

NOWA News

Northwest Outdoor Writers Association • July-August 2011



**Visit Bend, Site
of NOWA's 2012
Conference**

Market News

**Member News
and Photos**

Craft Improvement:

- **Get the Most from Your Post-Conference Momentum!**
- **Is Your Sentence Mush? • Good Old Stories Never Die!**



NOWA News:

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

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Debbie Kerr, Executive Director

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, 2011 and March 31, 2012.

Officers & Directors 2011-2012

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Day:

Gary Lewis, Debbie Kerr

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

NOWA on Facebook: Search for Northwest Outdoor Writers Association

Cover photo: Central Oregon Flyfishing/www.GaryLewisOutdoors.com

Conference Site Selection:

Jack McNeel, Natalie Bartley, Bill Mullins, Debbie Kerr

Craft Improvement:

Dave Kilhefner, Chuck Robbins, Kevin Rhoades, Bob Mottram

Enos Bradner:

Adela Jackson, Dave Kilhefner, G.I. Wilson

Excellence in Craft Contest:

Scott Richmond

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Eric Hansen, Jack McNeel

Finance:

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Dennis Clay, Debbie Kerr

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Nominating:

Adela Jackson and the Past Presidents Council

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Pass It On Award:

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Eric Hansen

Photo Shoot-Out:

Dave Vedder, Keith Szafranski

Raffle & Silent Auction:

Jo Wilson, Debbie Kerr, Pam Vedder

Stan Jones Scholarship:

Alan Liere, Jack McNeel

Website:

Scott Richmond, Adela Jackson

NOWA Member Updates



NWT CARIBOU/BUD JOURNEY

Welcome New Members

Individual Members:



Ogden, Eric – 2524 NE 94th St., Seattle, WA 98115. (Updated from last issue.) Eric has an MBA in Corporate Development and Macro Economics from Seattle University. With diverse business experience ranging from work with established insurance companies to technology start-ups, he looks forward to engaging with NOWA and its vibrant creative membership. Eric has a life-long and abiding love of and passion for the natural environment and takes action to preserve and protect the natural world. He currently enjoys camping and mountain biking as ways to experience the outdoors.

NOWA News, July-August 2011



Fitzgerald, Shannon – P.O. Box 1632, Shady Cove, OR 97539; phone: 541-944-7574; e-mail: shannonfitzgerald8@hotmail.com; status: Apprentice; sponsor: Duane Dungannon. Freelance outdoor writer. Contributor to OREGON HUNTER, BACK-COUNTRY HUNTERS & ANGLERS JOURNAL. Member: Oregon Hunters Association.

Directory Updates

Wilson, G.I. and Jo – e-mail: gijowilson@q.com

Supporting Members:

Bushnell Outdoor Products – company contact: Paul Arnhold, Public Relations Manager, phone: 913-752-6105, cell: 816-214-7783, e-mail: parnhold@bushnell.com; media contact remains Howard Communications

Frabill, Inc. – phone for media contact Leslie Vick: 612-839-4332

Tri-Cities Visitor & Convention Bureau - contact: Jordan Youngs, Director of Marketing and Public Relations, phone: 509-735-8486, ext. 233; e-mail: Jordan@visittri-cities.com

Members not renewing:

Edge Communications – see letter
Tactical Solutions – budget

Changes for Carol Beck-Edgar

When there's an economic downturn, public relations is often one of the first contracts people eliminate (at exactly the time they need us to keep their name in front of people). But that's just the way things are. I'm still working with the Bigfork and Kalispell Chambers of Commerce, but most of the hotel work was taken in-house.

So I decided to turn a hobby into a business and registered Swan Lake Quilts and Crafts. I'm also working with a group of ladies in the Mountain Brook area to form and operate a craft cooperative. We've gotten all the legalities taken care of, so now we just have to start promoting ourselves. This is a great group of talented craftswomen who are just now discovering that people will pay for their fine handiwork! I'm having fun watching them realize that those quilts and sweaters they used to give away can bring some money into the household.

—*Carol*

Carol Beck-Edgar, APR
Edge Communications

President's Message

By Bill Mullins



NOWA President Bill Mullins recommends getting away from the office and practicing what you preach.

Keep On Keeping On

I am writing this from the comfort of a place called "Wilderness Edge Lodge" in southwest Montana, just over the continental divide from Idaho. I have been fishing with nine friends (eight other retired biologists plus one psychiatrist; no, I'm not going there). Today we fished Henrys Lake in Idaho. I caught a two-and-a-half pound brook trout and several two-to-three pound Yellowstone cuts. Life is good!

This week-long expedition is excellent therapy. I have more or less been married to my computer all winter. Photo sales are way down and I have been getting increasingly discouraged and depressed with the way things are going. This week's fishing is reminding me why I am in the outdoor photo business – to get out and have fun. And maybe get a marketable image or two in the process.

I know many of you are also suffering from the same problems – decreasing markets, lower pay, fewer sales. However, it is important to keep enjoying the things we love to do and to persevere. It is why we are in this business, whether a writer, broadcaster, or photographer. We all hope things will improve. It is important to keep our passions alive. Whether it is chasing mule deer in eastern Oregon, casting for steelhead in western Washington, or sailing in the Bahamas, we need to keep doing whatever it is we do.

With that in mind, I am going to keep chasing after those hefty (photogenic) brook trout!

Member News



David Wei won first place in NOWA's EIC Contest with this photo. Wei now edits a BC fishing newsletter.

Wei edits newsletter

Rolling stone gathers no moss...and as I spiral downhill into old age, I am onto yet another project...dragging Suzanne along with me. A few months ago, I was asked to take over the editing of the quarterly the non-profit Freshwater Fisheries Society of BC e-newsletter...and said yes. The FFSBC assumed all the trout hatchery responsibilities from the BC Government and now does all the stocking of freshwater trout, char and kokanee in our province. The newsletter is to promote the work they do and show how your freshwater fishing licence dollars are spent. Suzanne and I have just put together the latest e-newsletter and invite you to sign up for our first effort at: <http://gofishbc.com/gofishbcnewssignup.htm>

Just put your e-mail address at the bottom, click GO, check the next page that comes up, and you'll be signed up. Best of all it's free. Find out about FFSBC projects, their Learn to Fish program, fishing tips, and lots more... with lots of pics and video. You'll even find David Wei's famous, prize-winning Fish BBQ Sauce recipe!

Get all your friends to sign up, too! Did I mention the newsletter was free???

Our first newsletter will come next week...just in time for BBQ season.

**David Wei - Suzanne Clouthier
Tight Lines Writing Team**

4675 West 12th Avenue, Vancouver, BC V6R 2R7
Canada, (604)224-3845 sclou@uniserve.com

NOWA Member Photos

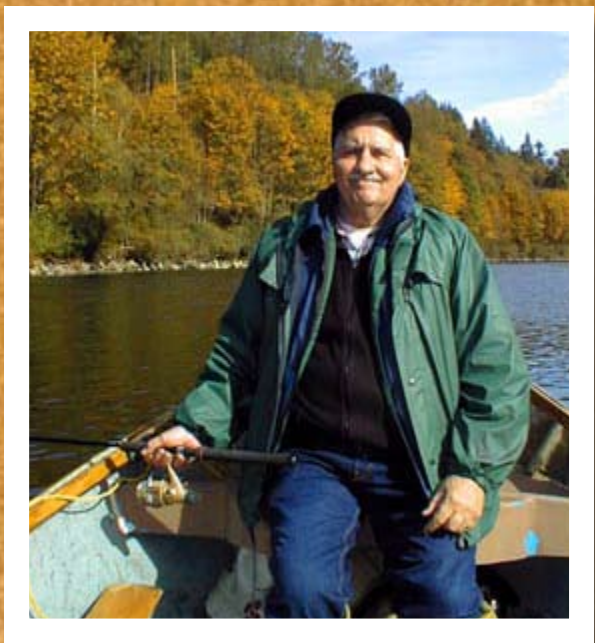
HART MT., JOHN MCFARLAND



NOWA member Richy Harrod of Leavenworth, Wash., shows off a pair of rainbow trout taken at Lake Roosevelt last winter.



NOWA member Wayne Heinz caught this 18-pound walleye with a black curly jig on a Columbia River slough near Pasco, Wash.



NOWA member Milt Keizer enjoys a beautiful day of fishing with NOWA member Gary Christenson on Washington's Skykomish River.

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.

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Supporting Member News

KITNA KAYAK/BERT GILDART, WWW.GILDARTPHOTO.COM

More lost boaters found with BoatUS towing app

On a late Sunday afternoon in June, a 21-foot bowrider with two people aboard broke down in the fog off the coast. Unfortunately, the small vessel did not have a VHF radio or a chart plotter showing their precise location. But the captain and mate did have a cell phone with them, so they called the BoatUS Towing Services 24-hour dispatch center for assistance (800-391-4869).

Unfortunately, they gave the BoatUS dispatcher a poor description of the surroundings where they thought they were. TowBoatUS captains deduced that it didn't add up.

BoatUS advised the boaters to download the BoatUS Smart Phone App (www.boatus.com/towing/app.asp). Once the couple completed this easy task, the BoatUS dispatcher was automatically provided the vessel's precise latitude and longitude information, and BoatUS was able to quickly locate the boat and bring it back home safely.

The App reduces towboat response times by using the accuracy of the GPS latitude and longitude technology built into smart phones, and also adds helpful location and tracking features. Since its launch in February, over 36,000 boaters, sailors and anglers have downloaded it.

BoatUS reminds boaters that a VHF marine radio should be the first choice for emergency communications and they should always contact the U.S. Coast Guard or local law enforcement in an emergency situation.

However, having the App is a great backup for routine breakdowns and it can be easily downloaded by going to www.BoatUS.com/app. It's available for both Android and Apple iPhones.

Bushnell offers new long range scopes for slug guns

Bushnell Outdoor Products is now offering the extended-range precision of its popular DOA (Dead On Accurate) reticle to the vast number of slug gun hunters. The new Trophy XLT DOA 200 riflescopes help hunters improve their accuracy at longer ranges and increase their success rate. The new Trophy XLT slug gun riflescope features the patented DOA 200 reticle, helping hunters take the guesswork out of holdover when shooting slugs.

Based on a 100-yard zero, shooters can quickly pick the appropriate aiming point for shots at 50, 100, 150 and 200 yards, after ranging the distance to the target.

For more information, visit <http://bushnell.com>.

Hunter's Specialties unveils mister for deer stand hunting

Hunter's Specialties® new Primetime® Pure Estrus Mister dispenses scent as an airborne mist to attract deer to your stand. The aerosol spray eliminates the spills and waste that can be associated with liquid scents, while providing a wider range of coverage.

For more information about other Hunter's Specialties products, log onto the Hunter's Specialties website at www.hunterspec.com.





Winchester introduces Model 70 Featherweight Compact

With smaller-framed shooters and those who like a lightweight compact rifle in mind, Winchester Repeating Arms has introduced the Model 70 Featherweight Compact. The new rifle features a 20-inch barrel, a 13-inch length of pull, an overall length of 39 ½ inches and weighs just 6 ½ pounds. The Model 70 Compact is the perfect rifle for ladies, young shooters and those looking for a lightweight mountain rifle. For more information, visit www.howardcommunications.com.

Bass Pro Shops slates annual Fall Hunting Classics events

The Fall Hunting Classics are a tradition at Bass Pro Shops and an event that nearly 7 million people are expected to attend this year. Why is this important?

“Hunting is big business,” says Bass Pro Shops spokeswoman Katie Mitchell. And, indeed it is. A report by the Congressional Sportsmen Foundation cites America’s 34 million hunters and anglers are an economic powerhouse – spending some \$8.6 billion an hour. If this \$76 billion-a-year industry were a corporation it would be among America’s 20 largest, ahead of Target, Costco and AT&T.

This 17-day event will be held between Aug. 5 and 21 at 52 Bass Pro Shops retail locations across the United States and Canada, and it is all free.

Hunting and fishing sportsmen directly support 1.6 million jobs, spend more than \$1 billion just on licenses, stamps, tags and permits, and they generate \$25 billion a year in federal, state and local taxes. More than 12.5 million hunters and shooting sports enthusiasts pump \$24.9 billion into the economy each year.

For more, go to www.basspro.com/classic.

NSSF lawsuit challenges ATF multiple sales requirement

The National Shooting Sports Foundation will file a lawsuit challenging the legal authority of the Department of Justice and the Bureau of Alcohol, Tobacco, Firearms and Explosives under the Gun Control Act to require 8,500 retailers in four Southwestern states to file multiple-sales reports on the sale of certain rifles. For the whole story, visit www.nssf.org.

Frabill expands cold weather collection with Frabill Suit

By popular demand, the outerwear experts have engineered Frabill Suit, a companion jacket and bibs combo to accompany the smash hit from last winter, ICESUIT. Frabill Suit bridges that gap between uncompromising warmth and cold weather outerwear that’s lightweight enough for layering – layering that lets the user call the shots depending on the weather, be it brutally cold or balmy than the typical winter day. To learn more, visit www.frabill.com.

Sportsman Channel unveils newly revamped website

Sportsman Channel, the leader in outdoor TV for the American Sportsman, recently announced the debut of their newly redesigned www.TheSportsmanChannel.com website with new features such as web-exclusive videos, interactive daily scheduling pages and increased social media presence – including the new Sportsman Blog. The site also debuts Sportsman Channel’s fresh brand network design and follows on the campaign of Season of the American Sportsman using red, white and blue coloring. This overhaul follows Sportsman Channel’s viewers’ passion for consuming media in a variety of forms (including the Sportsman App) and sharing it online via social buttons.

DeLorme inReach enables 2-way messaging anywhere in world

DeLorme, the innovation leader in navigation technology, recently announced the Fall 2011 release of the DeLorme® inReach™, the first Iridium-based personal communicator to deliver truly global two-way satellite text messaging; delivery confirmations; SOS capabilities; remote tracking, and an Android smartphone interface. The inReach promises to revolutionize the way people stay affordably connected over the 90 percent of the Earth’s surface not covered by cellular and land-based phone service. Its capabilities address the needs of anyone from outdoors enthusiasts to professional users in remote outposts. The core communications component of the inReach is the Iridium 9602 short-burst data (SBD) transceiver, which provides a unique, two-way communications connection through the world’s farthest-reaching satellite network. Iridium’s pole-to-pole global connectivity means inReach users can send and receive messages anywhere on the planet. To learn more, visit www.delorme.com.





The August 2011 photo in the current Oregon Hunter's Calendar features a pronghorn antelope photographed by NOWA member John McFarland III.

OHA requests photos for Oregon Hunter's Calendar

The Oregon Hunters Association seeks photos for consideration for its 2012 Oregon Hunter's Calendar. The 18th annual calendar will feature 12 color photos of game species found in Oregon. Subjects may include any species of Oregon big game, waterfowl, upland birds and predators. No grizz, caribou, ptarmigan, Dall sheep, stone sheep, or Alaskan moose need apply. Sasquatch are always welcome.

Photos pay only \$25 each, but what a great opportunity to get that amazing wildlife shot in paid print for NOWA's Excellence In Craft Contest! (The EIC fauna photo category did not have enough entries for 2010, and all that prize money was left on the table!)

Please submit high-resolution JPEGs on CD with a proof sheet. If you would like to have your images kept on file for possible future use in OREGON HUNTER magazine, please so indicate. OREGON HUNTER photo rates are \$50 cover; \$20-\$40 inside.

Send by Sept. 1 to Oregon Hunter's Calendar, Oregon Hunters Association, P.O. Box 1706, Medford, OR 97501.

For more information, contact OREGON HUNTER editor Duane Dungannon at dungannon@ccountry.net

Sports 'n Spokes seeks queries for its 2012 issues

It's that time again when we're working on next year's SPORTS 'N SPOKES editorial calendar. This means we're planning what articles will appear in the 2012 magazines. This lets us know what we will be receiving from contributors for each issue so we can plan accordingly.

We only list feature-length articles in the calendar. Features are approximately 1,700-2,000 words. Generally, readers like stories about people, so human-interest stories are always good. Quotes make stories interesting, as does any personal information (how someone was injured, what they do now: jobs, school, families, hobbies, etc.). While we do include articles about competitive events, it is more difficult to be timely with them as we only publish S'NS every-other month. If you want to write about a time-sensitive event, it would be better to highlight some of the participants and their human-interest stories; cover the facts, figures, who won what, etc., in a shorter sidebar format.



Feature articles also require several good quality color photos. They should be high resolution (approximately 300 dpi). In addition, we need a short author bio and mug shot.

We'd like to hear from you! Tell us the subject you'd like to write about and the approximate time of year you'd like to submit it. After that, we'll get you placed on the editorial calendar and be in touch to confirm details.

E-mail me (Brenda@pnnews.com) by Aug. 8.

**Thank you,
Brenda Martin
S'NS Editorial Coordinator**

Fishing Alaska e-zine hits snag

In late June, the editor for the e-zine "Fishing Alaska Magazine" advised he resigned from his position as the owners placed this online publication on waivers indefinitely and he "couldn't go on just leaving the writers hanging."



The 37th Frame

By Gary Christenson

PRE-SEMPER PERATUS

It's now possible to create a very flashy audio-visual presentation for a meeting or lecture with a computer, some inexpensive software, and a digital projector.

You can create nice titles, fancy dissolves, overlays, and special effects that only a Hollywood studio could do just a short time ago.

To be sure, it takes a lot of time and effort to create a presentation worthy of Cecil B. DeMille, but it can be done.

But creating it and getting it to work on the day of your presentation are two different things!

I've seen few digital presentations that didn't have minor or major digital glitches. It's heart-breaking to watch a panic-stricken presenter desperately trying to get the digital technology working, their presentation time ticking away, sweat running down their face. Been there myself.

Having spent many hours putting their razzle-dazzle digital presentation together, the whole thing is blowing up in their face. In a couple of cases, they never did get the equipment to work.

The bugaboo, of course, is the same one computerland has had since day one: No standards in anything.

As some wag once accurately described that situation, "The great thing about digital standards is that there's so many to choose from."

I avoid using A/V equipment that contains a microprocessor or that involves using a computer. Having been burned one too many times by "high tech" digital A/V equipment myself, I quit using it because hard-won experience taught me that "Intel Inside" means "Trouble Inside."



DUCKS OVER DENMAN WILDLIFE AREA
TYLER DUNGANNON

Datacolor Spyder Checkr

By Jonathan Lawton, Hunts Photo & Video

Datacolor is a Swiss based company that specializes in color management solutions. Their popular monitor calibration devices have quickly become the industry standard throughout the photo community. Datacolor's latest product, the Spyder Checkr, is designed to streamline the process of color management and allow photographers to achieve consistent color through their entire workflow.

The Spyder Checkr is a book-like device that measures 6.5 x 9 inches, and when folded open, reveals a series of 48 color patches that are used to create a custom color profile within the Spyder Checkr calibration software. The calibration software is included with purchase of the Spyder Checkr product. The calibration process begins by placing the Spyder Checkr in a position so it is evenly lit from side to side. It is important to locate your camera directly in front of the Spyder Checkr to capture the test photo. After downloading your test photo to your computer, open the file with the Spyder Checkr calibration software. The software will create a custom color profile for your specific camera that you can save and apply to any future images captured with that same camera. Currently, the profiles can be exported and used as a preset in Adobe Photoshop, Adobe Lightroom, as well as Photoshop Elements.



Due to the fact that each individual camera records color information differently, the use of the Spyder Checkr to create a custom camera profile will improve the color accuracy of your photos. The small size of the Spyder Checkr makes it portable, and the rigid plastic, book-like design keeps the color swatches protected when not in use. The Spyder Checkr is now available and currently sells for \$129.99

Jon Lawton is a sales associate at Hunt's Photo and Video in Melrose, MA. If you have any questions on the Datacolor SpyderCheckr or any other photo related topic, feel free to contact him at jlawton@wbhunt.com or at the store at 1-800-221-1830

Craft Improvement



Is Your Sentence Mush?

By SCOTT RICHMOND

Which sounds better to your ear?

- (a) The color of the house on the top of the hill is yellow.
- (b) The hilltop house is yellow.

Of course (b) is better because it's shorter. It's shorter because it has no prepositions, whereas (a) has three.

In general, a prepositional phrase includes a noun, maybe an article, and perhaps an adjective. The phrase is introduced with a word such as "of," "to," "for," "with," etc. The introductory word comes first ("pre position;" these things make sense if you parse them correctly) and indicates a relationship, such as position ("above," "on"), ownership ("of"), or some other property related to the noun. English has more than 100 prepositions.

We often think in prepositional phrases, so our first drafts will have too many – perhaps twice as many as are needed. When polishing and tightening your prose, look for prepositions and eliminate them wherever possible.

Are prepositional phrases evil enemies of good writing? No; there's nothing inherently wrong with them. They show relationships, and relationships are important; therefore prepositions are important. Too many, however, turn a sentence into mush. When you use them, make them count.

My personal rule is that I don't want a sentence to have more than three prepositions. Three prepositions are tolerable, so long as they aren't strung together like beads on a string. But once you hit four you're into mush-land;

restructure your sentence or break it apart.

Should you seek to eliminate every preposition you encounter? No; sometimes they're unavoidable. And occasionally – even when you could blast a prepositional phrase to kingdom come – a sentence sounds better with it.

So when you're polishing your prose, start by looking for prepositions. Some you'll want to keep, but many others should be deep-sixed.

Good Old Stories Never Die

By G.I. WILSON

My son finished reading the article I had written in PHEASANTS FOREVER. "Dad, this happened 30 years ago."

"Look at the check," I quipped. "It was written last week."

We probably all have had experiences in years past that could become good stories. Many of them happened before we started writing for publication.

In my case, it was training and working with my first bird dog. I moved to what was then pheasant-rich southern Idaho. A good bird dog was a must. If you have ever set out to train/learn with a bird dog puppy, you know there are some great memories that will last a lifetime. Years later, some of those experiences became articles that paid quite well.

Readers who have had those experiences – or may be thinking about giving it a try – will enjoy coming along for the ride.

As a communicator, our job is to remember the fun and frustrations, and bring them to life for the reader.

Once I have decided one of those memorable experiences has possibilities, I tell the story to a friend or someone who enjoys good outdoor tales. It will become pretty obvious if this is something with the potential of becoming a "good read."

As a professional communicator, one of our strongest suits should be to recognize the components of a good story.

One of the pleasures of becoming older can be remembering those great experiences – and challenges – of years past.

My advice: spend some time reflecting on those great times and earn a few extra bucks.

Making the Most of Momentum

BY NATALIE BARTLEY

Knowledge, networking, and momentum. That's what I gained from attending conferences. So far this year I attended both the NOWA conference in Bellingham, Wash., in late April and the OWAA conference at Snowbird Resort in Utah in July. My excitement generated from the NOWA sessions propelled me into action over the past three months. The OWAA conference focused my interest in photography. All of the presentations prompted me into action on a number of fronts when I got back home.

Knowledge

A big "Thank You" goes out to Risa Wyatt. The knowledge I gained from her presentation at NOWA during the Roundtable Discussions group on writing Mobile Applications flung me into a passionate pursuit of creating my own mobile app titled Boise-based Outdoor Adventures, due out in August. Within two weeks of the conference I applied and secured a contract to write the app through Sutro Media for sale on i-tunes under Travel apps category.

A common theme throughout the sessions was the importance of having a presence on the internet, including name and brand recognition. I learned that many members use www.godaddy.com to start their website. As soon as I got home, I took the leap and bought my own .com domain name www.nataliebartleyoutdoor.com.

There is not much on it right now because I am buried in the mobile app project, but the potential is there.

Networking

Radio and outdoor programming fascinates me. While at the conference, NOWA member Dennis Clay kindly took time for a one-on-one chat about working in radio. I have been considering doing radio, but wanted to test the waters first by serving on the other side of the microphone as an interviewee. I invited myself onto three stations talking about my Best Rail Trails Pacific Northwest guidebook and my Best Easy Day Hikes Boise guidebook. Dennis had me on live with his Moses Lake Columbian Basin Lifestyles, KBSN-AM 1470 show. Then NOWA member John Kruse, host of Northwest Outdoors Radio, prerecorded our segment. Locally here in Boise, Amanda Turner had me on for an hour-long live broadcast on her Writers Block on FM 89.9, a community radio station.

Momentum

The momentum generated from the NOWA conference led to another 20 actions. For example, I scheduled and completed an in-store book signing at a bicycle shop. Our informal guidebook writers group of three, including NOWA member Scott Marchant, met to catch up on our guidebook writing and selling progress. Marketing efforts escalated. Even though I am published through a national guidebook publisher, I still made the rounds to the stores that carry my book, and to those that will, providing the



Natalie Bartley doing field research at the OWAA annual conference in Snowbird Resort, Utah in July.

stores with the Globe Pequot sales rep's contact information and prompting the stores' book buyers to restock or purchase my titles. Additionally, I arranged with three outdoor shops to include my books on their on-line sales and for the Idaho state parks to post my guidebooks on their website's recommended book list. It would be fun to market and promote on a fulltime basis, though in the short term, there are dollars waiting via writing and photo shooting, and maybe radio!

Looking back, the conference infused me with energy leading to activities with spin-off benefits. I am looking forward to my next boost of energy. See you in Bend, Ore., for the 2012 NOWA conference and in Idaho for the 2013 NOWA conference!

A fly fisherman wearing a cap, a light-colored shirt, and waders stands on a grassy bank of a river. He is holding a long, thin fishing line that extends across the water. The river is surrounded by lush green trees and vegetation. A large log lies on the bank in the foreground. The scene is bright and sunny.

Bend: Hub of Oregon's Outback

Bend will host the 2012 NOWA Conference next spring. And, yes, a river runs through it.

In the May 2011 issue of *OUTDOOR LIFE* magazine, editors picked their top 200 towns in America for sportsmen. Bend, Oregon was chosen for the number one spot, prompting anyone who's ever set foot in Bend to sigh, "well, duh!"

Tucked neatly between snow-covered peaks and high desert plateaus, Bend has evolved from a sleepy lumber town to an international mecca for sportsmen, outdoor enthusiasts, and people seeking healthy vacation pursuits.

Dubbed the "outdoor playground of the West" for a thousand good reasons, Bend is world famous for both its outdoor activities and pristine beauty. A high desert climate just below snow-laden peaks, the city of Bend has towering Ponderosa pines, twisting junipers and the Deschutes River running through it. Turn around and you'll find sparkling waterfalls, alpine lakes, fragrant sagebrush, and hillsides glistening with ancient black obsidian lava.

Your morning coffee is still warm when you hit the Cascade Mountains and the Deschutes National Forest just minutes outside of Bend. You can carve fresh tracks on the snow-covered slopes of Mt. Bachelor, cast a fly into the trout-filled waters of the Deschutes River,

or simply walk through the soul-awakening beauty of the Three Sisters mountain range. Don't forget your sunscreen, as Bend has nearly 300 days of sunshine per year.

If hunting's your passion, you'll appreciate the abundance of quail, pheasants and chukar to be found in the high desert. Big-game hunters can pursue elk, mule deer, antelope and black bears in one of three national forests surrounding central Oregon. Coldwater anglers pull huge reddsided rainbow and bull trout from the rivers, while lakes are teeming with brown trout and kokanee salmon.

Back in town, afternoon temperatures are warm, so it's off with the jacket and out with the clubs. Palm Springs of the Northwest, the Bend area offers more than two dozen scenic, challenging golf courses from the industry's top course designers.

The last hole lands you at the start of hundreds of miles of spectacular single track mountain biking trails. Road biking? How about 100 miles of organic eye candy – the Cascade Lakes Highway alongside stunning alpine lakes.

Or, if it's a leisurely pedal that suits you, coast your cruiser to hip eateries, fashionable boutiques, and then to an outdoor concert on the banks of the picturesque

Deschutes River. The Deschutes is home to fly-fishermen, rafters, kayakers and inflatable tubers.

If you're craving nourishment for more than just your soul, let your palate lead you to one of Bend's nine award-winning craft breweries. You can sample locally crafted artisan smooth lagers, well-balanced pale ales, malty stouts and chocolaty porters while collecting passport stamps and prizes along the legendary Bend Ale Trail.

And when you're ready to refuel for the next day's adventure, Bend has drawn some of America's most innovative and accomplished chefs, whose restaurants have garnered international accolades. Whether it is contemporary versions of country French and Italian classics, upscale American ranch, Japanese, or wood-fired pizza, you will find the very best of culinary culture in Bend.

No matter what sort of adventure you're craving, you'll find it in Bend.



Tim Christie's amazing backlit rooster pheasant crowing took top honors in a very impressive field of photographs featured in the People's Choice Photo Contest at the 2011 NOWA Conference in Bellingham, Wash., April 28-May 1.

And the winners are...

People's Choice Photo Contest:

Tim Christie

Membership Drive –

for bringing three or more new members to NOWA, **Duane Dungannon and Gary Lewis** received a check for \$50 – and the gratitude of NOWA.

Early Conference Registration –

G.I. Wilson received \$25 worth of raffle tickets for getting his registration in before April 1.

Pass It On Award

Sponsored by Bass Pro Shops:

Gary Lewis

Excellence In Craft Contest:

Winners were listed in the May-June issue of NOWA News. See them at:

www.northwest-outdoor-writers-association.org



MISSING LINKS?

Here's a list of useful links you'll find on NOWA's website:

www.northwest-outdoor-writers-association.org

Almanacs

Bartlett's Quotations

Cancopy

Canadian Association of Photographers and Illustrators in Communications

Columbia Encyclopedia and Dictionary Search

Editors Association of Canada

Maps & Directions

Outdoor Writers Association of America

Outdoor Writers of Canada

Periodical Writers Association of Canada

Roget's Thesaurus

The Copyright Website

The Writers' Home Resource Center

The Writers Union of Canada

U.S. Copyright Office

U.S. Library of Congress

Webster's Dictionary

Writers' Contracts (WritingSchool.com)

NOWA General Meeting & Feedback Session, May 1, 2011

Lakeway Inn & Convention Center, Bellingham, WA

Meeting called to order at 8:07 a.m. by President Adela Jackson.

Jackson introduced the new board members, and thanked the outgoing board members for their time on the board.

Jackson advised the current 2nd Vice President, Greg Gulbrandsen, resigned from the board. The resignation was accepted. A recess was called for the Executive to discuss options. Eric Hansen resigned as a Director so he could be nominated as Vice President (for 2011/12 term). McNeel moved, seconded by Schroeder, that Eric Hansen's resignation be accepted. Passed.

Back in the General Meeting, Duane Dunganon nominated, Dave Vedder seconded, Gary Lewis for the 2nd Vice President position, for the 2011/12 term. There were no other nominations. A vote was held and Lewis was elected.

Natalie Bartley nominated, Milt Keizer seconded, Eric Hansen for the Vice President position, for the 2011/12 term. There were no other nominations. A vote was held and Hansen was elected.

Scott Marchant offered to run as a Director on the upcoming ballot.

President's Report: Jackson commented on the progress NOWA has made since her first term as President. Email is now used extensively by members and by the board for conducting business; NOWA has a Facebook page; the newsletter is upgraded, thanks to Duane Dunganon, and the website has been updated.

Jackson would like to see a Mentorship Committee established, and has a member of Outdoor Writers of Canada who may do a newsletter column on the subject. Gary Lewis commented he has many people ask for assistance; he advises he will only help them if they join NOWA to demonstrate they are serious.

Jackson would like to see an email marketing newsletter – one page to potential members,

to make NOWA more visible. Kevin Rhoades commented this is more work, but also works as promo for members. Risa Wyatt suggested these could be sent to media outlets for promo, as Press Releases. Duane Dunganon will share the pitch he sent to potential members.

Jackson encouraged all present to complete a conference evaluation form.

Jackson reported highlights from the Board Meeting held Thursday, April 28, 2011.

Conference Site Selection: The 2012 conference will be in Bend, OR.

Finance Committee: Chair Peter Schroeder has done extensive work on the challenge of raising more money than is produced by our CDs, to be used for scholarships, stipends, etc.

Supporting Member Liaison: NOWA needs to work on getting this position filled.

Conference Program: Bill Mullins reported on the program and the continuing issue of reimbursement for speakers.

Stan Jones Scholarship: Jack McNeel reported on a successful selection.

Web Site: Richmond asked for continuing submission of photos to refresh the web site.

Executive Director's Report: D. Kerr defined the past year as full of 'complications' – illness and family issues along with the continuing economic issues affecting headquarters, members and supporting members alike. Through a team effort, NOWA has remained strong. The new newsletter format has received only positive comments.

Treasurer's Report: D. Kerr reported NOWA's total assets as of December 31, 2010 were \$43,247.37. In 2010 NOWA budgeted \$15,300.00 for income and received \$18,706.60. Expenses were budgeted at \$19,345.00 and were \$19,064.07. The anticipated Net Income was budgeted at -\$4,045.00 and was -\$357.47.

Kerr also reported on the audit performed by Dave Vedder, on the 2009 records. Though not a full scope audit, it included tests to assure the financial statements provided by the Executive Director were accurate and properly represented NOWA's financial position – which they did. Vedder recommended NOWA do another outside review at least every three years.

Old Business

None

New Business

Jackson moved the conference site chairman be authorized to waive the conference fee for local journalism students. This was deferred to the board for a decision.

Good of the order

Gary Christensen said being able to hear the presentations was an issue again this year; he suggested a lapel mike rather than a hand held.

Gary moved, seconded by Milt Keizer, that NOWA purchase two wireless mikes. Eric Hansen expressed concern about the variety available. Scott Richmond offered to investigate. Gary Christenson will donate \$100 towards the purchase.

Ron Kerr asked for a moment of silence for Ernie Fedoruk and any other members who passed away in the past year.

Kerr also suggested a list be kept and this becomes a regular agenda item each year.

President Jackson passed the gavel to incoming President Mullins.

The meeting adjourned at 9:13 a.m.

Member Feedback Session, moderated by President Bill Mullins.

Mullins opened the session by indicating his priority as President is to keep the membership from shrinking.

Eric Hansen suggested we allow more time for lunch on Friday as everyone was 15 minutes late. It was also agreed we all need to be

more responsible, and Eric was reminded he was going to bring a duck call.

Scott Richmond opened a discussion on the Excellence in Craft – sending notice to winners, so they might attend the conference. As this is already done, suggest sending the notice sooner. Dave Vedder suggested the judges be told they have 10 days to do the judging. Ron Kerr said time is limited, as we don't want to change from a calendar year, and our conference is in the spring. Clay suggested if there are not enough entries in a category, the entry fee should be refunded. Mottram asked if the judges were from outside the organization – Ron Kerr said that was the way NOWA does it. Keil asked about a display of winners – which is done at the banquet – so it needs to be announced, or noted. There was agreement that the awards presentation at the conference is too fast; the comments from judges, and comments from the chairman are appreciated.

Jean Bullard would like the conference meeting rooms more clearly marked on the program.

Gary Christenson commented is nice to see NOWA has some money in the bank.

Risa Wyatt suggested that rather than chatting during the lunch breaks we could have discussion topics.

Peter Schroeder commented on the payment to speakers' issue. Presenting at the conference is in the spirit of giving back. As to the editors, they are also gaining by coming to us. Risa Wyatt suggested we waive the conference fee for outside speakers, particularly editors. We want to give them exposure to NOWA, so we should not charge the fee. Bob Mottram agreed. Scott Richmond suggested all outside speakers should have the fee waived – this is already done.

Scott Richmond suggested a punch card – come to five conferences, get one free.

Ron Kerr reminded us that the board has agreed that 25% of a year's profits can be used for a future conference – we just need get back to making significant profits.

The session finished at 9:55 a.m.

Be an Outdoor Mentor

Do your part to pass on our outdoor heritage by encouraging someone to go pro. Suggest joining NOWA as an apprentice member and attending our conference next spring in Bend, Oregon. Use your contacts to help him or her sell that first story or photo. Often that's all it takes to get them hooked. Don't sell yourself short in the knowledge and skills you have to share with a young person or longtime friend. If you want some tips, contact NOWA mentoring committee members Peter Schroeder (ptrschrdr@aol.com) or Duane Dungannon (mvp@ccountry.net), editor of NOWA News and OREGON HUNTER magazine, a great market for a newcomer to make that first sale. Do a friend a favor and help a fledgling communicator earn their wings.