felt the image pushed the boundaries of "no dead birds, please," the image definitely deserves an honorable mention. Prize: Signed copy of Hunting Oregon, by Gary Lewis
To see all the contest images, visit <http://oregonlakesandrivers.com/bhunting>



JOHN KRUSE



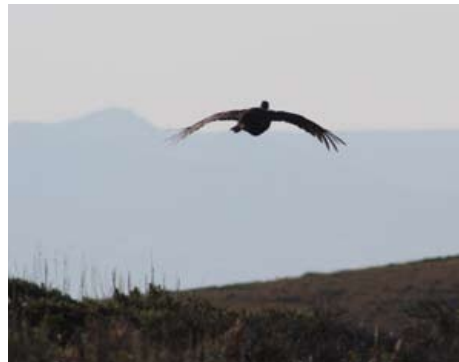
BETSY MCGREER



JOHN KRUSE



DUANE DUNGANNON



DUANE DUNGANNON



BETSY MCGREER



Market News

Cabela's posts job opening

Cabela's, the world's foremost outfitter of hunting, fishing and outdoor gear, has an immediate opening for a Communications Specialist in our Communications department located at our corporate office in Sidney, Neb.

GENERAL DESCRIPTION: Join a corporate communications team tasked with managing the world-famous Cabela's brand, building relationships with the most influential outdoor editors and writers across North America, and handling media, public and employee relations at the company's headquarters in western Nebraska.

ESSENTIAL ACTIVITIES & RESPONSIBILITIES:

- Creates and disseminates information, images and internal and external communications for media, public and employee relations.
- Supports and defends the brand through issue monitoring and management.
- Develops and fosters relationships with members of the media to create top-of-mind awareness and preferred status of the Cabela's brand.
- Secures brand placement in print, broadcast and online editorial through media monitoring and pitches.
- Serves as a company spokesperson, representing the company at retail stores, conferences, trade shows, media trips, public functions and other events.
- Creates content for Cabela's branding outlets, including print, broadcast and online venues.
- Supports all company channels and businesses with communication needs.
- Manages editorial calendar and serves as primary editor of Cabela's Outfitter Journal magazine.
- This is NOT a telecommute position.

EDUCATION & EXPERIENCE:

- Bachelor's degree in mass communication, journalism, public relations or a related field with a minimum 1 to 3 years of relevant experience.
- Hunting and/or fishing experience is required.

Cabela's offers a competitive benefits package to include: 401k, vacation, profit sharing, health and dental coverage for you and your family, relocation assistance, and generous product discounts. EOE.

Applicants should apply online at www.cabelas.jobs

Call for Oregon fishing photos

Fishing in Oregon, Eleventh Edition

Flying Pencil Publications announces a call for photographs for Fishing in Oregon, Eleventh Edition (FIO-11), due to be published in winter, 2012.

Flying Pencil is seeking approximately 120 images to illustrate the text (which will most likely be printed in B&W), one image for the front cover, and two or three images for the back cover.

The contract for use will be one-time, non-exclusive, though that one-time will include both paper and electronic editions of the book, and use in promotion of FIO-11.

Paying: \$35 per text photo, \$400 for front cover photo, \$50 for each back cover photo. Dates: Cover image candidates should be provided ASAP and no later than June 30, 2011. Text images should be provided between June 1 and September 1, 2011, unless by prior arrangement with the publisher.

Format: Digital images only; CD rather than electronic transfer preferred to avoid format incompatibility problems and preserve highest quality.

Other: Contemporary images only.

Contact: Maddy Sheehan to receive a list of images sought.

Flying Pencil Publications, 33126 SW Callahan Rd., Scappoose, OR 97056, 503-543-7171, fax 503-543-7172
maddysheehan@centurytel.net

OREGON HUNTER seeks cover photos

OREGON HUNTER, the membership publication for the Oregon Hunters Association (www.oregonhunters.org), needs quality digital photos that lend themselves to a cover format. Needs include deer, elk, bear, cougar and wolves. Cover is \$50. Inside pays \$20-\$40. Contact editor Duane Dunganon, dunganon@ccountry.net.



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on Facebook:**

Search for Northwest Outdoor
Writers Association






The 37th Frame

By
Gary
Christenson

PDA helps one make the best use of time

When I was going to college, I had to make use of every scrap of time to study. It's a habit that sticks to this day.

I recently "volunteered" to help my daughter build a house near Bremerton, Wash. I live in Seattle, so the best way to commute across Puget Sound was a 45-minute bus ride to the downtown Seattle ferry terminal, and then a one-hour ferry passenger ride to Bremerton.

This meant I had an hour and 45 minutes to kill, each way, while commuting each weekend.

That may not sound like much time, but it's "concentrated quiet time" – no interruptions, no phone, no TV.

I had an old PDA that I hadn't used, so I decided to try it out. It soon became apparent that it was a useful tool for this situation, but I needed to upgrade to a more powerful machine. I now have an HP Jornada 568, which has a 200 MHz CPU, 64 MB of RAM, an 8gb storage card. I can also plug a WIFI card, a radio card, or a camera card into it. The whole outfit was less than \$50 on Ebay.

The thing has "pocket" (stripped-down) versions of Microsoft Word, Excel, a great calendar/appointment program, a PDF reader, a surprisingly good image manipulation program, and so forth. Everything I need.

Over a period of several months, I was able to write many of these columns, and a number of others are in the works. I've also written many articles and short stories, and a number of useful spreadsheets. Better yet, I now have a compact Internet access device I can take anywhere I go, including motorcycle trips. My motorcycle manual is stored in the PDA's card, as well as pictures, and reference information about all kinds of things.

I now store many of my life management things on the versatile appointment calendar. In short, it's become an indispensable part of my life.

My great American novel is in the works, and my Pulitzer is approaching the horizon.



WHITECHUCK Mtn./DENNIS DUNN

Datacolor Spyder Lenscal

By Jonathan Lawton, Hunts Photo & Video

If you own a modern digital SLR, chances are that you have become quite dependant on its quick and accurate auto focus system. The majority of the time, your camera body and lenses work perfectly in sync to give you razor-sharp focus right where you demand it. But what if you find that a certain lens seems to be focusing in front or behind your intended target? Normally that means you would have to send your camera and lens to the manufacturer to have them professionally calibrated – a costly and time-consuming process. Luckily, Datacolor has released a new product designed to allow consumers to do the very same lens calibration process on their own.



The Spyder Lenscal is a test target that provides a fast and reliable way to measure and calibrate your camera and lenses' autofocus performance. The device is quite simple. It is a black plastic test target that you set up in front of your camera and lens. The left side of the Lenscal features a 12-inch indexed ruler that lies at a 45-degree angle. The front of the target is covered in a white and black "checker-board" to help the camera's autofocus easily lock on.

To start the calibration process, place the Lenscal on a flat and level surface. Set up your camera and lens so that it is aligned with the middle of the Lenscal test target. It is best to mount your camera to a tripod so you can make sure the front of your lens is perpendicular to the test target. Next, set your camera to Aperture Priority mode and take a picture with the lowest "f/ number" possible. Be sure to review your image on the back of your camera at full magnification. Carefully look at the "0" mark on the ruler; it should be in sharp focus. If so, your lens and camera are correctly calibrated. If the sharp area is either in front or behind the "0" mark, you need to adjust your camera's micro AF adjustment to calibrate your lens to the camera.

The Spyder Lenscal sells for \$59.99.

Jon Lawton is a sales associate at Hunt's Photo and Video. Contact him at jlawton@wbhunt.com or at the store at 1-800-221-1830.

Supporting Member News

MyTopo adds public lands boundary layer to maps

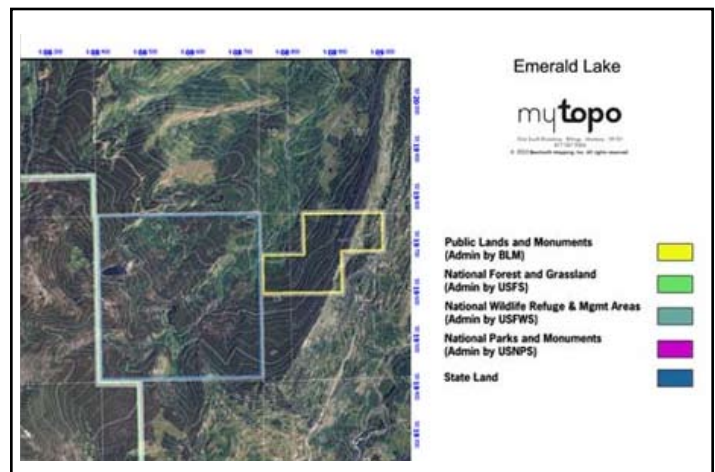
MyTopo customers now have the option to overlay public land boundaries for the Western U.S. on the company's popular service that allows customers to order topographic, aerial or hybrid large-format maps that are printed and shipped within 24 hours. There is no additional charge for the public lands overlay. MyTopo Map Pass subscribers also now receive access to the public lands data layer as part of their \$29.95 annual subscription fee. This service allows users to download maps to many Garmin GPS models.

MyTopo's announcement marks the first time that this valuable data has been available on any printed maps other than the Bureau of Land Management 1:100,000 scale maps, which are far less detailed than the USGS 7.5 minute maps or the 1-meter color aerial photos MyTopo allows its customers to custom-center and scale. "The ability to view the public land boundaries on our maps creates a unique and valuable printed map product," said Kevin Toohill, ceo of MyTopo. "While it's particularly innovative to be able to view national parks, BLM lands, State lands, Forest Service boundaries, and state park lands on a true-to-scale aerial map, it's also significant that this is the first time many of these boundaries have been viewable on a fully-detailed topographic map."

The public lands data layer is available to overlay on all MyTopo base maps, including its fully-detailed USGS topographic maps, 1-meter aerial imagery maps and MyTopo's unique TopoPhoto maps (an aerial map with a topo overlay). The new public lands layer shades Bureau of Land Management lands in yellow, and state-owned lands in blue, and other public land boundaries in the traditional colors found on BLM topographic maps.

The maps will be an invaluable tool for hunters, land owners, game wardens and anyone needing to know where public and private boundaries meet in the Western United States.

"Hunters, off-road vehicle users, horseback riders,



mountain bikers and many others will be able to use these maps not only for navigation but to make sure they are on land that permits the activity. This is a huge concern in Western states where it is not uncommon to have a confusing patchwork of federal, state and private lands, often with odd in-holdings," explained Toohill.

Subscribers to the MyTopo Map Pass who own the Garmin Colorado, Dakota, Oregon or GPSMAP 62 units can download topos, aeriels or hybrid TopoPhoto maps – with the public lands overlay – into their devices as part of their \$29.95 annual subscription.

There has been an incredible convergence of affordable mapping tools and data. "With today's announcement, we continue to be at forefront of that convergence, whether you are accessing mapping data on your mobile phone, GPS, desktop computer, iPad, or simply ordering a traditional printed map," Toohill said.

MyTopo is a company based in Billings, Mont. MyTopo provides navigation-ready mapping services, data, and software for professional and recreational use with a focus on efficient delivery accompanied by exceptional customer service. For information, visit www.mytopo.com, www.facebook.com/mytopo, or call 877-587-9004.

2011 NOWA Conference

Publicists to offer tips on selling books at conference

Changes in the book publishing industry and in the media world present challenges as well as opportunities. Self-published books, previously ignored by traditional print and broadcast media, are gaining credibility. More and more e-books are being published as the number of devices for reading them increases. Bookstores are closing and many newspapers are folding or eliminating their book review sections, but bloggers, book review websites, and other technology-driven methods of promoting books are filling the void.

At NOWA's spring conference, book publicists Jim and Lynda O'Connor of O'Connor Communications will explain how getting exposure through print and broadcast media still works, how to use the Internet and social media to promote your work, and why finding ways to reach your targeted audience is the most effective way to sell books. They will also provide helpful hand-outs and meet one-on-one with authors seeking ways to market their specific titles.

O'Connor Communications, Inc., is a public relations firm that has specialized in book publicity since 2000. 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.



To promote his book about a WWII battle in New Guinea, author James Campbell had plenty of photos of his adventurous research.

March 21 is deadline to schedule media tour in Bellingham

Bellingham Whatcom County Tourism will offer pre-conference media tours to NOWA members on April 26 and 27, 2011 (conference dates are April 28 - May 1 in Bellingham, Wash.). The goal is to showcase local subjects in which individual members are interested. Current plans include kayaking, birding, hiking and wine/beer tasting. To qualify, members must send an email to media@bellingham.org by March 21.

Stan Jones Scholarship to send a NOWA member to the 2011 Conference; deadline is March 15

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).

2011 NOWA Conference

HEATHER MEADOWS/WHATCOM COUNTY TOURISM

NOWA Conference Program Features

By Bill Mullins

The following is the current schedule (subject to change) of this year's annual NOWA Conference in Bellingham, April 28 to May 1. The conference is titled "The Changing Face of Media," and includes several presentations for both photography and print media on current trends in various media, as well as a chance to discuss relevant topics in a roundtable format and an opportunity to hear and meet with several outdoor editors.

Friday is filled with a series of excellent presentations. For photographers, Keith Szafranski will discuss new ways of marketing images, and Tim Christie will present the latest in photo software (Photoshop CS5 and Lightroom 3). We will hear from Derek Long on "Local Business as Stewards of the Economy, Environment, and Community," followed by Lynda O'Connor (How Media are Changing and How to Take Advantage of Those Changes) and Julian Smith and David Wolman (Recent Changes in Publishing Most Relevant to Professional Writers).

There will also be a two-hour round-table discussion session. The members will select from a list of topics and gather to discuss whichever topic they so choose. Topics will come from the general membership.

PLEASE SEND ME ANY IDEAS FOR TOPICS THAT YOU WOULD LIKE TO SEE DISCUSSED ASAP AT: wmullins1@mindspring.com.

For Saturday morning, Sue Hansen has assembled an editorial panel titled "The Future of Outdoor Writing and Photography in Print Media" with guest speakers Carolyn Price, editor of *OUTDOORS NW*, and Mark Freeman, outdoor editor of the *Medford Mail Tribune*. They'll share their views on the direction print media is heading and how it's affecting outdoor writing and photography.

Also planned after the panel presentation is an editor one-on-one. To date, 10 editors are signed up for this event,



PHOTO BY JEFF BARNARD

Medford Mail Tribune outdoor editor Mark Freeman will offer a view of the direction of print media and how it's affecting outdoor writing and photography.

including Price, who also represents *NW CYCLIST* and *WESTERN SNOW SPORTS*, and Freeman. Others include Duane Dungannon (*OREGON HUNTER*), Tim Kuserets (*TOP FISHING SECRETS*), Curtis Condon (*RURALITE*), Jack Elbert (*OREGON BOWHUNTER*) and Jim Goerg (*THE REEL NEWS*). Hooked but not yet reeled in are Chris Madson of *WYOMING WILDLIFE*, Bill Karr of *WESTERN OUTDOOR NEWS* and Paul Queneau of *BUGLE*. A final list of those in attendance will be completed by early April.

The rest of Saturday will be dedicated to supporting member/breakout day activities.

As always, there will be the usual board meeting on Thursday, followed by the always-popular wine social on Thursday evening and the Saturday evening awards banquet. The general membership meeting and raffle will take place on Sunday morning. The conference will conclude at noon on Sunday.

This program will be of benefit to all communicators dealing with the rapidly changing world of media. Don't miss this opportunity!

NOWA 2011 Conference Event Schedule

Thursday, April 28, 2011

8:00 – 4:00 pm NOWA Annual **Board Meeting**
8:00 am **Photo Shoot-Out** Registration
Lunch & Dinner on your own
6:00 – 7:00 pm **Registration** desk open
7:00 – 11 pm **Wine Tasting Social** - 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

7:00 -11:00 am Registration desk open
8:00 am Welcome and Announcements
8:15 – 9:45 am **New Ways of Marketing Images** – Keith Szafranski
8:15 – 9:45 am **Local Business as Stewards of the Economy, Environment, and Community** – Derek Long
10:00 – Noon **Roundtable Discussions**, with summary presentations (please send topic suggestions to Bill Mullins wmullins1@mindspring.com)
12:00 – 1 pm Lunch, on your own
12:00 – 1 pm Turn in **Photo Shoot-Out** entries
1:30 – 3 pm **Lightroom 3** – Tim Christie
1:30 – 3 pm **How Media are Changing and How To Take Advantage of Those Changes** – Lynda O'Connor
3:15 – 4:45 pm **Photoshop CS5** – Tim Christie
3:15 – 4:45 pm **Recent Changes in Publishing Most Relevant to Professional Writers** – Julian Smith, David Wolman
Evening Dinner – sponsored by Bellingham Whatcom County Tourism

Saturday, April 30, 2011

7:00 – 11 am Registration desk open
7:45 am Welcome and Announcement
8:00 – 10 am **The Future of Outdoor Writing and Photography in Print Media – Meet the Editors**, moderated by Sue Hansen
10:15 – noon **Breakout Day Presentations** – learn from our Supporting Members
Noon – 1 pm **Lunch** – sponsored by National Shooting Sports Foundation, hosted by Bill Brassard, Jr.
1:00 – 4 pm **Breakout Day Presentations** – learn from our Supporting Members
8:00 – 4 pm **Phantasmagoria Raffle** – will be open.
Annual Awards Banquet
5:00 – 6:00 pm Social Hour, including “What The Heck is That?” and Silent Auction
6:00 – 9:00 pm Banquet and Awards Presentations

Sunday, May 1, 2011

8 am NOWA **General Meeting**
9 am **General Feedback Session** – your opportunity to give conference planners your feedback, plus discussion of any topic pertaining to NOWA
10 am **Phantasmagoria Raffle** – NOWA wraps up its annual conference with the traditional annual raffle blowout
1 pm [ish] Hotel checkout and departure

Transportation to conference

Flying to Seattle to get to Bellingham?

Ground transportation from SeaTac airport to Bellingham is offered by Airporter Shuttle/Bellair Charters. Schedules and details are at www.airporter.com, or phone 866-235-5247. The adult rate (ages 16-59) is \$34 one way or \$60 round trip. Senior rates (age 60 +) are \$30 one way and \$55.50 round trip. All northbound trips (Seattle to Bellingham) must be pre-paid in advance. Drop off at the Guest House Inn in Bellingham is the closest location to the Lakeway Inn, which is across the street.

Direct flights from SeaTac to Bellingham are also available through Alaska/Horizon Airlines multiple times a day.
[Info provided by Bellingham Whatcom County Tourism. Airport schedule, in pdf format, also available from NOWA HQ]

Jean Bullard needs ride to conference

NOWA member Jean Bullard needs a ride to Bellingham from Seattle. If you have a spare seat in your car, could she ride with you? She needs to be there for the board meeting Thursday morning, so she can go to Bellingham on Wednesday. If you can help, please contact Jean, (206) 938-0837, jbullard@aol.com.

Online source for Bellingham maps

Tip for those attending the 2011 NOWA Conference:
Find a downloadable pdf map of Bellingham area streets at:
<http://www.cob.org/services/maps/maps/popularmaps.aspx>

Tip courtesy of Gary Christenson





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)

*(confirm you are talking to the front desk at the Lakeway Inn - if not, call back later;
best time to call: 8:00 am - 3:00 pm, Mon – Fri; if possible talk to Karyn or Dana)

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: Feb. 8, 11



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)

*(confirm you are talking to the front desk at the Lakeway Inn - if not, call back later;
 best time to call: 8:00 am - 3:00 pm, Mon – Fri; if possible talk to Karyn or Dana)

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.

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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: Feb. 8, 11

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 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>