

NOWA News



**Shooting the
Cover Shot**

May-June 2012

NOWA Bend Conference

Highlights:

- **Award Winners**
- **Amazing Trips**
- **Tasty Eats & Treats**
- **Sensational Seminars**

Photo Tips

- **Shooting Cover Shots**
- **Filters: Some Fine Threads**



**Northwest Outdoor
Writers Association**



Cover photo of bronze elk statue at Bend's High Desert Museum by 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 Writers 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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Debbie Kerr, Executive Director

NOWA website: www.northwest-outdoor-writers-association.org

On Facebook: Search for Northwest Outdoor Writers Association

Officers & Directors

2012-2013

OFFICERS

President

Eric Hansen, Corvallis, OR

Vice President

Gary Lewis, Bend, OR

2nd Vice President

Vacant

Secretary/Treasurer

Debbie Kerr, Kimberley, BC

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Bill Mullins, Boise, ID

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Terms Expire May 2013

Bert Gildart, Bigfork, MT
Greg Gulbrandsen, Bend, OR
Chuck Robbins, Dillon, MT

Terms Expire May 2014

Natalie Bartley, Boise, ID
Josiah Darr, Shoreline, WA
Scott Marchant, Boise, ID

Terms Expire May 2015

Duane Dungannon, Medford, OR
John Kruse, Wenatchee, WA
Bob Mottram, Anacortes, WA

Supporting Member Liaison

vacant

Executive Director

Debbie Kerr, Kimberley, BC

Committees

By-Laws: Bob Mottram, G.I. Wilson, Ron Kerr

Conference Program: Gary Lewis

Conference Supporting Member Day: Jack McNeel, Jackie McNeel, Debbie Kerr

Conference Site Selection: Bert Gildart, Debbie Kerr

Craft Improvement: Bob Mottram

Enos Bradner: Bill Mullins, Adela Jackson, Dave Kilhefner

Excellence in Craft Contest: Program: vacant. For revisions: Scott Richmond, Adela Jackson, Natalie Bartley, Gary Lewis

Ethics: Greg Gulbrandsen

Finance: Dave Kilhefner, Peter Schroeder, Ron Kerr, Scott Marchant, Debbie Kerr

Fred L. Peterson Award: Dennis Clay, Debbie Kerr

Markets: John Kruse, Duane Dungannon

Membership Recruitment: Duane Dungannon, Gary Lewis

Mentoring: Duane Dungannon

Nominating: Bill Mullins and the Past Presidents Council [Adela Jackson, Dave Kilhefner, G.I. Wilson]

Outreach & Public Relations: Duane Dungannon, John Kruse

Pass It On Award: Duane Dungannon

People's Choice Photo: vacant

Photo Shoot-Out: Keith Szafranski

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

Stan Jones Scholarship: Natalie Bartley, Joe Warren

Website: Scott Richmond, Adela Jackson

NOWA Member Updates



LAVA NESS MONSTER, BEND LAVA LANDS, DUANE DUNGANNON

Welcome New Members

Individual Members:



Brauns, Laurel – 1584 NW Ithaca Ave., Bend OR 97701; phone: 541-604-0246; email: laurel@laurelbrauns.com; website: www.laurelbrauns.com/freelance_writing; status: Associate; sponsor: Gary Lewis.

Laurel wrote her first novel at the age of 10 about the fantastical winter Arcadia that lay just beyond the snow banks of her elementary school playground. The book was passed around school and read as gospel. When a group of students went in search of the wonderland and were lost well past dark, Laurel was imprisoned in the principal's office for a number of days, where she reluctantly agreed not to cause anymore chaos using the power of her pencil. Luckily, elementary school pacts are quickly forgotten, and 25 years later, Laurel is an accomplished freelance writer and

musician, with a penchant for writing about nature, outdoor adventure and travel. She's published articles in 1859 MAGAZINE, CENTRAL OREGON MAGAZINE, and *The Bend Bulletin* and has written web content for outdoor tourism organizations like Visit Bend and Tumalo Creek Kayak & Canoe. She recently released her fourth full-length album, "House of Snow," which has been called an "indie-folk gem" and "a record destined to become an evergreen."



Clark, Robert – 2103 SW 257 Ave. #9, Troutdale, OR 97060; phone: 503-669-3666; work phone: 503-933-7517; cell: 503-933-7517; email: bandclark6@live.com; website: www.examiner.com/bow-hunting-in-portland/robert-clark; spouse: Lorrell; status: Apprentice; sponsor: Debbie Kerr. Robert Clark's passion for the wild outdoors has inspired him to share his knowledge and experiences about bowhunting, through

writing. As a resident of Portland, he has bowhunted for 23 years in the local coastal and Cascade mountain ranges. He has published a variety of short articles on the subject for an Internet, local news source, called Examiner.com/Portland. Robert has a business degree from the University of Oregon, is a journeyman carpenter, and presently works in the field of property management.



Davis, Brian – P.O. Box 592, Redmond, OR 97756; cell: 541-350-3180; email: briandavisc21@yahoo.com; status: Apprentice, sponsor: Gary Lewis. You can take the cowboy out of the rodeo, but you can't take the rodeo out of the cowboy. For 20 years, I rode bulls on the pro rodeo circuit. When I left the arena, I stepped into publishing and real estate. As a part of the Adventure Journal team, my goal is to connect you with a strategy that will lift your business at home and around the region.



Edwards, Robert – 5049 Lost Lake Rd., Hood River, OR 97031; phone: 541-354-1239, work phone: 541-806-3332; cell: 541-806-3332, email: gonthunting247@hotmail.com; status: Apprentice; sponsor: Gary Lewis.

I grew up in a small farm 15 miles south of Hood River Oregon, where I still live. The outdoors is a huge part of my life. I operated a taxidermy business for 7 years. I currently work in fisheries for ODFW and operate a trapping business. I am married and have a son, daughter and two step-sons. As a new member of NOWA, I look forward to writing about my hunts and sharing stories of my adventures, the places I see and the people I meet all across the western U.S. and Alaska. I live to hunt! I have contributed pictures and articles to EASTMAN'S HUNTING JOURNAL and HUNTIN' FOOL magazine.



Johnson, Jeremy – 53945 Yoho Drive, Lapine, OR 977939; work phone: 541-382-2222; cell: 541-977-3436; email: jeremyjohnson@bendbroadband.com; spouse: Krista; status: Apprentice; sponsor: Gary Lewis.

Jeremy is an avid backcountry outdoorsman and archery hunter, whose professional activities relate to this lifelong passion. He serves as a Bowtech Prostaff member, and has authored articles for BOWHUNTER magazine. Writing and speaking serve as platforms to instruct fellow hunters in humble honesty. Working with Elite Fitness and Education, Jeremy has helped develop a fitness program to get hunters in shape for fall. An advisory role is filled with Del Sol Wilderness Adventures, as the author of the "Hunters Boot Camp" section of their website. In 2010 Jeremy received the "High Desert Backcountry Outdoorsman Award" from Gary Lewis.



Olsen, Tom – 20479 Brentwood, Bend, OR 97702; cell: 208-914-0906; email: tom.olsen71@gmail.com; spouse: Karen, status: Active; sponsor: Gary Lewis. Tom Olsen is a freelance feature

writer and columnist currently under contract with *The Bend Bulletin*, Bend, Oregon, and the *Northwest Boomer and Senior News - Central Oregon edition*. Tom's recent outdoor writing focuses on Central Oregon equine sports as well as the characteristics, breeding, and training of working dogs. Tom is also an accomplished sailor who has moored in ports from San Francisco to Sitka with features appearing in 48 DEGREES NORTH, Seattle, Washington. Tom lives in Bend, and wets his fly line in the lakes and rivers of Central Oregon as often as possible.



Shaver, Cheryl – 444 NW Prinecrest Dr., Prineville, OR 97754; work phone: 541-416-1202; cell: 541-420-7164; email: psalms.360patch@hotmail.com; status: Apprentice; sponsor: Gary Lewis.

Cheryl is a young writer and sportswoman. Having shot and hunted practically all her life, she has the knowledge and ability to write about the sport she loves. Her long term goal is to become a full time writer in both articles and fiction books.

Swendseid, David – 20625 Hon-
eysuckle Lane, Bend, OR 97702;
phone: 971-506-1359; email:
dside7@yahoo.com; status: Active;
sponsor: Gary Lewis.



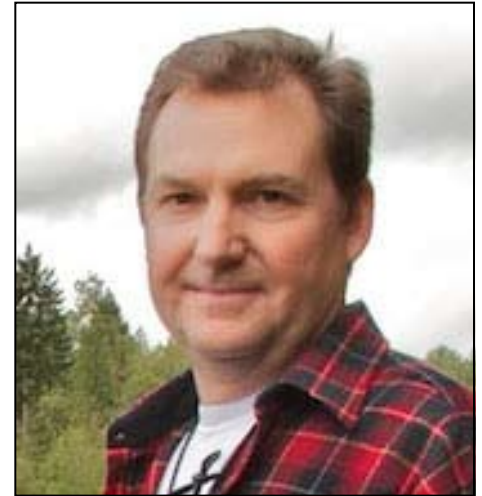
Titus, Kristy – 62292 Byram Rd.
Bend, OR 97701; phone: 541-390-
4150; fax: 541-389-2911; cell: 541-
390-4150; email:
ktitus@pursuethewild.com;
websites: www.pursuethewild.com,
www.facebook.com/kristytitus,
www.kristytitus.blogspot.com; sta-
tus: Active; sponsor: Gary Lewis.
Kristy Titus, a native Oregonian, is
a contributing editor for WESTERN
HUNTER, ELK HUNTER and BUGLE
magazines and producer of “Out
West with Kristy Titus” a video
blog for Realtree™. Kristy is pas-
sionate in the support of wildlife
and habitat conservation and out-
door education and a proud mem-
ber of the Rocky Mountain Elk
Foundation. As a featured member
of Team Elk, she is in a position to
represent RMEF to broader audi-
ences and serve as an ambassador
for RMEF. Teaming up with Under
Armour, Swarovski Optik and
Cabela’s, her greatest hope is to
inspire others, giving them the con-
fidence to tackle the most demand-
ing outdoor activities.

NOWA News, May/June 2012



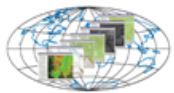
Vokey, April – 47075 Quarry Rd.,
Chilliwack, BC V2P7X5; phone: 604-
999-6997; email: april@flygal.ca;
website: www.flygal.ca; status:
Active; sponsor: Dave Vedder.
April Vokey lives in British Co-
lumbia and is an avid angler and
steelhead, salmon and trout guide.
She was born with an unexplain-
able passion for fishing. As a
young girl she coaxed her father
into going fishing and by the age
of 16, when she was old enough to
drive, she was devoting all of her
free time to her local rivers. She is
passionate about Spey casting to
wild steelhead, the environment
and tying Salmon/Steelhead flies.
She has made it her mission to
encourage and introduce aspiring
anglers to the sport, in hopes that it
will bring them as much pleasure
as it has brought her. She takes
pride in being an eternal student
of fly-fishing and an active con-
servationalist. In 2007 she founded
B.C. based guiding operation, Fly
Gal Ventures, where she presently
guides and instructs anglers on
some of B.C.’s best steelhead desti-
nations. Fly Gal’s trips and events
can be found at www.flygal.ca.
April is a Federation of Fly Fish-
ers Certified Casting Instructor and
fly-fishing columnist. She is the
Canadian field editor for CHASING

SILVER magazine and the steelhead
columnist for FLY FUSION magazine.
Her works and photos can also be
found in FLY FISHERMAN magazine,
SALMON TROUT STEELHEADER (STS),
FIELD & STREAM, CANADIAN FLY
FISHER, FLYFISHING AND TYING JOUR-
NAL and several other international
publications.



Wolff, Justin – 312 Hillshire,
Woodland, WA 98674; phone:
530-510-0514; cell: 530-510-0514;
email: jwolff@anglerwest.com;
websites: www.jwpro.co; www.anglerwesttv.com; spouse: Anne;
status: Active; sponsor: John Kruse.
Owns and operates Justin Wolff
Productions LLC which produces
and distributes Angler West TV, a
weekly fishing program focusing
on western fisheries. Since 2003,
Angler West TV has aired on net-
works such as Comcast SportsNet,
Versus, World Fishing Network,
Sportsman’s Channel, Wild TV,
My TV, KXIE PBS in Redding, CA
and KWVT Willamette Valley TV.
Prior to producing Angler West TV,
Justin graduated from UC Davis,
taught several middle school and
high school subjects and worked
for In Fisherman radio writing the
western radio programs. Justin live
in Woodland, Wash. with his wife
Anne and daughter, Emeline.

Supporting Members:



BaseImage.net

BaseImage, LLC – 63023 Layton Ave., Ste 5, Bend, OR 97701; phone: 541-550-2930; fax: 541-610-0321; email:

BaseImageBend@gmail.com; website: www.baseimage.net; contact: Larry Lansdowne, Owner/Sales Manager; phone: 541-389-9060; email: larrylansdowne@gmail.com; sponsor: Gary Lewis.

We're a mapmaking company working out of Central Oregon with a focus in specialty regional atlases. By blending high interest, hard-to-get feature layers with our exquisite set of topographic and satellite base images, we're working hard to provide our customers an unmatched array of high-quality atlas products.



Navionics Inc. – 6 Thatcher Lane, Wareham, MA 02571; phone: 508-291-6006; fax: 508-291-6006; website: www.navionics.com; contact: Tshombe Moore, Western Regional Sales Manager, 3055 Floyd Ave. #H355, Modesto, CA 95355, phone: 508-317-3369; fax: 209-554-8355, email:

tmoore@navionics.com; second contact: Rochelle Chouinard, Marketing Communications, phone: 509-273-2051, fax: 508-291-6006, email: rchouinard@navionics.com; sponsor: Debbie Kerr.

Everyone is familiar with GPS as used in cars and airline displays that show the progress of flight. Not everyone is aware that Navionics is the one that pioneered it all. Simply stated, Navionics changed the way people navigate when in

1984 it brought to market the first electronic chart device, called the Geonav. Until then, several others had belabored on the concept, but nobody was able to turn the idea into a viable product that truly worked and could be bought off a shelf. It is no surprise that some compared the revolution brought by Navionics to the revolution brought by the magnetic compass. Navionics quickly established an early lead in marine cartography followed by a series of technological innovations, and continue to be a leader in quality, coverage and value. The benefits of electronic charting to the ease and safety of navigation have created a large and enthusiastic market that continues to grow each year, while Navionics continues to lead in technology and innovation, besides quality and service.

Directory Updates

Individual Members:

Bailey, Joanne – email:

jobailey1120@gmail.com

Bullard, Jean – 3204 SW Morgan St. #227, Seattle, WA 98126

Theisen, Arnold – email:

theisen@eotnet.net

Supporting Members:

Frabill, Inc. – contact: Brooke

Droese, Communications Director, email: bdroese@frabill.com; omit Media Contact

Lone Wolf Distributors, (1998) Inc. – omit P.O. Box from address [balance the same]; phone: 208-448-0600; fax: 208-448-0601; Media contact: Zack Carlson, Marketing/Media; phone: 208-448-0600; email: zack@lonewolfdist.com

Sportsman Channel – contact: Ryan Nolan, Publicist; email:

rnolan@thesportsmanchannel.com, phone: 262-432-9100, ext. 117

Memberships not renewed:

Richard Dukelow, Somers, MT – retired and family illnesses

Bernard Rosenberg, Sarasota, FL – lifestyle change (see notes)

Dave Workman, North Bend, WA

Donations

Donations received for Stan Jones Scholarship Fund:

Many members at the conference made cash donations of \$25 each to bring the Stan Jones Fund to \$2,000 plus.

Stan Jones Endowment Fund hits \$2,000 level

The finance committee would like to express its gratitude and thanks for the generous donations obtained at the Bend Conference. The Stan Jones Endowment Fund has reached its \$2,000 benchmark. This will produce an annual dividend income of \$100 that will be used to fund a scholarship to help a NOWA member attend next year's conference in Wallace, Idaho.

Sponsor 3 new NOWA members and earn \$50!

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, 2012 and March 31, 2013.



President's Message

By Eric Hansen

Gary Lewis and Jo Wilson are at home on the range.

DUANE DUNGANON

NOWA brings out its best at Bend Conference

Our annual conference in Bend, Ore., drew many members and supporters who enjoyed an educational and entertaining weekend in one of my favorite mountain settings. It would take all of this column to thank the numerous individuals who helped make this conference a success. Here are some of the highlights.

Friday morning 16 Supporting Members, the most we have had in years, presented their products or services. After their presentations, a half hour drive out through the Badlands area to COSSA Park brought members to our first Shooting Day at a conference since 2009. We were hosted by The Horse Ridge Pistoleros. Thanks to the National Shooting Sports Foundation and Bill Brassard for sponsoring the event. Gary Lewis and Greg Gulbrandsen also deserve recognition for their hard work on setting up the Shooting Day activities. Herzcoff Kennels rounded out the event with dog demonstrations.

Friday evening, members had a private tour of the High Desert Museum followed by dinner sponsored by Visit Bend with food by Cascade Catering.

Saturday workshop sessions covered topics on professionalism, print on demand books, outdoor video production, sound and microphones, creating APPs, web site maintenance and a fish tackle historian. Our gratitude goes to Wayne Van Zwoell, Kevin Rhoades, Sam Pyke, Greg Gulbrandsen, Risa Wyatt, Natalie Bartley, John Guyer and Dick Streater for sharing their expertise with members. The informative sessions seemed to have enough variety and content for new members attending their first conference as well as established communicators.

Our Annual Awards evening honored Excellence in Craft winners along with presentation of NOWA's most prestigious awards. Camp Chef received the Fred L. Peterson Award for their contribution to NOWA and outdoor education. The Enos Bradner Award was presented to Peter Schroeder for his many years of support of NOWA and outdoor communication.

Last, but not least, thanks goes to Jack McNeel for or-

ganizing once again the "What The Heck Is That?" contest before the dinner and Keith Szafranski for putting together the popular Photo Shoot-Out. Jackie McNeel and Keith Szafranski also won the People's Choice photo awards and were presented a Buck knife.

Members attending the General Business Meeting and Feedback Session on Sunday morning offered good suggestions for improvements at next year's conference in Wallace, Idaho which will be planned by First Vice President Gary Lewis. EIC participation was discussed and the Board is already looking into changes for better submission and judging guidelines.

Being late for sessions and noise during talks were also discussed. Member input was greatly appreciated.

The NOWA Raffle Phantasmagoria organized by Jo Wilson and her staff of Pam Vedder and Barb Richmond wrapped up the conference with an abundance of donated prizes for another big money-maker!

Speaking of money, NOWA's Finance Committee has done an outstanding job this past year investing some of our money into higher yielding accounts. Even though some felt this process took longer than it should have, it is important for us to look forward. Since the Bend conference, the Stan Jones fund has also been invested in a higher yield account. This will benefit new members in scholarships for conference registration. The finance committee and board will be looking at other ways to help NOWA's finances in the future.

I'm now in the process of setting up NOWA's committees for 2012-2013 and am in need of more good people to help. Committee lists appear on Page 2, so please look them over and consider adding your name to one. We especially need a chairperson for the EIC awards.

I look forward to the upcoming months and working with the Board on new advancements in our organization. I also plan to maintain more contact with members – via e-mail and phone – who make NOWA the great organization it is. ←

Member News



NOWA member Jean Bullard takes her best shot at cowboy style shooting at NOWA's shooting day held at the COSSA range east of Bend.

DUANE DUNGANNON

Robert Stone pens Day Hike Books

Since 1991, Robert Stone has been writer, photographer, and publisher of Day Hike Books. He is a Los Angeles Times Best Selling Author, an active member of Outdoor Writers Association of America, and an award winning journalist of NOWA, Outdoor Writers Association of California, Rocky Mountain Outdoor Writers & Photographers, and the Bay Area Travel Writers.

Robert has hiked every trail in the Day Hike series. With 24 hiking guides in the series, many in their fourth and fifth editions, he has hiked thousands of miles of trails throughout the western United States and Hawaii. He resides summers in the Rocky Mountains of Montana and winters on the California Central Coast.

DAY HIKES IN THE BEARTOOTH MOUNTAINS (FIFTH EDITION)

Robert Stone

ISBN: 978-1-57342-065-5 \$15.95 336 pages 127 maps

Now in its 5th edition, DAY HIKES IN THE BEARTOOTH MOUNTAINS includes an extensive collection of hikes within this mountain range and adjacent foothills and plains. The 123 hikes range from 10,000-foot plateaus and peaks to treks along the Yellowstone River.

DAY HIKES IN THE SANTA MONICA MOUNTAINS (FIRST EDITION)

From Los Angeles to Point Mugu, including the entire Backbone Trail

Robert Stone

ISBN: 978-1-57342-065-5 \$21.95 480 pages 174 maps

Included in this new guide are 138 day hikes throughout the Santa Monica Range, with an additional section of 13 hikes that traverse the full length of the 68-mile Backbone Trail in day hike segments.

Companion guides include Day Hikes Around Los Angeles (on LA Times Bestseller List), Day Hikes Around Ventura County, and Day Hikes on the California Southern Coast.

Northwestern Outdoors Radio adds Portland station, more broadcasts

The staff at Northwestern Outdoors Radio is thrilled to announce its entry into the Portland market! AM 1360 KUIK – Westside Talk Radio, covering Portland, Hillsboro and Washington County since 1957, will be carrying our regional outdoors recreation show every Saturday at 9 a.m. and on Sunday at a time to be determined.

Two additional stations have added second broadcasts of Northwestern Outdoors Radio to their weekend lineup. KXLY 920 in Spokane is now airing our hour-long show Saturdays at 5 p.m. and Sundays at 6 a.m., while KMAS News Radio 1030 AM/104.1 FM airs our show in Shelton and the South Puget Sound region Saturdays at 10 a.m. and Sundays at 11 a.m.

The show host and producer is NOWA member John Kruse. To find out more about Northwestern Outdoors Radio, to include a complete list of stations and air times, go to www.northwesternoutdoors.com

Scott Linden signs new book deal

Television personality and NOWA member Scott Linden has signed a book deal with New York's Skyhorse Publishing.

Tentatively titled WHAT THE DOGS TAUGHT ME, the work, he says, "will shave two years off the learning curve, empowering newcomers to better enjoy and stick with bird hunting and dog training. I hope to give them hard-earned knowledge sooner, not later."

Scheduled for publication in fall 2013, the book will be available at all major book retailers, online and via Linden's own website, www.scottlindenoutdoors.com

Supporting Member News



John Kruse touts Mack's Lures at Supporting Member Day

DUANE DUNGANNON

BoatUS hails DeLorme inReach as most reliable way to get boat tow

When cell phone and VHF let you down, DeLorme inReach satellite helps speed towing assistance

DeLorme (www.delorme.com), the innovation leader in personal satellite tracking, messaging and navigation technology, and Boat Owners Association of The United States (www.boatus.org) recently announced an agreement to offer BoatUS members easier access to the new inReach two-way personal satellite tracking, locating, messaging and SOS alerting devices. This means when members can't use their cell phone or VHF radio to call for a tow, they can rely on the satellite-based inReach to quickly summon on-the-water assistance. Under the agreement, BoatUS members will be able to program their contact and vessel information into the inReach device which will save valuable time when dispatching a TowBoatUS or Vessel Assist towboat. Once the response is initiated, GPS tracking information will be fed automatically to the BoatUS 24-hour dispatch centers, greatly reducing response times.

The inReach product, which won the National Marine Manufacturers Association (NMMA) Innovation Award at the 2012 Miami International Boat Show, provides two-way data links anywhere on the face of the globe in less than 60 seconds using the Iridium satellite network. The device transmits its position coordinates at programmable intervals, allowing families and friends to view your boat's location and "bread-crumbs trail" on a web map display. In addition, the two-way data connection permits them to "ping" the unit at any time to get an update.

"Our biggest challenge to a swift response for towboat assistance, such as a soft ungrounding, jump-start or gas drop-off is simply locating our members on the water," said BoatUS vice president of Towing Services, Jerry Cardarelli. "With inReach, we have precise location information.

When a towing request comes to us from a boater, constantly updated position coordinates enable our towboat captains to save valuable time finding the caller's location. In some cases, a disabled boat may drift from its original position after the initial request is made. With the inReach service, the BoatUS dispatch centers can ping the vessel at any time to get accurate GPS position." ←

Winchester unveils SXP 12 ga 3 1/2 inch pump, Model 70 Alaskan rifle

The Winchester Repeating Arms Super X® Pump is now available in 12 gauge 3 1/2-inch chambering.



The Super X® Pump will be offered in a Waterfowl Hunter, Turkey Hunter and Black Shadow models. All SXP models feature the fast and dependable speed from the inertia-assisted rotary bolt design that delivers three shots in a half-second. Invector-Plus choke system, hard chrome chamber and bore and drop-out trigger group are also featured on the new 3 1/2" SXP® Pump.

The SXP Waterfowl Hunter will be offered in 26" or 28" barrel lengths with synthetic stocks with textured gripping surfaces and dipped in Mossy Oak® Duck Blind® Camo. The Black Shadow will come in a matte-black finish with synthetic stocks in 26" or 28" barrels. The new SXP Turkey Hunter will feature a 24" barrel length with Truglo® open sights. It will also have synthetic stocks with textured gripping surfaces and dipped in Mossy Oak® Break-Up Infinity® camo. New SXP 12 gauge 3 1/2" Waterfowl Hunter Suggested Retail, \$579.99. New SXP 12 gauge 3 1/2" Black Shadow, Suggested Retail, \$499.99. New SXP 12 gauge 3 1/2" Turkey Hunter, Suggested Retail, \$599.99.

For big game hunting in Alaska or anywhere else in the world, the new Winchester Repeating Arms Model 70 Alaskan comes back with all the features that have made the Model 70 a favorite among big game hunters. The Model 70 Alaskan will be available in three calibers .30-06 Sprg, .300 Win Mag and .338 Win Mag.

The Satin finish Monte Carlo walnut stock gives the gun a beautiful look and aligns the shooter's eye up perfectly with open sight or a scope. The Model 70 Alaskan features a folding adjustable rear sight and a hooded gold front bead for fast target acquisition.

The pre-'64 style controlled round feed with claw extractor fully controls the cartridge from magazine to chamber to ejection. To help reduce felt recoil, the Model 70 Alaskan features the Pachmayr® Decelerator® Recoil Pad. Suggested Retail, \$1,269.99.

For more information about these new firearms, visit www.winchester.com ←



NSSF-Wingshooting USA TV youth promotion winners announced

Lynn Burdick will hunt on horseback with her son and TV personality and NOWA member Scott Linden as the grand prize winner of the National Shooting Sports Foundation's "Take Your Kid Hunting" sweepstakes on the TV series Wingshooting USA. She tops a list of five winners; the others will be hunting with their child at a nearby bird hunting preserve thanks to NSSF. Those winners include: Bruce Visniski of Muskegon, Mich.; Robert Cheeseman of Burlington, New Jersey; Thomas Mathias of Lancaster, New York; and John Rexrode of Henderson, N. Carolina.

The grand prize trip will be filmed for an upcoming Wingshooting USA episode, and takes place this November at Ruggs Ranch in eastern Oregon. A working cattle ranch in addition to elite bird and big game hunting lodge, Ruggs Ranch's 86,000 acres are an ideal setting for Linden and the Burdicks to hunt from horses for chukars, Hungarian Partridge and pheasants. Information on the destination is available at www.huntruggs.com.

Through television promotional announcements, online and social media, Wingshooting USA viewers were urged to enter the contest, which is designed to encourage parents to welcome their youngsters to bird hunting. A recent survey of Wingshooting USA viewers supports the promotion's goal, with respondents indicating a 30 percent increase over last year in the number introducing someone to the sport. Based on the survey response, Wingshooting USA viewers took a new hunter into the field over 2 million times last season.

The 4th annual "Take Your Kid Hunting" sweepstakes launches in late June; entries at www.wingshootingusa.org. The title sponsor of Linden's television series and the "Take Your Kid" initiative, the National Shooting Sports Foundation (www.nssf.org) is the trade association for the firearms industry. Its mission is to promote, protect and preserve hunting and the shooting sports. ←

Bushnell introduces specialty scopes for crossbows and tactical firearms

Bushnell Outdoor Products has introduced a new 1.75-5x 32mm Legend Ultra HD crossbow scope. Crossbow hunting has grown significantly in the last few years with states implementing special crossbow seasons and allowing the use of crossbow scopes during established hunting seasons as well.



The new Legend Ultra HD crossbow scope is equipped with a host of features for optimal performance and lasting reliability. Built with a sleek one-piece tube design and a slim line power change ring, the scope features fully multi-coated optics to deliver nearly 90 percent light transmission and a clear, crisp sight picture.

In addition to providing optical excellence, the Legend Ultra HD crossbow scope is engineered to withstand abuse in the field and whatever Mother Nature throws its way. The scope is 100 percent waterproof, fog proof and shock-proof, and the optics are protected with the patented Rain-Guard HD coating. The permanent, water-resistant finish causes moisture to bead up and scatter less light, allowing the scope to perform even in inclement weather.

Featuring the exclusive Dead On Accurate (DOA) crossbow reticle from Bushnell, the Legend Ultra HD helps hunters make every shot count. With easy to identify aiming points at 10 yard increments from 20-60 yards, the DOA crossbow reticle is compatible with modern crossbows that exceed 300 feet per second.

The 1.75-5x 32mm Legend Ultra HD crossbow scope is available for a suggested retail price of \$199.99.

Bushnell also has introduced four new Bushnell Elite Tactical HDMR and DMR 3.5-21x 50mm Riflescopes. These scopes are part of the Bushnell extended range rifle-scope (ERS) family designed to give tactical marksmen a powerful optic that works equally well in short or extended range shooting applications. The Bushnell Elite Tactical HDMR is available with the Horus H59 and TreMor 2 reticles, and the Elite Tactical DMR features the G2DMR™, and Mil-Dot™ reticles.

The 3.5-21x 50mm riflescope gives shooters the flexibility of a wide field of view at low power settings, while providing outstanding image clarity at high magnification. Featuring a 34mm one-piece aircraft grade aluminum alloy tube, these scopes offer professional-grade toughness in a package just over 13 inches long. The large tube combined with the 50mm objective lens provides increased light transmission and 29 mils of elevation (5 mils per revolution), allowing shooters to dial-up for extended range shots. T-Lok™ locking target turrets insure that adjustments stay constant, and the side parallax adjustment offers image clarity at all ranges. For more, visit www.bushnell.com ←



Story Ideas from Supporting Members

DUANE DUNGANNON

RMEF grants fund habitat, research projects in Washington, Montana

Enhancing over 10,000 acres of habitat and using GPS collars to research the Snoqualmie Valley elk herd top a list of Washington conservation projects slated to receive 2012 grants from the Rocky Mountain Elk Foundation.

The RMEF funding commitment totals \$189,960 and affects 11 counties: Asotin, Columbia, Garfield, Grays Harbor, King, Lewis, Okanogan, Pend Oreille, San Juan, Stevens and Yakima.



Two projects have statewide interest. One has implications across the northwestern U.S.

Funding for RMEF grants is based on local membership drives and banquet fundraising by RMEF chapters and volunteers in Washington. Allen thanked RMEF supporters for their dedication to conservation both in Washington and all across elk country.

Rejuvenating forage and controlling noxious weeds to improve habitat for elk and other wildlife are the main themes in a list of Montana conservation projects slated to receive 2012 grants from the Rocky Mountain Elk Foundation.

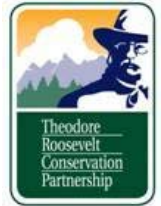
The RMEF funding commitment totals \$257,011 and affects 14 counties: Broadwater, Fergus, Lewis and Clark, Lincoln, Madison, Mineral, Missoula, Petroleum, Powder River, Powell, Ravalli, Rosebud, Sanders and Stillwater.

The newly announced grants do not include the recent \$51,000 contribution from RMEF to support implementation of Montana's approved wolf management plan.

RMEF's mission is to ensure the future of elk, other wildlife and their habitat. Since 1985, the organization and its partners have completed 736 conservation and hunting heritage outreach projects in Montana with a combined value of more than \$128 million.

For more details on these and other projects, visit www.rmef.org

Sportsmen praise Farm Bill, urge Senate floor action



As the U.S. Senate Agriculture Committee finalizes its version of the 2012 Farm Bill, which sustains millions of acres of valuable private lands fish and wildlife habitat, prominent sportsmen's groups urged swift action by the full Congress to expedite passage of this key legislation, the Theodore Roosevelt Conservation Partnership announced recently.

Members of the TRCP Agriculture and Wildlife Working Group, which advocates on behalf of sensible and successful farm conservation programs, offered praise to Senate decision makers for their efforts to maintain hunting and angling opportunities relied upon by sportsmen across the nation.

"These are trying times for private lands conservation funding, but thanks to the leadership of Chairwoman Debbie Stabenow and Ranking Member Pat Roberts, the Senate Farm Bill makes the most of limited dollars," said Steve Kline, director of the TRCP Center for Agricultural and Private Lands.

"By strengthening programs through sound policy, the Senate Farm Bill makes the conservation title more efficient and more user friendly, a victory for responsible resources management. American sportsmen commend the Senate Agriculture Committee for producing the best possible Farm Bill under circumstances that are challenging at best."

Especially important in the Senate's effort was the inclusion of a strong Sodsaver provision. Initially proposed as an amendment by Sen. John Thune of South Dakota, the provision was adopted in the underlying bill by committee leadership prior to the markup.

For more information about this and other topics pertaining to conservation, visit www.trcp.org

Report touts economic value of public lands, recreation

A new report shows that conserving the Rocky Mountain West's vast tracts of public lands has paid off in job, population and income growth as fishing, hunting and outdoor recreation have diversified and helped sustain the economies of rural communities throughout the region.

The report released recently by Sportsmen for Responsible Energy Development also stresses that conserving public lands buoys local economies by drawing retirees, business owners and professionals seeking a high quality of life.

"Conserving Lands and Prosperity: Seeking a Balance Between Conservation and Development in the Rocky Mountain West" shows that areas with higher percentages of lands managed for conservation and recreation experience higher job and population growth and report higher per capita incomes than other areas.

The findings of the report, produced by Southwick Associates for SFRED, underscore the need to balance responsible development of public lands with conserving fish and wildlife habitat, valuable backcountry and the great Western landscapes that draw people from around the world, the sportsmen's coalition said.

"The Southwick report validates the simple fact that conservation of wildlife and natural places not only enriches our souls, but our wallets as well, in terms of sustained job creation and financial abundance – and reliably so, when compared to boom-bust energy development," said Jim Lyon, the National Wildlife Federation's vice president for conservation policy.

The National Wildlife Federation, the Theodore Roosevelt Conservation Partnership and Trout Unlimited are lead partners in the sportsmen's coalition.

The report includes a case study of Cody, Wyo., where about 10 percent of jobs are associated with fishing, hunting and wildlife viewing. Spending related to those activities generates an estimated \$30.1 million annually, according to the report.

"Managing federal public lands for fish and wildlife diversity and abundance – as well as ensuring opportunities for quality hunting and fishing – are critically important practices that will attract sportsmen to rural areas and boost the economy," said Ed Arnett, director of the TRCP Center for Responsible Energy Development. "In contrast to the boom-bust cycles of many other industries, the outdoor industry equals long-term, sustainable economic benefits. These new studies clearly demonstrate the power of sustainably managed natural resources and the economic impact of sportsmen." ←



Go outdoors! It's good for you!

Bass Pro Shops hosts free Outdoor Essential Classes and Kids Summer Kickoff Challenge

Ask any adults what they remember best about childhood and chances are they will recall riding their bikes, building forts and tree houses and generally playing outdoors until after dark. Kids were connected – to each other, their family and the outdoors. And, according to several studies, they were physically and emotionally healthier. Information taken from The Conservation Fund website at <http://www.conservationfund.org/children-nature> states that researchers suggest "that the decline in children's health is linked, in part, to their growing disconnect from nature and outdoor activity."

Much national attention is being paid to this dilemma – so much that in early 2011 a report titled "America's Great Outdoors: A Promise to Future Generations" was released that was part of President Obama's America's Great Outdoors Initiative. It's an effort to reconnect Americans to the outdoors. A separate report was produced based on "youth listening sessions" in which young people expressed a strong desire to spend time outdoors.

Bass Pro Shops has long recognized the short and long term benefits for kids and adults being involved in the outdoors. Their National Go Outdoors Event was developed as a way to give families the opportunity to learn all of the outdoor skills needed to make their next outdoor adventure a great one and to reconnect with each other in the beauty of the great outdoors. This year's Bass Pro Shops Go Outdoors Event took place at 55 store locations in the United States in May.

Exciting free events at the stores included canoe and kayak demonstrations, casting contests, rock climbing walls, GPS classes, kid's crafts, outdoor skills workshops, Dutch oven cooking, outdoor survival training and much, much more. There was even the opportunity to get a great free 4x6 family photo download. Events varied per store. Please visit www.basspro.com/gooutdoors ←

NOWA Conference Flows Smoothly

The 2012 NOWA Conference in Bend offered outstanding opportunities for members to enjoy several action-packed days of professional seminars, presentations, tours, contests and recognition. NOWA members and supporting members offered

presentations and sponsored events that made the conference so successful.

If you missed this year's conference, enjoy this photo tour, and don't miss next year's conference at the Wallace Inn in historic Wallace, Idaho.

NATALIE BARTLEY,
www.nataliebartleyoutdoor.com



New member Laurel Brauns of Tumalo Creek Kayak and Canoe leads a post-conference Stand Up Paddle Board outing with NOWA member Adela Jackson (right) on the Deschutes River in Bend's Old Mill District.

Tours of Duty

Members attending the annual NOWA Conference April 26-29 in Bend enjoyed opportunities to tour local outdoor businesses and experience outdoor adventure in sunny Central Oregon. Special tours included the Nosler bullet factory, Orvis Flyfishing facility, the Fly Spur Ranch and a squirrel hunt with Diamond A Guides and Predator Paradise.

Special trip options offered the chance to enjoy complimentary or reduced-rate experiences with central Oregon's hosts of the great outdoors.



Sensational Seminars



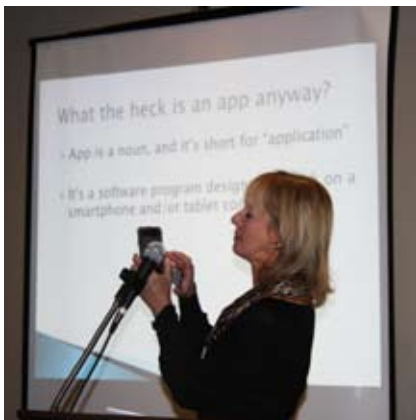
Dick Streater assured conference guests that fishing rod size doesn't matter.



Wayne Van Zwoll addresses a question during his presentation on ethics in outdoor communications.



Kevin Rhoades explained the benefits of print on demand publishing.



Risa Wyatt and Natalie Bartley teamed up to encourage NOWA members to APP-ly themselves with travel apps.



JOELLE KEIZER

Greg Gulbrandsen offered sound advice for film making.

Supporting Member Presentations



Amy Geiger of the Fairbanks Convention and Visitor's Bureau invited NOWA members to attend the OWAA Conference in September.



T.J. Stallings from TTI-Blakemore Fishing Group talked about Public Relations & Crazy Ideas.



MILT KEIZER

Backcountry Hunters & Anglers shared their mission with NOWA members at the conference.



Bill Brassard Jr. represented the National Shooting Sports Foundation, sponsor of lunch at the range.

Navionics made a big splash at the conference.



Base Image put itself on the map with NOWA's membership.



Reps from Danner were on hand.



JOELLE KEIZER

Wanderlust Tours told about the adventure waiting outside the door in central Oregon.



Michelle Peters invited NOWA members to visit heavenly Hells Canyon.

Eats & Treats

The annual NOWA Conference was officially uncorked at the wine social on Thursday night. On Friday, conference guests enjoyed lunch sponsored by the National Shooting Sports Foundation at the range day at the Central Oregon Shooting Sports Association, as well as a gourmet dinner hosted by Visit Bend at the High Desert Museum.

SHANNON FITZGERALD



NIGHT AT THE MUSEUM – Duane Dungannon grabs a rare chance to pose with a big buck, while Dennis Clay makes a new friend at the High Desert Museum.



JOELLE KEIZER

Peter Schroeder appears to be in good spirits at the wine social.



Wayne Heinz checks out the raffle items.



Jo Wilson sounds last call for raffle tickets.

JOELLE KEIZER



The Hot Ticket

This year's silent auction and raffle were smashing successes thanks to the generous donations of members and supporting members.

Gary Lewis puts his money where his mouth is at the raffle tables. Toting a Boise guidebook and a bottle of wine, Risa Wyatt is ready to party at next year's NOWA conference in Wallace, Idaho.

Photo Finishes

Amy Geiger checks out the People's Choice entries.



Photo Shootout

Visit Bend sponsored NOWA's annual Photo Shootout, in which participating members shot photos during the conference in several categories. Joe Warren's shot of Bend's Old Mill District won the Urban category, while Keith Szafranski's photo of a diving dog took top honors in Recreation. Ron Kerr's gosling won the Cover Shot category, and is featured on this issue's back cover. Winners received a vacation package from Visit Bend and local donors.



People's Choice

This year's People's Choice photo contest featured two categories: one for those who are primarily photographers, and one for those for whom photography is a secondary pursuit of their outdoor communications. Keith Szafranski won the "Pro" category with this shot of Emperor penguins taken from a hole in the ice in Antarctica, while Jackie McNeel won the second category with this western shot. Each winner received a Buck knife.



Awards of Distinction

At Saturday's NOWA conference banquet, the annual Excellence in Craft awards for 2011 were presented, along with several other important awards of distinction.

Peter Schroeder won the prestigious Enos Bradner Award for longtime service to NOWA and upholding high professional standards.

The Fred L. Peterson Award for supporting member of the year was presented to Camp Chef (www.campchef.com).

Duane Dungannon won the Pass It On Award sponsored by Bass Pro Shops (www.basspro.com).

Peter Schroeder received the award for outstanding board member of the year.



Debbie Kerr, who is stepping down as NOWA's executive director, receives a bag of parting gifts from Board Chair Adela Jackson.



Peter Schroeder won the Enos Bradner Award and NOWA's Outstanding Board Member Award.



Camp Chef was the winner of the Fred L. Peterson Award for supporting member of the year.



Sue Hansen receives an award and a hug from Excellence in Craft chairman Scott Richmond.

Excellence In Craft Contest

SMITH ROCKS STATE PARK,
DUANE DUNGANNON

Category #1 Column of the Year

Sponsor: Fairbanks Convention & Visitors Bureau
1st – Chris Batin, ‘The Alaska Angler’, Alaska Coast
2nd – Gary Lewis, The Bend Bulletin
3rd – Peter Schroeder, Western Snow Sports

Category #2 Fishing Article in media other than newspaper

Sponsor: Shimano American Corporation
1st – Wayne Heinz, ‘Devillishly Good Fishing’, Northwest Sportsman
2nd – Terry Wiest, ‘OlyPen, Cowlitz the Bright Spots for Westside Winters’, Northwest Sportsman
3rd – Doug Wilson, ‘It Pays to Go Wet’, Trailblazer

Category #2B Fishing Article Newspaper

1st – Gary Lewis, ‘Steelhead Fishing is Worth the Woes’, The Bend Bulletin

Category #3 Hunting/Shooting Article in media other than newspaper

Sponsor: Leupold & Stevens, Inc.
1st – Gary Lewis, ‘To the Patient Hunter, a Blackpowder Pronghorn’, Muzzle Blasts
2nd – Mickey Bellman, ‘All Alone in Lonesome Creek’, Oregon Hunter
3rd – Kevin Rhoades, ‘Weekend Elk Warrior’, Bugle

Category #3B Hunting/Shooting Article Newspaper

1st – Gary Lewis, ‘Hunting Rabbits with a Muzzle-loader’, The Bend Bulletin

Category #4 Camping or Travel Article

Sponsor: Hells Canyon Visitor Bureau
1st – Jack McNeel, ‘Rail Hiking Across Patagonia’, Adventure Cyclist
2nd – Peter Schroeder, ‘RVing at the London Olympics’, RV Life
3rd – Risa Wyatt, ‘Wine on the Wild Side’, Wine Enthusiast

Category #5 Managing our World

Sponsor: Northwest Outdoor Writers Association

1st – Kevin Rhoades, ‘The Landis Lens’, Wyoming Wildlife
2nd – Sue Hansen, ‘Creating a Delightful Donkey Domain’, Grit.com
3rd – Peter Schroeder, ‘Nordic Skiing in Yellowstone’, Outdoors Northwest

Category #6A Photography, People

The judge did not feel there were sufficient entries of sufficient quality to make an award

Category #6B Photography, Fauna

The judge did not feel there were sufficient entries of sufficient quality to make an award

Category #6C Photography, Outdoors

No entries, and no awards

Category #7 Book

Sponsor: O’Connor Communications, Inc.
1st – Kevin Rhoades, ‘Wildlife Stalker: Days in the life of Filmmaker Bob Landis’
2nd – Scott Marchant, ‘The Hiker’s Guide to McCall and Cascade’
3rd – Scott Marchant, ‘The Day Hiker’s Guide to Sun Valley and Ketchum’

Category #8 Humor

Sponsor: Lone Wolf Distributors, Inc.
1st – Gary Lewis, ‘The Tracking Collar,’ Bear Hunting
2nd – Gary Lewis, ‘Uncle Geddy’s Guide to Air Travel’, Bear Hunting
3rd – Wayne Heinz, ‘Captain vs. Boat’, Nor’westing

Category #9 Artwork

No entries, and no awards

Category #10 Video or Audiotape

1st – Gary Lewis, ‘Pheasants of the Bakeoven’, Gary Lewis Adventure Journal
2nd – Gary Lewis, ‘On Wolf Watch’, Gary Lewis Adventure Journal
3rd – Michael Carey, ‘Potholes Air Boat Bass’, Washington Lakes.com

And the Other Winners Are:

- **Membership Drive** (sponsor 3 or more members and receive \$50) – Gary Lewis and Duane Dungannon
- **Stan Jones Scholarship (free conference fee)** – Ty Stubblefield
- **Early Conference Registration Drawing Winner** (received at headquarters by April 1, receives \$25 in raffle tickets) – Gary Burris, Tec Laboratories

Also, most members who attended were winners in the raffle on Sunday morning, thanks to donors listed at right.

Auction, raffle raise \$2,895

We are excited to announce the raffle/silent auction raised \$2,895 this year. This is the most we have raised since 2008. Thanks go to the supporting members and members who made generous donations. Of course, it could not have happened without you folks opening your wallets.

A special “shout out” to Pam Vedder and Barb Richmond for setting up the raffle room. You ladies rock!

Please send any comments or suggestions to Jo Wilson at gijowilson@q.com.



DUANE DUNGANNON

Rick Shaffer, charismatic manager of the Wallace Inn, tells NOWA members what awaits them at the 2013 conference.

2013 Conference Site: Historic Wallace, Idaho

In 2013 NOWA travels to Wallace, Idaho, and the Wallace Inn. Conference attendees were treated to advance highlights of this site as Rick Shaffer, manager of the Wallace Inn, was in Bend to provide information on the many opportunities available. Starting with the next issue, Rick will outline those opportunities in the newsletter. With the story ideas in Wallace and the program Gary Lewis is putting together, you won't want to miss this conference.

—DEBBIE KERR, EXECUTIVE DIRECTOR

2012 NOWA Raffle and Silent Auction Donations

Each year NOWA receives generous donations from our Supporting Members for the Silent Auction and Raffle at our annual conference. Though perhaps not the same in dollar value, many of our members also make significant donations to these events. Attending NOWA members are the grateful winners, as they take home new product to test and enjoy.

Income from these events forms a significant part of NOWA's budget. NOWA gratefully acknowledges the continued support and donations from the following Supporting Members and individuals. We also thank Jo Wilson for compiling the list for us.

Supporting Member Donations

Alpen Optics
Backcountry Hunters & Anglers
Bass Pro Shops
BoatU.S.
Bushnell Outdoor Products
Camp Chef/Sport Grill
CTI Industries Corporation
Frabill, Inc.
Freedom Group Family of Companies (Remington)
Hunter's Specialties, Inc.
LaCrosse Footwear and Danner Boots
Lamiglas, Inc.
Lincoln City Visitor & Convention Bureau
Lone Wolf Distributors, Inc.
Mack's Lures, Inc.
Pautzke Bait Co., Inc.
Pure Fishing
Rocky Mountain Elk Foundation
TTI-Blakemore Fishing Group
Wallace Inn

Member Donations

Natalie Bartley	John Kruse
Jean Bullard	Kevin Rhoades
Kent Cannon	Marilyn Mitzi Stonehocker
Gary Christenson	Dick Streater
Duane Dungannon	Keith Szafranski
Chub Eastman	Pam & Dave Vedder
Greg Gulbrandsen	Michael Williams
Eric Hansen	Jo & G.I. Wilson
Milt Keizer	

Nonmember Donations

Buck Knives; PeepSight, LLC; Running Y Ranch



Craft Improvement

By Doug Wilson

Shooting the cover shot

At the NOWA annual meeting in Bend, Ore., professional development articles for our newsletter was a subject of discussion. This discussion prompted me to compose this short article on how to shoot for a magazine cover.

The need to place type for the masthead name, a listing of featured articles and a space for a mailing address on a magazine cover should be addressed by the photographer/writer when making photos for an article.

Keep in mind that getting the cover to go with your article inside the magazine usually increases your paycheck considerably. This is good reason for shooting some images that could be a potential cover.

Here's an example of a photo suitable for a cover with enough spacing to set type on the photo. ←



The 37th Frame

By Gary Christenson

Fine Threads

Installing a filter or adapter ring on a camera lens is right in there with performing brain surgery. Doing it incorrectly – and it's easy to do it incorrectly – can have consequences way out of proportion to the deed.

Your enemies are haste, inattention, excessive force, and a camera repair shop.

Filters and adapter rings have very fine (closely-spaced), shallow threads that will get "crossed" (misaligned) at the drop of a hat.

Most filters (and adapter rings) are made of aluminum, which is a relatively soft metal, so it's possible to deform the circular shape of the metal ring, contributing to the possibility of cross-threading.

My experience with cross-threading – experience acquired at considerable hassle and expense – led me to a method of installing filters that has worked well over the years.

The most important thing is to take your time. Haste makes waste.

Hold the filter or adapter ring gently with the very tips of the first four fingers of your right hand, like a safecracker, so you'll have maximum feel.

Hold the camera in your left hand, lens facing up.

Lay the filter onto the lens filter threads flat, squarely.

This part may seem counter-intuitive, but it's the key to avoiding cross-threading: Gently, slowly, screw the filter a turn or two counter-clockwise, until you hear and feel a click. That is the start of the threads, and it's now likely the male and female threads are lined up correctly.

Using the tips of your fingers as before, gently, slowly, screw the filter clockwise. If you feel significant resistance, unscrew it and start over.

If things seem to be going OK, continue turning the filter gently clockwise, usually about two revolutions, until it stops. Don't put torque on it, and don't jam it tight.

It's cheaper to lose a filter than take a stuck one to a camera repair shop. If you're paranoid about losing a filter, train yourself to check it occasionally. ←

**Don't be shy!
Ask for help,
and offer to
help others!**



NOWA's Mentoring Committee matches members who possess expertise in an area of outdoor communications with members wanting guidance in that area. If you have skills and knowledge you're willing to share with another NOWA member, or you seek mentoring in a particular aspect of outdoor communications, send the information from the form on the next page to mentoring chairman Duane Dungannon (mvp@ccountry.net).

**Would you like someone to look at your next story before you send it?
Would you be willing to do just that for someone in need of feedback?**

Don't be shy about asking for help, and don't sell yourself short about what you can offer. Even NOWA board members are asking for mentors, and we know we have newcomers with amazing skills such as:

- Query Writing • Video Editing • Outdoor Photography • Article Feedback
- Help With Software • Book Publishing • Building a Website
- Finding a Good Brew Pub in wonderful Wallace, Idaho

You joined NOWA to network with other professional outdoor communicators, so here's your chance!

NOWA Mentoring Program

NOWA's new mentoring program aims to match members in need of help with members who have expertise in that area. Here's a great opportunity to share what we know.

Offer to Mentor Other NOWA Members

I, _____, am willing to offer to mentor NOWA members in the following area(s):

- Query writing
- Article writing
- Article proofreading/editing
- Photography
- Marketing images
- Book publishing
- Book marketing
- Website development
- Filming
- Radio broadcasting
- Television broadcasting
- Video production
- Software help — specific program(s): _____
- Other: _____

Request for Mentoring

I would like to receive help from NOWA members in the following area(s):

- Query writing
- Article writing
- Article proofreading/editing
- Photography
- Marketing images
- Book publishing
- Book marketing
- Website development
- Filming
- Radio broadcasting
- Television broadcasting
- Video production
- Software help — specific program(s): _____
- Other: _____

Please send to NOWA Mentoring Committee Chairman Duane Dungannon at mvp@ccountry.net

Minutes of Annual NOWA Board Meeting

April 26, 2012

Location: Shilo Inn Suites, Bend, OR

Meeting called to order: at 8:10 a.m. by Chairman of the Board, Adela Jackson.

Roll Call: Board members present - Natalie Bartley, Jean Bullard, Bert Gildart, Eric Hansen, Adela Jackson, Debbie Kerr, John Kruse, Gary Lewis, Bill Mullins, Chuck Robbins, Peter Schroeder. Absent – Josiah Darr. Kruse moved, seconded by Bartley, that absent board member be excused. Carried. Guests present for part of the meeting – Duane Dungannon, Greg Gulbrandsen, Dave Kilhefner, Scott Richmond. Jackson welcomed the newly elected board members and thanked the outgoing members for their service. She also asked if anyone was interested in standing for the vacant 2nd Vice President position.

Minutes of the last meeting: Minutes of the 2011 annual board meeting were published in the May/June 2011 newsletter, plus distributed to the board members via email in April 2012. Schroeder moved, seconded by Mullins, the minutes be approved as published. Carried.

Officers Reports

President's Report: Mullins had two major objectives for the year – to bolster NOWA's finances and to increase membership. He thanked Peter Schroeder and Dave Kilhefner from the finance committee for establishing a financial strategy and setting up an E*Trade account; and Gary Lewis and Duane Dungannon for recruiting numerous new members.

Executive Director's Report: Kerr reported that NOWA had a good year in 2011, and 2012 looks to be even better. We have 34 new members since Jan 1, 2011, 16 of which are new since Jan 1, 2012. There are 6 new supporting members since Jan 1, 2011, 4 of which are new since Jan 1, 2012. In that time, there have also been members not renew. Reasons for not renewing are generally related to finances or change of lifestyle (move or no longer in the outdoor communicator field). Conference attendance this year has the potential to be back to our highest levels, with a significant increase in supporting member attendance.

Regarding her resignation, Kerr clarified the reasons for leaving are health and time for lifestyle change. Though Kerr feels no dissatisfaction with NOWA, improvements can be made. Kerr used the analogy of the Executive Director position being like a GPS navigation system. It basically knows where you are going and how to get there, but it requires an operator/driver – in this case the NOWA Board of Directors. As with the GPS navigator, the Board should be getting and **expecting** guidance, but the Board must lead, as the GPS can get you nowhere on its own. The driver– the NOWA board – has the choice and the responsibility to have the system activated, to heed directions and to take action. If the Board does not lead, NOWA will not necessarily get to where it wants, or it will take a convoluted route.

Kerr concluded by saying she has thoroughly enjoyed her time with NOWA.

Treasurer's Report: Kerr reported NOWA's assets at December 31, 2011 were \$41,798.18. In 2011 NOWA budgeted \$16,530.00 for income and received \$20,147.93. Expenses were budgeted at \$19,320.00 and were actually \$19,387.40. The anticipated Net Income was budgeted at minus \$2,790.00 and was actually plus \$760.53. The major reasons for the increase were conference income and maintaining supporting member levels. Jackson moved, seconded by Hansen, that Treasurer's Report be accepted. Carried.

Committee Reports

By-Laws: Ron Kerr updated wording to clarify voting by the Secretary/Treasurer; this will be voted at Sunday's General Meeting.

Conference Program: Hansen reported there will be a shooting event, and thanked NSSF for their assistance. He also thanked Gary Lewis and Greg Gulbrandsen for working on supporting member activities plus being local contacts.

- There was significant discussion again regarding reimbursement for speakers. It is agreed that NOWA cannot afford full compensation, but a token of appreciation should be a goal.

Conference Supporting Member Day: Lewis reported the Bend location has been a draw for supporting members with 16 expected to be in attendance. With the shooting event this year supporting member hands-on time will be at the range. Lewis concluded that when NOWA makes supporting members welcome, when we seek to help them with their business or mission, NOWA is stronger for it.

- Kerr noted that encouragement for supporting member attendance started last year in the Thank You for donation letters sent out by headquarters.

- There was discussion of possible candidates to fill the Supporting Member Liaison vacancy.

Conference Site Selection: Jack McNeel reported sixteen sites submitted bids; those were narrowed to two – Twin Falls and Wallace - based largely on costs, both to members and to NOWA. Wallace was selected and approved by the Board.

Craft Improvement: Kilhefner reported he took a proactive approach and got started in May. Many members responded, with the result of many articles in the newsletter.

Enos Bradner: Committee of Adela Jackson, Dave Kilhefner and G.I. Wilson were unanimous in their selection, and an award will be made at Saturday's banquet.

Mentoring: Dungannon reported the goals of the committee has expanded the craft improvement section of the newsletter, contacted other outdoor writer organization to see what they do for mentoring, urged NOWA members to encourage hobbyists to go pro, launched a mentor program to match mentors with mentees.

- Dungannon also presented a new college scholarship idea for the board to consider.

- Kruse suggested it could work well with the NOWA Facebook page.

Membership Recruitment: Though there was no committee, Kruse prepared a report, suggesting that after recruiting comes retention. Two ways to keep member are 1) giving them a reason to be a part of the organization – FAM trips are a good incentive; and 2) providing market opportunities – done through Facebook page and newsletter.

- There was discussion regarding getting supporting members. Dungannon emphasized personal contact.

Schroeder suggested NOWA pursue large companies like Staples, Cannon, etc.

Excellence in Craft: Richmond submitted details of how many members and entries were received. He contacted several long-time members whose excellent work has been recognized in previous EIC contests and who made no submission this year. The common thread is that it's a lot of work, they have better things to do, they don't need the meager amount of award money, and their egos have been stroked enough times. Richmond suggested many items for the board to consider with regards to the contest. As to the question 'Why do we have the contest?' Richmond responded it is a recruiting tool and career promo tool, as it is an 'excellence' not mediocrity contest.

- After discussion, a committee was established to review the report and make recommendations to the board.

Ethics: Hansen reported no ethics concerns this year.

Fred L Peterson Award: Clay and Kerr reported a winner was selected.

Nominating: Jackson reported the five director positions were filled, but the 2nd Vice President position remains vacant. She suggested it is good to get members working on committees, as they may lead to a willingness to run for the board.

Outreach and PR: Kruse reported the Facebook page is growing, with about one quarter of the participants being non-members. A writing or photography contest or scholarship program directed towards journalism students may get young members involved. With regards to PR, a list of Excellence in Craft contest winners was sent to several media outlets.

Finance: Kilhefner reported one of his favorite westerns – The Good, The Bad and The Ugly – was an appropriate title for this year's finance committee report. The Good – NOWA's E*Trade account was established, funded, and stocks purchased. The Bad – the delay in getting the account established cost NOWA in lost dividends and stock appreciations. The Ugly – Kilhefner felt the Executive Director took a bureaucratic posture, making the task unnecessarily difficult and the resulting delay was very costly to NOWA.

- Kerr advised that as Executive Director and Secretary/Treasurer she has a responsibility to ensure that due diligence is followed, especially with finances. With regards to this financial investment, it needs to pass the scrutiny of the NOWA Board of Directors and must follow legal process. Kerr read a detailed list with dates, outlining the work of the committee and showing the delays were not caused by headquarters.

- **Motion:** Hansen moved, seconded by Bullard, that the E*Trade account will have the Finance Committee Chairperson and the President as signing authorities. Carried.

- **Motion:** Schroeder moved, seconded by Kruse, that the Finance Committee Chair will set up the E*Trade

account so that interest earned will be automatically, electronically transferred to NOWA's Bank of America checking account. Carried. Kilhefner noted there will be a \$25 fee to withdraw funds from E*Trade to Bank of America.

- Kilhefner recommended a Fiduciary Bond and said he would donate the \$200 per year fee. After discussion, he will investigate further and make a recommendation to the board.

Markets: Kilhefner reported no success in finding new paying markets for the newsletter. He applauded Dungannon for finding some for the newsletter and Kruse provided leads on Facebook. He suggested it may be in NOWA's best interest to find ways to enhance its member's relationship with the good paying markets.

- Kruse and Dungannon both reported not much response to Markets from the membership.

Pass It On Award: Lewis saluted Bass Pro Shops for continuing to sponsor this award. Unfortunately the contest does not receive many entries. Lewis suggested more advertising, not enough members promoting this ethic in their work, and the perception that the same people will continue to win. He suggested changes to the rules, highlighting that a 'package' of material be submitted.

- **Motion:** Hansen moved, seconded by Bartley, that one or more entries may be submitted as a package for the Pass It On Award. Carried.

People's Choice Photo Contest: Hansen reported there will be two categories this year – one for 'professional' photographers and one for 'novice' photographers.

Photo Shoot-Out: Keith Szafranski confirmed that with the support of Visit Bend, the contest is a go.

Raffle & Silent Auction: Jo Wilson reported total income of \$1,664.00 with \$580.00 from the raffle + \$1,084.00 from the silent auctions. The total is less than last year, but the raffle is higher, which Wilson feels shows the dedication of our members to this fun event.

Stan Jones Scholarship: no report received, but an award has been made and the recipient will attend this year's conference.

Website: Scott Richmond reports the site continues to function and be updated. He will look into ways to archive the newsletter on the website.

Old Business

Email votes: for the record, the following item was passed by the board, via email –

- February 2012 – acceptance of Wallace, ID for the 2013 conference site, and the dates of May 2-5 rather than April 25-28.

Bloggers: The membership committee was to make a recommendation regarding bloggers. Schroeder suggested it include all 'digital media' and that we look at what OWAA does. Kruse will do research and report back to the board.

New Business

Stan Jones Scholarship for 2013: Schroeder and Kilhefner suggested increasing value in the Stan Jones Scholarship account to \$2000 and then investing it in E*Trade, as the dividends would pay the \$100 for one scholarship. There was concern about the lack of flexibility to increase the value of the scholarship.

Motion: Lewis moved, seconded by Hansen, that the value of the Stan Jones Scholarship award for the 2013 conference be one free conference fee. Carried.

Supporting Member Liaison Position: Discussion continued from last year, when the President [Jackson] was to contact the three recommended individuals and make a recommendation to the board. Further suggestions were made, and Jackson will again contact them and make recommendations to the board.

Allocation of Profits – from 2011 for 2012: The year-end profits for 2011 were \$760.53 so \$190.13 [25%] is available to improve member services or conference enhancement. **Motion:** Kruse moved, seconded by Schroeder, that the money be allocated to the conference committee to use for speakers for the 2013 conference. Carried.

Ballots: **Motion:** Schroeder moved, seconded by Hansen, that ballots from the last election be destroyed. Carried.

Apprentice Membership category: NOWA now has a significant number of members in the Apprentice category, and several have continued at that membership level for several years. The board recommends the Apprentice category be available for three years, at which time the member must qualify for Associate or Active status. This was referred to the By-Laws committee.

Financial Investments: Discussion and decisions are highlighted under Committee Reports. In addition to that discussion, Schroeder asked about investing the NOWA Endowment Funds in the E*Trade account. Kruse suggested it is advisable to have some 'cash' funds available. The purpose of the Endowment Fund also needs to be reviewed prior to a decision regarding investing. Hansen suggested NOWA have the value of two years of expenses available, as cash or CDs, rather than in stocks.

NOWA members attending OWAA's Alaska conference: Jackson would like to have a barbeque at her house on the Labour Day weekend, for all NOWA members going to the conference.

Executive Director position: Kerr advised the May 31st date in the resignation letter was to get action, but recognizing it could take time, she is willing to continue in the position an additional month, or even until the end of July, if necessary.

It was agreed that preference will be given to NOWA members.

Production of the NOWA newsletter is included in the Job Description for the Executive Director. It was excluded when Debbie Kerr took the position – on a temporary basis. The board agreed, for the time being, it will not be a requirement for the new Executive Director, and NOWA will continue with Duane Dungannon as the newsletter editor.

Per the recommendation of the audit conducted by Dave Vedder of the 2009 records, as similar audit is due for the 2012 records and will be conducted at the end of Kerr's tenure. Also better internal controls will be established.

A committee was established to review applications, establish a shortlist of qualified candidates [three or four], and make recommendations to the Board of Directors for final approval. Interviews would be conducted after that. The goal is to have applications received by Friday, May 18 and recommendations to the board by Friday, May 25. This was subsequently changed. Headquarters will email notice of the vacancy and job description to the NOWA membership.

Budget: The proposed budget was reviewed. The Newsletter Printing and Postage categories were removed, and the savings allocated to the Newsletter Editor Stipend category, as a permanent increase. Other minor adjustments were made. **Motion:** Bartley moved, seconded by Hansen, that the revised budget be accepted. Carried.

Vote for Outstanding Board Member: The vote took place; the winner was Peter Schroeder.

Evaluation of the Executive Director: The Executive Director left the room and the evaluation was conducted. The board is very satisfied with the performance of the Executive Director, and will provide a letter of recommendation.

The meeting was adjourned at 3:35 p.m.

Minutes of additional Board Meeting, April 30, 2012, Shilo Inn Suites, Bend, OR

Meeting called to order: at 7:35 a.m. by President, Bill Mullins.

Board members present - Natalie Bartley, Jean Bullard, Bert Gildart, Debbie Kerr, John Kruse, Gary Lewis, Bill Mullins, Chuck Robbins, Peter Schroeder. Guests: Duane Dungannon, Scott Marchant, Bob Mottram.

Executive Director Recruitment: The meeting was called to establish a new committee as the chairperson - Adela Jackson - will now apply for the position. The committee will be Bill Mullins, Gary Lewis and Kevin Rhoades. They will submit three recommendations to the board.

Board members Eric Hansen and Adela Jackson joined the meeting.

Finances: Peter Schroeder advised that the Finance Committee is 'in unanimous agreement in our request to the NOWA Board of Directors for authorization to invest the proceeds of the Stan Jones Scholarship Fund in accordance with NOWA's established investment guidelines. The investment will net a minimum of one conference fee of \$99 per year. If the investment income together with donations made during the year does not net the conference fee, Peter Schroeder and/or Dave Kilhefner will top up the dividend earned.' **Motion:** Schroeder moved, seconded by Hansen, that the monies in the Stan Jones Fund, approx. \$2,000, be invested immediately through the E*Trade account. Carried.

NOWA thanks all who contributed to the success of our 2012 Conference in Bend, and we look forward to seeing you in wonderful Wallace, Idaho, May 2-5, 2013!



PHOTO SHOOTOUT "COVER SHOT" WINNER BY RON KERR