

NORTHWEST OUTDOOR WRITERS ASSOCIATION
NOWA FIELD NOTES

NOWA News | January 2013



**Last Call for Excellence In Craft Contest | NOWA Annual Conference Preview
Market News: Two Full-Time Positions Offered | NOWA Annual Elections**

NORTHWEST OUTDOOR WRITERS ASSOCIATION



JANUARY 2013

www.northwest-outdoor-writers-association.org

COVER: Biologists prepare to release trumpeter swans for release in Idaho. Great story ideas about local Native American wildlife work like this abound in presentations to be offered at the NOWA Conference in Wallace, Idaho.

Photo courtesy of the Flathead Reservation.

NOWA NEWSLETTER EDITOR

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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. Deadline: 20th of the month preceding month of publication.

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New Members

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Kim Cooper Findling

Writer

Status: Active

Sponsor: Kyla Merwin Cheney

541-410-0537

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www.kimcooperfindling.com

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Nationally published writer Kim Cooper Findling grew up on the Oregon Coast and has lived in Central Oregon since 1995. Her work has appeared in Horizon Air, Runner's World, Sky West, The Best Places to Kiss NW, Western Art and Architecture, High Desert Journal and more, and she is the author of Day Trips

From Portland: Getaway Ideas for the Local Traveler, and Chance of Sun: An Oregon Memoir. Kim was the 2011 winner of the Oregon Quarterly Northwest Perspectives Essay Contest, is an ambassador for Travel Oregon's Ask Oregon program, and is the editor of Central Oregon Magazine. She lives with her family in Bend. For more, visit www.kimcooperfindling.com.



Michael Hamilton

Writer/Voice Talent

Status: Active

Sponsor: Kyla Merwin Cheney

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www.troutdogs.com

1624 N. 54th Street

Seattle, WA 98103

Michael is as passionate about freelance writing and voice acting as he is about fly-fishing. He's been doing both for more than 30 years. Writing for outdoor and travel magazines combines his love of story telling with his passion for adventure. As a voice actor, he writes and records broadcast commercials, industrial narrations and new product announcements. Michael spent two decades in television and radio as reporter, anchor, editor, producer and news director. His awards include Associated Press and United Press International Reporter of the Year

and a three-time winner of the prestigious Edward R Murrow Award for Excellence in Broadcasting. Michael lives with his wife, Public Artist Pam Beyette, and his two cats in Seattle, Washington.

Supporting Member



CHRYSLER

Chrysler Group

Contact: Scott Brown

248-512-2894

scott.brown@chrysler.com

www.media.chrysler.com

Sponsor: Kyla Merwin Cheney

Chrysler Group produces Chrysler, Jeep, Dodge, Ram, Mopar, SRT and Fiat vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group's culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat's complementary technology that dates back to its founding in 1899. Headquartered in Auburn Hills, Mich., Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Jeep Wrangler, Ram 1500, and Fiat 500. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

Donations

Stan Jones Scholarship Fund
R. Gordon Bloomquist
Rich Kincaid

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.



ERIC HANSEN

Make conference plans now; time is flying by

BY ERIC HANSEN

With the holiday season over we now can now look forward to 2013. Years ago I never even thought about 2013; in fact, growing up, I never even thought much about the year 2000. Yes, we are here and things seem to be moving faster and time seems to pass by faster year after year. Long ago – you know back in the other century – some of my older friends told me how fast time was moving. Well, being a technical person, I reasoned that one minute is still 60 seconds, and 24 hours did not change, so how is time going faster? In reality I knew I was right; time is the same today as it was when we were younger. So why is it that we all think or most of us say how fast time is going by faster? I really don't know, but I am sure there have

been plenty of scholars who have studied this and probably gotten grants or degrees on this subject.

So we are here starting 2013 and our annual conference is less than five months away in the historic town of Wallace, Idaho. I have driven through that area of Idaho, but other than stopping for a picnic break, I know very little about this area, so I am looking forward to spending some time discovering some new places.

The best part of going to a conference besides the usual reasons of learning some new things and networking with people on business side of outdoor media is the friendship we have developed over the years. I really look forward to visiting with everyone who will be in Wallace this year. Start planning, because it is going to be here sooner than you think. Remember, time is flying by.



BRENDA BARNES PHOTOGRAPHY

As outdoor communicators, we are poised to offer inspiration, beauty, guidance, humor, and maybe even small changes that ripple beyond our words and images. So, what will you do this year?

Your One Wild and Precious Life

BY KYLA MERWIN CHENEY

Tell me, what is it you plan to do with your one wild and precious life?

In her poem, “The Summer Day,” Mary Oliver poses the grand question behind all the reflections of the year gone by and the resolutions for the New Year. In Oliver’s case, she was inspired by a singular grasshopper. For the rest of us, we can draw our inspiration from a turning of the page, the dawn of a new year.

As outdoor communicators, we are poised to offer inspiration, beauty, guidance, humor, and maybe even small changes that ripple beyond our words and images.

So, what will you do this year?

For me, I have some high hopes for shaping the future of NOWA, as well as carrying on the grand traditions of this impressive cadre of journalists. With the 2013 Annual Conference coming up this spring, I’m tremendously excited to meet you all face-to-face and powwow about your greatest hopes and expectations of NOWA.

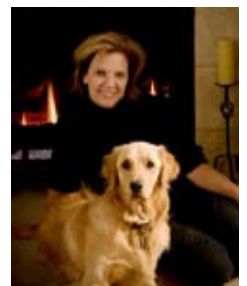
As the New Year rolls out, I want to thank NOWA’s board of directors for putting their faith and the fate of

NOWA in my hands, and for guiding me on my way. Special shout-outs go to Gary Lewis (vice president and conference program coordinator), Duane Dungannon (newsletter editor and executive director hand-holder), John Kruse (all-around great guy and wise advisor), Rick Shaffer (general manager of the Wallace Inn and conference co-conspirator), and all the board members working diligently away on subcommittees to keep the wheels of NOWA turning.

As to a turning of the page and the dawn of a New Year: What will you do with your one wild and precious life? Come to NOWA’s 2013 Annual Conference and tell us all about it. You are the pebble and we are the ripples.

Best to you in the New Year.

Kyla Merwin Cheney
NOWA Executive Director
nowa@kmc-media.com
541/815-1010



Mining for Journalistic Treasure in Wonderful, Historic Wallace, Idaho

A Sneak Peek at NOWA's 2013 Conference

BY GARY LEWIS

We are looking forward to our conference in Wallace, Idaho, the silver capitol of the world. Our theme for this year is Mining for Journalistic Treasure. We have a full slate of Skills Day events in store, as well as our Excellence in Craft schedule where we go deeper in search of the nuggets and gems and diamonds we will excavate. The goal is to teach you how to polish the potential of your story ideas and make more money for each ounce of effort.

Friday is our Supporting Member Day in which we honor our Supporting Members and then break for lunch. Skills Day kicks in after lunch with elective sessions that might include air guns, antique guns, gun cleaning, hand-loading, fly-tying, fly casting, tackle crafting, tours and a special feature we are calling Beauty and the Beak.

That night we will relax at our traditional Friday dinner and silent auction.

Saturday morning, we kick off with a panel discussion on How to Thrive as a Freelancer. The second session retains the panel format with a discussion titled Packaging to Impress. After a morning break, we split into two groups to examine 1) Social Media and 2) Photography for Writers. The last session of the morning is also split with a look at the latest in Apps and App creation and a session yet to be determined.

After lunch, we take a look at the story possibilities that exist across the West to partner with Native American Wildlife programs on a reservation near you. At 2 p.m., we talk about Lifestyle Writing and how this can broaden your communicative reach. After the afternoon break, we split into breakout sessions for Photo and Prose critiques. The next breakout sessions focus on Shooting Covers and Writing Captions. We finish with a newsmaker session.

Saturday night's main event is the Awards Banquet.

A Wallace, Idaho, destination is sure to excite with plenty to do and story ideas to develop, but the real reason I will be there is that a NOWA conference helps me look at life through the eyes of some of the best communicators in the Northwest. I am looking forward to seeing you there.



JACK McNEEL www.mcneelwesterntravels.com

The Wallace Bordello Museum was in full operation into the 1980s as a brothel and later became a museum.

NOWA seeks awesome outdoor gear for raffle & auction extravaganza

NOWA is currently procuring donations from Members and Supporting Members for the Raffle & Auction Extravaganza, to be held at the 2013 Annual Conference.

So ... Whadda ya got? We're looking for awesome outdoor gear to get our conference participants bidding for the best of the best.

Supporting Members: This is a chance to strut your stuff in front of some of the best outdoor writers in the Pacific Northwest.

Individual Members: We know you have the coolest gadgets and gear on earth; this is an opportunity to share what you've got ... for the good of the whole!

Along with your donations, please include a succinct product description and its retail value.

If you have items to donate, please contact Jo Wilson at 503-390-4557 or gijowilson@q.com. Thank you!



JACK McNEEL www.mcneelwesterntravels.com

A former bordello, the 6th Street Melodrama is a live theater now. It holds about 100 people in a still-intimate atmosphere.

Wild stories wait to be told in Wallace

BY MIKE FEILER,
President, Historic Wallace
Chamber of Commerce

NOWA members know better than most that a picture is worth a thousand words. Some even say ten thousand words.

So what does that have to do with this newsletter issue's pitch to attend the 2013 NOWA Conference in Wallace, Idaho?

Members who have been to Wallace have seen what Wallace (listed on the National Register of Historic places) and its surrounds have to offer: mountains, trails, game, wild flowers, rich history, forests, rivers, alpine lakes and a 130-year reputation as a place to gather for important business and serious fun.

If you have never been to Wal-

lace, switch on your mind's eye camera and imagine the pictures these words related to Wallace conjure up: Goldhunter, Lucky Friday, Hercules, 1910 fire, Pulaski, martial law, Buffalo Soldiers, Theodore Roosevelt, Lana Turner, Molly b'Dam, May Hutton, Capt. John Mullan, Union Pacific, Northern Pacific, last I-90 stoplight, population 784, bordello museum, Bank Street, Hotel Street, High Street, cedar swamp, Smeltonville, Black Bear, Gem, Placer Creek, Gold Creek, Big Creek, Nine Mile Creek, zipline, mine tour, bike trail, two micro breweries, unique shops, street-legal four-wheelers and snow machines ... and the list goes on.

Got the picture? Wallace offers what you need to recreate, report, photograph and enjoy. Wallace is ready to welcome you in May.

Scholarship offered

Stan Jones Scholarship Applications are now being accepted to pay 2013 NOWA conference fees. The Stan Jones Scholarship committee is accepting nominees for new members or potential new members who would attend the 2013 Annual Conference in Wallace, Idaho, if his or her conference fee were paid (\$99). The Stan Jones Scholarship Fund encourages participation in this important NOWA event. Nominations will be open until March 15, 2013. Please send a brief statement about why your nominee (even if it's yourself) would benefit from this award to Natalie Bartley (natbartley@earthlink.net) or Joe Warren (joejw@embarqmail.com).



JACK MCNEEL www.mcneelwesterntravels.com

A member of the Kalispel Tribe nets a northern pike as part of a program that removes pike to give native species a better chance to survive.

Conference newsmaker presentations offer story ideas

BY JACK MCNEEL

It's hard to believe, but just five months from now we'll be talking about the 2013 NOWA conference in the past tense. Gary Lewis is in charge of the program. I don't want to intrude on his schedule, but it's not too early to think ahead, and he gave me the go-ahead to tell you about one aspect of the program – newsmaker presentations.

You may recall that we didn't have a newsmaker talk at last year's meeting, and I know several people expressed the desire to see that resumed. I've been talking to some friends of mine and we're going to provide a couple of interesting sessions that are guaranteed to provide the fodder for some columns. Or, if you're not into newspaper columns, they can certainly be expanded into full-fledged stories for some deserving magazine.

Jim Hayden is the regional wildlife manager for the Idaho Department of Fish and Game in Coeur d'Alene. It's his job to direct all work related to wildlife in the five northern counties of Idaho that make up the Panhandle Region. He will meet with us on Saturday afternoon of the conference to talk about wolves and elk. I know wolves have been in the news seemingly continually for several years, but it's an always-changing story and Jim is the best person to tell you what's going on in this region.

I talked with Jim recently and was astounded by the changes he's seen in elk populations and elk harvest. There's a good story here to write and it's certainly pertinent to the conference location. I suspect on some nights you can stand in downtown Wallace and hear wolves howling. Yes, they're

that close.

A second newsmaker presentation will also take place that same afternoon. Some of you know I do a lot of writing about Native American subjects. This keeps me in constant contact with most of the Plateau tribes throughout this region. I doubt if many of you have much concept just how much wildlife management these tribes are doing. Believe me, it's extensive!

Dale Becker heads up the fish and wildlife program on the Flathead Reservation in Montana and he has agreed to come over the divide and talk to us. The Flathead Reservation probably has more interaction with grizzlies than most anyone but their overall management program for wildlife in general is exceptional. They were awarded the "Government Award" by the National Wildlife Federation in 2012. They even have their own wilderness area!

The Flathead Reservation is very large and affords many possibilities for wildlife work, but a reservation can be very small and still be heavily involved in that kind of work. I want to show that difference and the magnitude of work even a small reservation is doing. I've asked Dean Osterman to join Dale Becker on the podium and talk about wildlife work on the Kalispel Reservation. This reservation is a narrow slice of land along the Pend Oreille River in Washington, right on the Idaho border. Dean is Executive Director of Natural Resources for the tribe.

I can assure you there will be plenty of material for a number of columns and will likely open some eyes to the extent of high quality wildlife management that is taking place in Indian country in this region.



2013 NOWA Conference Registration Form

(Supporting Members please use separate form)

Location: Wallace Inn, 100 Front Street, Wallace, Idaho 83873

For Reservations: Call the Wallace Inn at 208/752-1252

NOWA's Conference Rate: \$64 single room, includes continental breakfast

Please book by March 31, 2013 • <http://thewallaceinn.com>

May 2-5, 2013

Your Name(s) _____

New Member

1st Conference

Guest or Spouse Name(s) _____

Banquet Only: Guest or Spouse Name(s) _____

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

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

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

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

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

TOTAL (US funds) \$ _____

Notes:

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

New: Would you like your name on a list of those interested in sharing accommodations/cost? YES

Registration due date: Conference registration forms must be **RECEIVED at NOWA HQ by April 1, 2013.**

After April 1 registration is \$110. If registering after April 1, please email nowa@kmc-media.com to indicate you will be attending. Bring your registration form and payment to the conference.

Make check payable, in US funds, to NOWA and send with this form to: NOWA • P.O. Box 1398, Bend, OR 97709
Phone: 541/815-1010 • email: nowa@kmc-media.com

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

| | |
|---|-------------|
| 30 days prior to the conference date of May 2, 2013 | Full refund |
| 15 days prior to the conference date of May 2, 2013 | 50% refund |
| 7 days prior to the conference date of May 2, 2013 | No refund |

Conference registration **late fees are non-refundable.**

Rev: 12/20/2012



2013 NOWA Conference Supporting Member Registration

Location: Wallace Inn, 100 Front Street, Wallace, Idaho 83873

For Reservations: Call the Wallace Inn at 208/752-1252

NOWA's Conference Rate: \$64 single room, includes continental breakfast

Please book by March 31, 2013 • <http://thewallaceinn.com>

May 2-5, 2013

Your Name(s) _____

New Member

Company Name _____

1st Conference

Guest or Spouse Name(s) _____

Banquet Only: Guest or Spouse Name(s) _____

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

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

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

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

TOTAL (US funds) \$ _____

Notes:

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

The following information is due no later than April 1:

Supporting Member activities are on Friday, May 3, 2013

Do you wish to make a short presentation during the morning session? Yes No

Will you do a teaching workshop or lecture session? Yes No

Please indicate what equipment you require: _____

Will you participate in the afternoon product display? Yes No

Registration due date: Conference registration forms must be **RECEIVED at NOWA HQ by April 1, 2013.**

After April 1 registration is \$110. If registering after April 1, please email nowa@kmc-media.com to indicate you will be attending. Bring your registration form and payment to the conference.

Make check payable, in US funds, to NOWA and send with this form to: NOWA • P.O. Box 1398, Bend, OR 97709
Phone: 541/815-1010 • email: nowa@kmc-media.com

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| 7 days prior to the conference date of May 2, 2013 | No refund |

Conference registration **late fees are non-refundable.**

Rev: 12/20/2012



Western Shooting Journal seeks in-house editor

Media Index Publishing seeks a full-time, in-house editor for WESTERN SHOOTING JOURNAL, a monthly consumer magazine and website aimed at providing the shooting community in the Western United States with the latest info on firearms, shooting events, and telling the stories of Western shooters on a grassroots level.

This position requires passionate, extensive knowledge of the firearms world. Candidates must be extremely creative and help us continue to develop a magazine that is much more than Guns & Ammo West. You must also be able to solicit and develop regular associate editors and contributors on a monthly basis, work within an editorial budget, copy edit, and work under monthly deadlines. Other duties include working with the advertising and layout departments; obtaining covers and writing coverlines; updating a blog; and more.

Media Index Publishing is Seattle's third oldest publisher with over 30 years publishing trade magazines (Media Inc., Hawaii Film & Video, Louisiana Film & Video, etc) plus a growing stable of highly successful outdoor enthusiast consumer titles (NORTHWEST SPORTSMAN, CALIFORNIA SPORTSMAN, ALASKA SPORTING JOURNAL, and WESTERN SHOOTING JOURNAL).

Send resume and cover letter to Andy Walgamott: awalgamott@media-inc.com.

OWAA initiates search for new executive director

Nation's oldest and largest association of outdoor communicators seeks new leader

The Outdoor Writers Association of America, the nation's oldest and largest association of professional outdoors-focused communicators, is seeking a new executive director.

The 1,000-member association, formed in 1927 at a meeting of the Izaak Walton League of America, counts among its members the nation's foremost outdoor writers, photographers, artists and broadcasters.

Current OWAA Executive Director Robin Giner submitted her resignation in November. Giner, who began her affiliation with OWAA in 2001, assumed the role of executive director in 2010. She plans to embark on a career more closely aligned with her agricultural roots.

"During her tenure with the organization Giner helped navigate OWAA through difficult times as it confronted challenges facing the entire media industry," said OWAA President Mark Taylor, outdoors editor of *The Roanoke (Va.) Times*.

"However, this presents us with an opportunity to find a new director with the special vision and skills needed to keep moving us forward."

An eight-member committee of OWAA officers and individual members is heading up the recruiting effort.

In the past, the organization's leaders felt strongly that the position should be based in Missoula, Mont., current location of OWAA headquarters. That requirement has been adjusted to accommodate skilled individuals who might not find it possible to relocate.

"Our priority is finding a skilled, experienced leader who is familiar with the outdoors industry and outdoors-related communication," Taylor said. "We are trying to do everything we can to ensure that our pool of candidates is as good as it possibly can be."

The application deadline for the position is Jan. 21, 2013.

View a complete position description at www.owaa.org



NOWA to hold elections; ballots go out in February

There are four Director positions available, plus the 2nd Vice President position. Three Director positions are for a three-year term, and one is for a two-year term. The 2nd Vice President is a one-year term, with the successful candidate continuing on to fill the Vice President, President, and then the Board Chairman position – all one year terms. Newly elected members will start their duties after the Annual General Meeting in Wallace, Idaho, on May 5, 2013.

NOWA thanks these candidates for stepping forward to aid the growth of NOWA. Nominated candidates are:
Laurel Brauns, Bend, OR
Jason Haley, Medford, OR
Dennis Kirkland, Grants Pass, OR
Peter Schroeder, Seattle, WA

There are currently no nominees for 2nd Vice President. Ballots will be emailed early in February.

LAUREL BRAUNS

I'm interested in serving on the board of directors because I feel I will bring a useful perspective to the organization as someone who writes about eco and adventure tourism and travel and other human-powered activities. My day job is the marketing director for an paddlesports store in Bend, Oregon, and that background will allow me to help other writers market their work and gain useful insights on what it takes to be successful in the age of the Internet.



JASON HALEY

For the last two years I've managed Southern Oregon for an online outdoor news magazine that covers Southern Oregon and Northern California. The job has included ad sales, account management, graphic art, writing/reporting via the web and radio, posting on the control panel and recruiting/training staff. I've also been fishing professional level bass tournaments during this time and will fish a full schedule in 2013. My angling sponsors include Mercury Marine/Motorguide, Habervision, LoopRope/Buoyrope, The Reel Tech, XFactor Tackle, and MyOutdoorBuddy.com. I was a land use planner and environmental consultant for the 15 years prior. That career included writing resource reports and inventories, environmental programs and ordinances, environmental impact analysis, grant writing and management and staffing boards and commissions.

I'm willing and able to serve on the NOWA board and believe I'll be able to bring a unique perspective and help further NOWA's objectives. Serving on the board will also further my personal objectives as an outdoor professional by allowing me to learn from other professionals.

DENNIS KIRKLAND

I retired from the US Army as a Lieutenant Colonel and Hospital Administrator. I have supervised and trained many new staff members as well as those incumbent in their positions. I have supervised supervisors in the daily



running/operations of military hospitals as well as building The Washington Army National Guard Hospital from the ground up recruiting doctors, nurses, financial and logistical staff and corpsmen. Once retired I began photographing wildlife/nature in earnest and have become modestly successful with many cover shots as well as internal images in magazines and calendars. I enjoyed co-founding Nature Photographers of the Pacific Northwest serving for 10 developmental years as vice president while hundreds of photographers of all skill levels were exposed to digital and print competitions as well as world-wide known speakers and authors such as Art Wolf and George Lepp (and many others) in bi-annual meeting on college campuses along the I-5 corridor between Corvallis and Tacoma. I have further enjoyed speaking engagements to organizations such as, but not limited to, the Oregon Hunters Association, The Audubon Society, and Dine and Discover with audiences numbering 200 or more on occasion. I remain very active in my pursuit of photographic and speaking excellence and would enjoy furthering my skills by serving and helping others further theirs as a member of the NOWA Board.

PETER SCHROEDER

I am submitting my name as a candidate for NOWA's board, for what would be my third term in the past 10 years, because I care for our organization and would like to help it continue to flourish. Three areas where I have expertise that could be useful to NOWA are recruitment, finances, and, as a 20-year member of NOWA, a two-decade historical perspective on issues related to the organization.



Third season of Sportsman's series MeatEater promises big adventure, big game & big names

Sportsman Channel, the leader in outdoor TV for the American Sportsman, is honored to reveal season three of its ground-breaking original series "MeatEater," delivering all-new episodes that introduce audiences – and many big-name guests – to the unique lifestyle of host Steven Rinella and his amazing hunting adventures across the globe. MeatEater's third season will include several celebrity guests joining Rinella, including famed "4-Hour" series author Tim Ferriss and TV personality Joe Rogan, as they are introduced to the adventurous and carnivorous lifestyle of a "MeatEater."

Season three of MeatEater premieres on Jan. 6 at 9 p.m. ET/PT, exclusively on Sportsman Channel.

"Steve and the show generated an incredibly large and passionate fan base throughout these past two seasons and we are thrilled to bring back an even bigger and better season three," said Graig Hale, VP Business Development, Sportsman Channel. "MeatEater is another example of our network's goal to deliver the industry's best-in-class programming that spans the growing interests and lifestyles of today's American sportsmen and sportswomen."

The new season kicks-off with Rinella taking the highly acclaimed author and known adventure seeking Ferriss on an epic and unforgettable Alaskan caribou hunt that tests the author with a completely new challenge. The man Newsweek once called "the world's best guinea pig" follows Rinella to a remote corner of Alaska to catch the annual migration of the famed Western Arctic caribou herd, where they encounter the unforgiving Alaskan frontier, dangerous wildlife and numerous thrilling adventures.

"This season of MeatEater is truly remarkable on many fronts," said Rinella. "To have Tim on our show is a unique honor and something I don't take lightly. The journey we take in Alaska is one we both appreciate and I think it will translate to our loyal viewers. Season three offers a great deal of variety in our hunts, foods and entertaining guests."

Steven Rinella's adventures continue in January as he draws one of the most coveted big game permits in North America – a Tok Management Area Dall Sheep tag. This two-part episode chronicles Rinella's epic Alaskan experience into the Tok backcountry as he navigates through extreme conditions and dives into several unique fire-side meals.



Oregon selected site for 2013 Wine Tourism Conference

In recognition of Oregon's importance as a wine-touring destination, the third annual Wine Tourism Conference will be held Nov. 14-15, 2013 at the Doubletree Hotel in Portland, Ore. The meeting, organized by Zephyr Tours, attracts wine and travel industry executives from around the U.S. and the world. The Oregon Wine Board and Travel Oregon were instrumental in Zephyr Tours' decision to select Oregon as the 2013 location. Previous conferences were held in Napa and Sonoma, Calif.



In just 50 years, Oregon has evolved into a world-class wine growing state with 463 wineries producing wines from 72 different grape varieties. With hundreds of tasting rooms throughout the state, wine tourism is a significant economic driver and distinctive draw for the state.

"Oregon's wine community was founded by independent thinkers who planted Pinot noir grapes where many luminaries said it would not grow. We are thankful to those pioneers for their vision and determination," said Travel Oregon CEO Todd Davidson. "Today, Oregon is one of the top wine-producing regions in the world, drawing aficionados to our scenic regions and top-notch tasting rooms. With the conference in Oregon, many of our travel and wine industry partners will be there to share best practices and generate new ideas for attracting visitors to local tasting rooms, hotels, restaurants and attractions."

Wine-related tourism contributed \$158.5 million in revenues to the Oregon economy, according to a 2010 report from the Oregon Wine Board.

"Wine is a significant destination driver," said Tom Danowski, Oregon Wine Board executive director. "Wine tourists are responsible for a substantial portion of direct-to-consumer sales and contribute greatly to the state's economy. The Wine Tourism Conference is an opportunity for representatives from wineries of all sizes to immerse themselves in two full days of networking and education while sharing the sense of place found in every bottle of Oregon wine."

In addition to visiting Portland during the session, attendees will have the option to sign up for pre-conference and post-conference experiences in Oregon wine country. Excursions to the southern Willamette Valley with a dinner and tour at King Estate (Oregon's largest winery) and a tour of the northern Willamette Valley are slated.

Show Us Your Stuff!

LAST
CALL!

Update on the 2012 Excellence in Craft Awards

Every year, the Northwest Outdoor Writers Association honors the best achievements of its membership by awarding Excellence in Craft (EIC) honors. The 2012 contest – awarded at the NOWA Annual Conference in Wallace, Idaho, May 2-5, 2013 – will be marked by a significant change in prize money.

By expanding the sponsorship program, NOWA will now be offering equal prize money to all categories.

In the past, supporting members of NOWA enabled some entrants to vie for greater prize money than others by sponsoring specific contest categories. Those who had submitted their work to un-sponsored categories received less prize money.

“That’s going to change,” says NOWA’s executive director, Kyla Merwin Cheney. “From this point forward, NOWA is committed to awarding every category in the EIC contest with equal prize money. In order to be fair to all our members, increase participation, and boost sponsor recognition, we are seeking a sponsor for every contest category.”

Awards will be presented to three entrants in each category, as selected by an independent panel of judges: \$100 First Place; \$50 Second Place; \$25 Third Place.

Deadline: **All entries must be delivered to the contest chairman by Jan. 15, 2013** (no exceptions).

EIC Contest Chair: Paul Vang is chairing the contest this year and can be reached at 406-494-5736 or pvang@bresnan.net. Mailing address: 2828 Goodwin Street, Butte, MT 59701

DEVALI NATIONAL PARK/MICHEL HERSEN, www.Photographybymichel.net

**Official Entry Form
2012 NOWA Excellence in Craft Contest**

Complete a copy of this form **for each entry**. All entries must in be delivered to the contest chairman by the **DEADLINE: January 15, 2013** (no exceptions). Send all entries and **entry fee(s)** to Contest Chairman, **Paul Vang**, 2828 Goodwin Street, Butte, MT 59701; **Phone:** 415-994-2974, **e-mail:** pfvang@bresnan.net. Entries will not be returned (unless accompanied by a SASE). **See 2012 Entrant Rules for additional information.**

Entrant's Name: _____

Address: _____

Phone: () _____ **Fax:** () _____

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

Publication: _____ **Date of Publication:** _____

Title of Entry: _____

Circle Only One Contest Category for This Entry 2013 Dues paid:

- Category 1:** Column of the Year – maximum four columns from any one publication (from any written media).
 - Category 2:** Fishing article, (not newspaper), on any and all aspects of fishing. Must be predominately fishing, not highlighting travel or destination.
 - Category 2B:** Fishing article (Newspaper) covers any and all aspects of fishing. Must be predominately fishing, not highlighting travel or destination.
 - Category 3:** Hunting/shooting article, (not newspaper), on any and all aspects of hunting/shooting. Must be predominately hunting/shooting, not highlighting travel or destination.
 - Category 3B:** Hunting/shooting article (Newspaper) on any and all aspects of hunting/shooting. Must be predominately hunting/shooting, not highlighting travel or destination.
 - Category 4:** Travel, camping or recreation article on any outdoor subject (from any written media), backpacking, RV's, canoeing, general boating, backcountry skiing, snow shoeing, dog sledding, mountaineering, boating, hiking, biking, or similar outdoor travel adventure.
 - Category 5:** Managing our world. Article on park, wildlife, land use, fisheries, oceans, water and environmental concerns, plants, management, education, ethics, and use (from any written media).
 - Category 6A:** Photography People – Subject is any human in an outdoor setting or engaged in outdoor recreation.
 - Category 6B:** Photography Fauna - Subject is any living creature (animal, bird, fish, etc.) in an outdoor setting.
 - Category 6C:** Photography Outdoors - Subject is any non-living subject (plant, tree, landscape) in an outdoor setting.
- (By entering work in category 6 the entrant is granting NOWA one time use of winning photos in the NOWA newsletter or NOWA Directory.)*
- Category 7:** A book on any outdoor subject.
 - Category 8:** Humor on any outdoor subject, either an article or column.
 - Category 9:** Artwork, line drawing, watercolor, or similar used to illustrate any outdoor subject (from any media).
 - Category 10:** A video or audiotape on any outdoor topic.

ALL ENTRANTS PLEASE NOTE - DEADLINE for all submission is January 15, 2013 - no exceptions.
See 2012 Entrant Rules for additional information.

2012 NOWA Excellence in Craft Contest Rules

INTRODUCTION

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

ALL ENTRIES

All entries (except books) must have been published between January 1, 2012 and December 31, 2012.

Books must have been published between January 1, 2011 and December 31, 2012. Note – a book can only be entered in the EIC Contest one time.

Only articles/photos for which the entrant was paid are eligible.

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

Special Notes: Fee is \$5 for each entry. Maximum two entries per category, except Category 1, when four columns may be entered (4 columns = 1 entry).

- Total all entry fees and make one check payable to NOWA (US funds).
- Articles/photos with two by-lines are only accepted as one entry.
- All identifying names and visual identities in all photos and illustrations must be removed.
- Contest is open to 2012 NOWA members who have paid NOWA membership dues for 2013 prior to the Excellence in Craft Contest entry deadline.
- Judges will accept standard, high quality, copy machine entries. Original tear sheets are not required.

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

Entries must be submitted in the following format. Each entry submitted may be an original or a high-quality photocopy. For each entry include a completed entry form and submit in a manila file folder.

Print the last 4 digits of your telephone number on the back of each entry in case entries are separated from an entry form (preferably on removable tape for Books and Video and Audiotapes).

Submit one original with bylines plus two copies without bylines.

ARTICLES (ALL CATEGORIES):

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

ARTWORK OR ILLUSTRATION:

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

BOOKS:

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

PHOTOGRAPHS OR ARTWORK:

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

VIDEO AND AUDIOTAPES:

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

All entries must be received by the Committee Chair on or before **January 15, 2013**. **Mail entries and check payable NOWA to:**

Paul Vang, EIC Committee Chair
2828 Goodwin Street
Butte, MT 59701

2013 Excellence in Craft Committee

Paul Vang, Chair
Natalie Bartley
Tim Christie
Adela Jackson
Gary Lewis
Scott Richmond

Awards will be announced at the NOWA Annual Conference in Wallace, Idaho, May 2-5, 2013.

NOWA Annual Conference

May 2-5 • Wallace, Idaho

The Place to Be

Wallace, Idaho Hosts NOWA Colleagues May 2-5

We're heading to the silver capital of the world next May to mine for journalistic treasure. The annual NOWA Conference presents a fantastic opportunity to stretch your literary muscles, hobnob with your colleagues, and swap fish tales.

Gary Lewis is piloting the conference program, which promises to inspire and inform today's journalists in the ever-changing digital landscape.

The Wallace Inn – under the guidance of NOWA member Rich Shaffer – hosts this year's conference and will be offering rock star deals on rooms to conference attendees.

Contact Information:

Program: Gary Lewis gary@garylewisoutdoors.com

Lodging: Rich Shaffer rshaffer@cebridge.net

Everything Else: Kyla Merwin Cheney nowa@kmc-media.com



The Wallace Inn, site of the 2013 NOWA Conference

www.thewallaceinn.com