

NORTHWEST OUTDOOR WRITERS ASSOCIATION
NOWA FIELD NOTES

NOWA NEWS APRIL 2014



....Follow the Birds to Polson , MT, Keith Szafranski , photo

CONFERENCE PROGRAM
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CONFERENCE REGISTRATION FORMS

NORTHWEST OUTDOOR WRITERS ASSOCIATION

NOWA News April 2014

www.northwest-outdoor-writers-association.org

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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 craft improvement articles, photos, member photo galleries, 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 (please skip the funky formatting). Deadline: 20th of the month preceding month of publication.

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PRESIDENT'S MESSAGE



Gary Lewis with a rare still photo of Liesl, the pudelpointer. He would have provided more images but she moves too fast for the camera.

TEN THOUSAND DOLLARS

So you want a new puppy. Let me share with you the most important number you need to know before you lay down the green for your new companion.

Ten thousand dollars. A study I read explained that over the course of the average dog's life with the average dog owner, said pooch will cost 10,000 dollars. Ten Gs. One hundred one hundreds.

Do I feel a collective shudder? A sudden intake of breath? Perhaps you are considering a puppy. Don't let the foregoing information precipitate on your parade.

A puppy that turns into a wing-shooting companion, a fishing buddy, a chaser of toothy critters or even a boat ornament can put more Euros back in your eel skin, more rubles in your reticule, more means in your man bag.

My wife and I have welcomed a new pointer under our parentage, the downline from a dog of Germany bred with a dog of England. I just finished my first story about the puppy and have accepted an assignment that I will turn in before the end of the month.

The aforementioned dog will have helped me earn one thousand dollars by the time you read this, pretty good for a flop-eared fuzzy-faced hound barely 4 months old.

My goal? Produce two such missives per quarter, eight stories per year generated out of good times with pup. By the time she is 2-1/2 years old, our pup and I will have cracked that \$10,000 nut. That way, when the vet bills come due and the dog license is up for renewal, when the feed bag is empty, we'll remember she paid her way.

With our television show, in my writing and radio, I try to reach the viewer, and connect with various elements (food, weather, children) that draw in a larger audience. The dog is another element that connects people.

Now what kind of pup were you planning to get?

...Gary Lewis, www.garylewisoutdoors.com

Your Unneeded Items Could Be Just the Ticket

Spring is just around the corner and you need to clean out that closet, garage, shop, etc. Those treasures you no longer need could be of interest to someone else. Would it be a great item for the Annual NOWA Conference Raffle? Bring it on down.

-OR-

Send your raffle donations to arrive between April 15 and April 24 - to: KwaTaqNuk Resort Casino, Attn: Ashley Cheff

NOWA-Raffle, 49708 US Highway 93 East Polson, MT 59860

For more information call: 406-883-3636

And, since you are bringing so many things, please make us a list-thanks.

This is our major fundraiser, so come prepared to buy lots of tickets! (Cash or check only)

Contact Debbie Kerr, 250-432-0002, kerrdl@telus.net

FROM THE DESK OF THE EXECUTIVE DIRECTOR



...Eagle Soaring, Mission Mountains Wilderness, MT, Keith Szafranski photo

CONTENT REIGNS SUPREME IN THE CHANGING LANDSCAPE OF COMMUNICATIONS

The thing that is mostly on my mind as NOWA's 41st Annual Conference approaches is this:

How can NOWA best support our members and our supporting members in the changing landscape of communications?

Never before in the history of journalism has the writer/photographer/broadcaster had such direct, intimate access to his or her audience. With Web 2.0 came entrepreneurial websites, blogs, e-mail marketing, Facebook, Twitter, LinkedIn, Instagram, Pinterest, and more networking tools – the likes of which most of us couldn't have imagined a decade ago.

In fact, according to Frank Mungeam, manager of digital media at the award-winning KGW Media Group in Portland, Oregon, "The audience is now in charge. They control the conversation. They assign value."

While Mungeam suggests that successful journalists in the new world of communications need a platform that includes a website and a social network, he also insists that content continues to reign supreme. You always need to be creating great content, he says, engaging content.

Which brings me back around to the Annual Conference. Speakers, presenters, panelists and newsmakers are gathering in Polson, Montana to discuss the most relevant issues facing outdoor journalists today.

If I were to name one thing that NOWA does to support our members and supporting members – just one fantastic, helpful, career-boosting thing – it would be the Annual Conference.

As outdoor communicators, you strive to generate fresh, engaging and relevant content to your readers/viewers/listeners. At NOWA HQ, we haven't forgotten that content reigns supreme, as we strive to bring engaging content, relevant to our membership, to the NOWA Annual Conference.



I most sincerely hope to see you in Polson this year. I thank all the sponsors, volunteers and presenters who are helping make this conference an invaluable resource to you in the changing landscape of communications.

Best to you always,
Kyla

RAFFLE/SILENT AUCTION NEEDS YOUR HELP

I know we keep reminding you about the raffle/silent auction donations (and yes, we still want those donations) but this is a different request. Debbie Kerr will be running the raffle/silent auction this year. Pam Vedder will not be there because of an event at home. I will not be there because G.I. is having a knee replacement. So, the raffle/silent auction event needs your help. If you would be available to help Debbie, even for a short amount of time, please contact her at kerrdl@telus.net. Thank you for supporting this fun and important event.

...Jo Wilson

2014 CONFERENCE PHOTO GALLERY

Wildlife photo ops abound in Flathead Country--grizzlies in Glacier NP and nearby Mission and Swan mountains, waterfowl, raptors and songbirds everywhere, elk and bison at the nearby National Bison Range to name just a few.

If you would like to contribute a photo gallery for consideration in future issues please submit 6 to 10 images, sized to approximately 6X9 inches at 72 or 96 ppi to crobb@bresnan.net. While we can't promise to use them all, we can't use what we don't have.



...Chuck Robbins photo



...Keith Szafranski photo



...Keith Szafranski photo



...Michel Hersen photo

2014 CONFERENCE PROGRAM

41st Annual NOWA Conference

“Changing Landscapes” KwaTaqNuk Resort Casino on Flathead Lake Polson, Montana • April 24-27, 2014

Sponsored by Ram Trucks, Visit Montana and the National Shooting Sports Foundation

Registration – Main Lobby

Open to pre-registered attendees from 7:30am each day; pick up your own packet

Open to all registrants 4-6pm on Thursday and 7:30-11am on Friday & Saturday

Raffle Room

Open Friday 1-4pm, Saturday 8:30am-4pm
Location: TBA

Photo Shoot-Out

Contest begins April 23 and ends at 9am on Saturday, April 26
–Main Lobby

Location: Around Polson

Coordinator: Keith Szafranski

Pick up packages and contest rules in the Main Lobby

Thursday: Board Meeting and Wine Social

9:00: Board meeting

12:00: Working lunch

7:00: Wine Social

Friday: Supporting Member Day

Complimentary Continental Breakfast

8:15-11:30 Supporting Members Presentations:

Polson Chamber of Commerce, Flathead Convention & Visitors Bureau, Central Montana, Visit Montana, Mack's Lure, Theodore Roosevelt Conservation Partnership, Alpen Optics, Navionics, Ram Trucks

11:30: Supporting Member Panel

All supporting members welcome on this panel

12:00: Lunch, sponsored by the National Shooting Sports Foundation

1:00: Field Trips, Sponsored by Ram Trucks:

Shooting, Fishing, Hiking, Mountain Biking, and Brewery Tours

6:00: Dinner and Silent Auction

Welcome: Scott Brown, Ram Trucks; Keynote: Dr. Norma Nickerson, University of Montana (tentative)

Saturday: Excellence in Craft

8:00 Announcements: Kyla and Greg

8:15 “Hooks or Sinkers?” Gary Lewis

9:00 “Your Craft: Expanding Revenue Streams”
Scott Marchant

10:00 Morning Break

10:15 “Branding Yourself 1: Marketing and Beyond”

John Kruse

11:00 “Branding Yourself 2: Practical Workshop” (Bring Your Laptop) Kyla Merwin

12:00 Break for Lunch

1:00 “Photography, Video & the Web: It's Not That Hard”
Greg Gulbrandsen

2:00 “NOWA; Past, Present, and Future”

Panel: Milt Keizer, Ron Kerr, and John Kruse

2:45 Afternoon Break

3:00 TBA

4:00 Newsmaker: “Conservation and the Marketplace”
TRCP, BLM, and Flathead Tribe

6:00 **Awards Banquet:** Master of Ceremonies, Gary Lewis

Sunday: Business, Feedback and Raffle

8:00 Pancake Breakfast

9:00 Business Meeting

10:00 Feedback Session

11:00 Raffle

12:00 Conference closes

2014 CONFERENCE FIELD TRIPS

FIELD TRIPS

The following Field Trips, sponsored by RAM Trucks, all take place Friday afternoon, April 24. **Advance** sign-ups will be required and space will be limited for some activities. Email your sign-ups to NOWA's executive Director, Kyla Merwin, at NOWA@kmc-media.com prior to the conference, or sign up at the Conference Registration Desk upon arrival.

Shooting: Clay shooting at Montana's **BIG SKY Sporting Clays**. Space is limited so please sign up as early as possible. (A small fee may be necessary if more than 15 people sign up.)

Fishing: Fishing will be available at Lake Mary Ronan. Located about 25 miles from Polson, this trip will be guided by the folks at **Camp Tuffit** (www.camptuffit.com) and will include a pontoon boat fishing platform, if desired. Those participating can drive, carpool, or caravan. The first few people to sign up can travel by Ram Truck, provided by our conference sponsor, Chrysler/Ram. Please note: a Montana Fishing license is required and can be obtained at many outlets while driving through Montana...or get one at a local spot...but do get one in advance.

Hiking: A guided hike will be provided by the **Swan Rangers** (www.swanrange.org). The northern Swan Range, home to the Jewel Basin Hiking Area, is the rugged backyard and scenic backdrop of the Flathead Valley. From Inspiration Pass to Columbia Mountain, the northern Swan supports a unique way of life and contributes much to the natural beauty of the entire Flathead Valley. The Swan Rangers have a volunteer agreement with the Forest Service to help maintain trails in the Swan Range. We will be hiking along the "**Bear Dance Trail**." This exciting hike may provide a glimpse of bears coming out of hibernation as well as other great natural wonders.

Mountain Biking: A brand new bike trail is offered to our members this year. It circumnavigates the Kerr Dam and is considered a moderate bike route. Limited to only five participants, reservations is a must...so sign up early. Bikes will be provided or BYO. The Chamber will provide special NOWA maps for this event.

Brewery Tour: For the thirsty, a tour of the **Glacier Brewing Company** (<http://glacierbrewing.com>) is being offered. Founded in 2002, it offers a number of craft beers and ales, including the highly regarded Port Polson Pilsner, Slurry Bomber Stout, and Flathead Cherry Ale. Hey, I'll drink to that!

Friday's Dinner will be hosted by the **Polson Chamber and Flathead VCB**. It will be a farm-to-table dinner featuring specialties from local **Country Pasta Company** (www.countrypasta.com). Wine will be provided by the Mission Mountain Winery (www.missionmountainwinery.com) and brews by Glacier Brewing Company.

Pre- and Post-Conference Activities

For those who arrive early or stay late we have a slate of available field trips. We ask that you make your own plans to visit these fascinating places, at your convenience.

Miracle of America Museum (www.miracleofamericamuseum.org). Founded in 1981, it celebrates everything American and Americana...not to be missed!

University of Montana Biological Station (www2.umt.edu/fibs). Since 1899, students and researchers from around the world have come to the Flathead Lake Biological Station to learn first-hand about biology, limnology and ecology. By 1977, year-round research was being conducted at the Morton J. Elrod Laboratory. This visit is guaranteed to provide many topical story ideas.

Ninepipes Museum (www.ninepipesmuseum.org). Named after *Chief Joseph Ninepipes*, a Bitterroot Salish Chief, the museum is nestled under the protection of the Mission Mountain Range. It contains a wealth of early photos, artifacts and antiques representing more than a century of life in the Flathead Reservation, and is one of the area's finest treasures. Story ideas, anyone?

National Bison Range, Lost Trail, Pablo and Ninepipes National Wildlife refuges (www.nationalbisonrange); **Swan River NWR** (www.fws.gov/bentonlake/swanriver/) and **Glacier National Park** (www.nps.gov/glac/index.htm). All are within easy driving distance offering outstanding photography, birding and wildlife viewing opportunities.

Turkey Hunting (www.fwp.mt.gov) Season runs April 13-May19; over the counter licenses are available online or at local sporting goods stores.

Fishing (www.fwp.mt.gov/fishing/guide) opportunities for both warm water species and trout are scattered throughout the area. Mack Days (Lake trout fishing on Flathead Lake for cash prizes) is in full swing. Area fly and bait shops offer guided trips. Get licenses online or at local fly and bait shops.

2014 NOWA CONFERENCE PHOTO SHOOTOUT

This year's contest is sponsored by the Polson Chamber of Commerce and Glacier Country and features some fantastic prizes. There will be 3 categories which will comprise each contestants portfolio.

The three best PORTFOLIOS will receive prizes as follows:

- 1st Place - \$100 plus a prize package of local goodies.
- 2nd Place - \$75 plus a prize package of local goodies.
- 3rd Place - \$50 plus a prize package of local goodies.

(NOTE: There are some really nice prizes in these packages!!!)

Contest starts at Noon on Wednesday April 23. Pick up list of categories, etc. at the Kwa Taq Nuk front desk. Contest ends Sat. April 26 at 9:00am. All entries must be placed on a flash/thumb drive (preferably) or CD/DVD and turned in by 10:00am. Be sure and bring along a flash drive or CD for your images.

If you would like to participate in this year's contest, please email Keith Szafranski at keith_szafranski@msn.com ASAP so we can get an idea of how many participants we will have. If we do not have enough interest, we will not have a contest. So, SIGN UP NOW!

PEOPLE'S CHOICE PHOTO CONTEST

The 2014 NOWA Conference is less than four weeks away. During the conference we have a People's Choice Photo Contest table. Last year we only had four entries. Two for professionals and two for non professionals. That's sad :(We have such wonderful photographers in our midst there should be a table full of entries.

Please bring your photos to share with everybody. There are no criteria such as when taken or subject, just bring them. Let's see what you have done.

- **Please, no larger than 11x14" mounted on poster board.**
- **No frames.**
- **Light post processing.**

Any questions please email Jackie McNeel. tita_48@msn.com

CRAFTING AWARD WINNING ARTICLES

Once I get a call or e-mail from an editor approving a query for a topic the wheels are instantly thrown into motion and my mind is flooded with ideas as the creativity of a new looming project. Creating an “award winning” article is not easy. In fact, most of them will not and do not win awards. However, as a writer I believe one should always compose in a way that bestows an “award winning” quality.

Passion

For myself, I have to be passionate about a topic and have personal experience and insight into the entire subject. This is very important for many of us scribes as we need to exude our enthusiasm and experience onto our readers. Experience and research are so imperative when writing is in its infancy. In fact, it is the foundation of a good piece. The more experience, heart and emotional exposure we can soak from our soul the better as the audience will feel it. But, no matter how much of an expert we may be on a topic or better yet think we are oftentimes writing is humbling and quite instructive. Our learning curve is constant as we all need to keep open minds while composing. I believe that this is a very important ingredient for us all to be aware of as things around us are constantly changing. I know that I have learned so much more about the outdoors, nature, hunting, fishing and the world around us since I began to share my thoughts through publication.

What to Avoid

I like to avoid topics that I have little or no experience with. Some editors may ask for something that will fit the publication but does not fit my style or experience. For example, don't ask me to write a saltwater article discussing Tarpon and Dorado. I have unfortunately not been there and done that. Though the potential payout is dangling there in my **In Box** and very tantalizing, I will unfortunately have to decline at this time. This seems to happen a lot, so knowing your comforts and limitations is very important.

Be Genuine

Writing with a genuine nature (no pun intended) is also quite critical when composing something that readers will enjoy and be able to emotionally “latch onto” so to speak. Also, no matter what you write and how perfect it may be there will always be somebody that can pick it apart and refute your information or intentions. This is normal and we all need to remember once something is published it will be fair game and open to persecution. I have

found this most often when writing about places or people. You need to feel strongly about what you write and believe in it as nothing is immune to criticisms. We all need to remember to accept some of these criticisms and know when to let some of them roll off our backs. Plus, it makes us better at what we do right?

Editors and Publishers

Every publisher and editor is different. Some enjoy giving us advice, whereas others step back and give us the “hands off” approach. Learning to manage your writing in relation to a particular editor / publisher that you are dealing with is crucial. This is a key ingredient in managing time, information and writing style as it applies to a good article. Also, if you have questions don't hesitate to humble yourself or ask an editor as they will usually steer you in the right direction. I find that many times it is easy to drift off course with a topic that does not follow the guidelines that were outlined. Make sure to stick with the original plan unless you clear it with the powers that be.

Whether it's new or just a little refresher hopefully, you find some of this information helpful. Bottom line, not every piece of writing is destined to win an award or will it. However, every piece of writing should be written in the same manner that an award winning one is.

...Troy Rodakowski

NOWA Website: Members Only

Our webmaster, Scott Richmond, has added a “Members Only” section to NOWA's Website. The user name is NOWA and the password is bradner. You will find archives of NOWA's newsletter in the Members Only section at this link: <http://www.northwest-outdoor-writers-association.org/memberOnly/memberOnly.php>

The password will change on an annual basis, and you will be sent the new password each year with your renewal.

MEMBER NEWS

NEW SKI APP LAUNCHED

He's launched! And he's mobile!

Peter Schroeder recently introduced a first-of-its-kind ski app that includes write-ups on almost 100 ski areas plus various other winter sports activities in seven northwestern states and two western Canadian provinces.

The "**Northwest Snow Sports Guide**" app gives overviews of each ski area and notes what's new for this season. It also includes three personal insights of what's best (Pro), what's blah (Con), and an insider secret (Tip) that locals rarely share with visitors.

After writing an annual update of the major Northwest ski areas for 19 years in print format, this is the first time Schroeder has produced it for iPhones, iPads, Android devices, etc.

The \$1.99 app can be downloaded from the iTunes Store (iPhone, iPad) or Android Store.

A preview of the app on iTunes is <https://itunes.apple.com/us/app/northwest-snow-sports-guide/id809113354>

The link on Google Play is <https://play.google.com/store/apps/details?id=com.sutromedia.android.guide.nwsnowsports.guide1045>

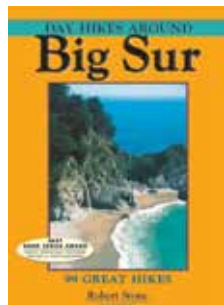
The author welcomes feedback at ptrschdr@aol.com.

Day Hikes Around Big Sur (Second Edition)

Robert Stone

ISBN: 978-1-57342-068-6 \$18.95 304 pages 132 maps

Amazon: http://www.amazon.com/Day-Hikes-Around-Big-Sur/dp/1573420689/ref=sr_1_2?ie=UTF8&qid=1393773988&sr=8-2&keywords=day+hikes+around+big+sur



This revised and updated edition of *Day Hikes Around Big Sur* includes 99 day hikes along the California Central Coast and the interior mountains. Hikes, which take from one hour to all day, range from easy beach strolls to strenuous mountain climbs with panoramic vistas. The diverse terrain is a hiker's paradise with a well-designed trail system of more than 300 miles.

Statistics, accurate driving and hiking directions, and numerous maps make these hiking adventures stress free. Dog admission information is included. Most trails can be accessed from Carmel Valley Road or Highway 1.

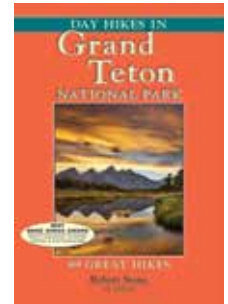
Companion guides include *Day Hikes Around Monterey & Carmel*, *Day Hikes On the California Central Coast*, and *Day Hikes Around San Luis Obispo*.

DAY HIKES IN GRAND TETON NATIONAL PARK (Fifth Edition)

Robert Stone

ISBN: 978-1-57342-069-3 \$14.95 272 pages 106 maps

Amazon: http://www.amazon.com/Hikes-Grand-Teton-National-Park/dp/1573420697/ref=sr_1_3?ie=UTF8&qid=1393774057&sr=8-3&keywords=day+hikes+in+grand+teton+national+park



Now in its 5th edition, *Day Hikes In Grand Teton National Park* includes a thorough selection of 89 day hikes throughout this national park and around the town of Jackson, Wyoming. The hikes include easy-to-follow directions and are well organized by region, making the valley and mountain range easily accessible for everyone. The book offers many options for hiking—from exploring a short distance from the trailhead to climbing thousands of feet in elevation through canyons that lead up to fantastic vantage points.

Highlights include lakeshore paths, cascading creeks, rock-walled canyons, panoramic overlooks, waterfalls, hot springs, fishermen trails, prime wildlife habitats, North America's largest landslide, and two hikes atop the Jackson Hole Ski Resort. The hikes range from well-known destinations (like Jenny Lake and Jackson Lake) to quiet, backcountry trails.

Robert Stone has been writer, photographer, and publisher of Day Hike Books since 1991.

Companion guides include *Day Hikes In Yellowstone National Park*, *Day Hikes In the Beartooth Mountains*, and *Day Hikes Around Bozeman, Montana*.

MEMBER NEWS

BIRDING TRAILS MONTANA

Chuck Robbins (Sandhill Crane Press, Belgrade, MT)

Describes 240 birding sites, with GPS coordinates for each location. Full color, 495 pages, 125 bird photos, 70 maps.

Detailed site information, includes Key Birds, Best Seasons, Area Description, Wildlife and Directions to get there.

With an official Bird List of 468 and counting Montana is a destination for birders around the world. Better still Montana is the only state in the Lower 48 where all the mammal species present in Lewis and Clark days still roam wild and free.

Kindle version is up and running; Print version is due out mid-May.



NEW MEMBER



Gene Hill, 320 NE B Street, Grants Pass, OR 97526; 541-761-3766, hookfile@gmail.com

I have been writing and fishing for years, and finally decided to do something with it. I have been a fishing/rafting guide in the Wild and Scenic Rogue River, and I've worked some other rivers as well. I am currently a painting contractor in Grants Pass, Oregon. I have an article soon to be published in a national fishing magazine.

Status: Apprentice; Sponsor: Dave Vedder

UPLAND BIRD HUNTERS BULLISH ON 2014

According to **Scott Linden's** annual Wingshooting USA viewers survey 16 percent more viewers plan purchases than did last year. For example, 59 percent plan to buy a new shotgun, 60 percent new boots, 47 percent will buy a new set of truck tires, 38 percent plan to buy two or more cases ammo, and 35 percent are shopping for a new truck or SUV. And 28 percent are winning the home-front debate, have been granted permission to buy a new dog!



Participation should also see a big bump. While most planned to spend about the same number of days in the field, Scott noted an increase of 31 percent in the number of respondents who plan to roam the prairies and forests more often next season.

NEW SUPPORTING MEMBER



Central Montana Tourism

Gayle Fisher, Executive Director, PO Box 3166, Great Falls, MT 59403; 406-761-5036

gfisher@bresnan.net, www.centralmontana.com

Central Montana is one of Montana's six tourism regions promoting tourism to 13 counties. Our geographic area is diverse and stretches from the Rocky Mountains to the Plains. Public lands in the region include BLM's Upper Missouri Breaks National Monument, Lewis & Clark National Forest, Bob Marshall Wilderness, Nature Conservancy Holdings and a portion of the C.M. Russell Wildlife Refuge. We provide both individual and group familiarization trips for media covering a variety of interests. The region has won two partnership awards for working with other Montana Tourism entities. Gayle Fisher was selected as Montana's Tourism Person of the Year in 2001.

Sponsor: Jack McNeel

SUPPORTING MEMBER NEWS

BOAT US

It's hard thinking about fishing when most of country is still frozen solid.



However, anglers anticipating the spring bite can make a difference with improving fish habitat this upcoming season by building a fishing line recycling bin with some help from the BoatUS Foundation for Boating Safety and Clean Water. All of the instructions to build a line recycling bin from affordable and easy-to-work-with plastic PVC pipe are explained in a short video at BoatUS.org/monofilament/build-a-bin.

The line recycling bins are suitable for any location where anglers gather, such as ramps, piers, marinas, docks and popular fishing areas. Bin builders can also get free stickers to affix to the outside that identify and give instructions on how to use the bin, as well as bilingual "no trash" stickers, simply by sending an email to Cleanwater@BoatUS.com.

"Once the weather warms up, you'll be ready to install the bin and can arrange for clean-outs with help from fishing buddies, clubs, marinas or local agencies," said BoatUS Foundation Vice President Susan Shingledecker.

As the bin fills up, discarded fishing line can often be dropped off at municipal recycling stations, or it can be mailed to the Berkley Conservation Institute where it will be used to make "Fish Habs" - artificial, underwater habitat structures that attract fish. Discarded line shipping instructions can be found at BoatUS.org/monofilament.

BUSHNELL

Bushnell, an industry leader in high performance sports optics for more than 65 years, has introduced three new night vision optics in the EQUINOX™ Z product line. The digital night vision units are available in three configurations with a host of features, including digital zoom, image capture and video recording.



Available in 3x 30mm, 4.5x 40mm and 6x 50mm monocular configurations, the EQUINOX Z product line is loaded with features. Each monocular is constructed with a rugged, water-resistant housing, features a 1-3x digital zoom, adjustable IR settings and daytime color viewing. In addition, each unit is powered with AA batteries for added convenience and cost savings.

In addition, the 4.5x 40mm and 6x 50mm models include image and video capture modes that allow users to download still images or videos captured on the device.

The EQUINOX Z 3x 30mm, 4.5x 40mm and 6x 50mm monoculars have estimated retail prices of \$299.99, \$349.99 and \$399.99, respectively. For more information visit www.bushnell.com.

Media Contact: Mike Capps, 573-898-3422
mcapps@howardcommunications.com

MACK'S LURE



Mack Attack. Where professionals share their secrets. Check out the April issue at <http://www.macks lure.com/mackattack>

NAVIONICS



Advanced Map Options is Navionics, www.navionics.com best selling In-App upgrade on iPhone and iPad! And it is now available on Android! Transform the maps display to focus on specific areas which assist with navigational awareness, targeting fish, or adapting to changing conditions. Gain greater control of the display of your map:

- Shallow Areas highlights areas below a selected depth.
- Depth Shading indicates a depth range.
- Depth Contours filters bathymetry to customize your view.
- Water Level adjusts for tide or lake level fluctuations: spot soundings and shorelines automatically update.
- Seabed Areas displays bottom composition detail (available in select HD lakes, France and North of Corsica).
- Fishing Mode enables Fishing Range for targeting key fishing areas

Update to the most current version of your app: Navionics Boating or Marine & Lakes, then go to Menu > Upgrades & Apps for a one-time charge of \$3.99/€3.59 on handset, and \$4.99/€4.49 on tablet.

[View our video.](#)

Media Contact: Rochelle Chouinard, 509-273-2051; rchouinard@navionics.com

SUPPORTING MEMBER NEWS

ROCKY MOUNTAIN ELK FOUNDATION

The Rocky Mountain Elk Foundation is pleased to team up with outdoorsman and filmmaker Jason Matzinger in the production of [#PROJECTELK](#), a feature film highlighting rare elk footage and a hunter's quest to fill his tag in the rugged backcountry.



"Jason is as talented with a camera on his shoulder as he is with his bow or rifle," said Steve Decker, RMEF vice president of Marketing. "The goal of [#PROJECTELK](#) is to educate hunters and non-hunters alike about the level of commitment we have for the hunt and the animals we pursue."

Born and raised in Bozeman, Montana, Matzinger spent much of his youth in the woods and mountains. He is a life-long hunter, a cinematographer, a former professional guide and a conservationist. He is also the host of the television show *Into High Country*.

[#PROJECTELK](#) is the story of one elk hunter's journey to take the bull elk of his dreams. Throughout the changing of the seasons you will witness everything from the cruelty of winter's grip to the majesty of the fall rut.

"Jason has rare insight, first-hand knowledge and video evidence of elk behavior and biology many of us haven't seen before. He understands and demonstrates how Hunting is Conservation," added Decker.

Filming and editing will wrap following the 2014 hunting season with the film's debut expected in early 2015.

See the [#PROJECTELK](#) trailer here: <http://www.youtube.com/watch?v=nH6OBM-0060&feature=youtu.be>

Media Contact: Steve Wagner, 405-364-3433/800-654-3766
steve@bluchercomm.com

THEODORE ROOSEVELT CONSERVATION PARTNERSHIP

Recently the U.S. Army Corps of Engineers and Environmental Protection Agency jointly released a proposed rule that would clearly define which streams and wetlands are protected by the Clean Water Act. This action would begin restoring longstanding protections to many of the



nation's wetlands, streams and lakes, conserving critical fish and wildlife habitat and providing flood control, cleaner drinking water and a host of other benefits.

Several leading sportsmen's organizations – the American Fly Fishing Trade Association, Berkley Conservation Institute, Izaak Walton League of America, National Wildlife Federation, Theodore Roosevelt Conservation Partnership, Trout Unlimited and Wildlife Management Institute – applauded the release of the proposed rule, saying that it would better protect important habitats for fish and wildlife.

Together with administrative guidance issued in 2003 and 2008, two Supreme Court decisions in the 2000s removed Clean Water Act protections for at least 20 million acres of wetlands, particularly prairie potholes and other seasonal wetlands essential to waterfowl populations throughout the country. Intermittent streams that provide critical habitat for fish, especially trout, and feed into the public drinking water systems for more than 117 million Americans also were put at increased risk of pollution and destruction.

According to the U.S. Fish and Wildlife Service, the rate of wetlands loss accelerated by 140 percent from 2004 to 2009, the years immediately after the Supreme Court rulings.

The rule also for the first time explicitly excludes many upland water features important for farming and forestry, such as upland drainage ditches with no more than ephemeral water flows;

artificially irrigated areas that would revert to upland should irrigation cease;

artificial lakes or ponds used for purposes such as stock watering; artificial ornamental waters created for primarily aesthetic reasons; and

water-filled depressions created as a result of construction activity.

[Learn more](#)

Media Contact: Katie McKalip, 202-639-8727 kmckalip@trcp.org;

POLSON, MT, APRIL 24-27, SEE YOU THERE !

SUPPORTING MEMBER NEWS/MORE FLATHEAD BIRDS

WALLACE INN



...Milt Keizer photo

Had a long stressful winter? Excited about seeing all of your great NOWA comrades under the Big Sky “tent” of Western Montana?

Just around the corner is NOWA’s annual conference in Polson, MT sure to be packed with camaraderie, competitions and get down fun.

To further entice your attendance at the conference and to further excite you to idea of getting together with your NOWA family, why not revisit your fond 2013 Conference memories with a stop-in at Historic Wallace, Idaho.

Wallace and the Wallace Inn would like to offer and welcome all NOWA delegates to visit last year’s conference site before and or after this year’s conference. For most of you, it’s on the way and if not, make it so.

Historic Wallace is a just a pleasant short jaunt over the hill from Polson.

Oh yes, those who did not make last year’s conference; #1- shame on you and #2- come check out where all the fun and good times took place.

A special Wallace Inn rate is extended for all 2014 Conference attendees:

1-2 persons in a queen bedded room- \$68.00

We would love to have you stop by,

Rick

Contact: Rick Shaffer, Director of Operations / Prime Minister
rshaffer@cebridge.net; 208-752-1252 www.thewallaceinn.com



From Top: Wilson’s Phalarope, Western tanager, Prairie falcon...Chuck Robbins photos



2014 NOWA Conference

Registration Form

(Supporting Members please use separate form)

Kwa-Taq-Nuk Resort Casino: 49708 US Highway 93 East, Polson, MT 83873

Reservations: Call Kwa-Taq-Nuk at 800-882-6363

NOWA's Conference Rate: \$64.99 city view; \$74.99 lake view

Please book by March 23, 2014 • www.kwataqnuk.com

April 24-27, 2014

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.

Registration After April 1, 2014: _____ Late Fee/s x \$ 10.00 = \$ _____

If you are registering for the conference after April 1, 2014

Please add a \$10 late fee per person.

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.

Room Share: Are you interested in sharing accommodations/cost? YES

Book Display: Do you have a book/s to bring to the conference for display? YES

Registration due date: Conference registration forms must be RECEIVED at NOWA HQ by April 1, 2014.

After April 1 registration is \$109. 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 2625, Wenatchee, WA 98807; 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 April 24, 2014	Full refund
15 days prior to the conference date of April 24, 2014	50% refund
7 days prior to the conference date of April 24, 2014	No refund
Conference registration late fees are non-refundable.	



2014 NOWA Conference

Supporting Member Registration

Kwa-Taq-Nuk Resort Casino: 49708 US Highway 93 East, Polson, MT 83873
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 NOWA's Conference Rate: \$64.99 city view; \$74.99 lake view
 Please book by March 23, 2014 • www.kwataqnuuk.com
 April 24-27, 2014

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 = \$ _____

Registration After April 1, 2014: _____ Late Fee x \$ 10.00 = \$ _____

If you are registering for the conference after April 1, 2014
 Please add a \$10 late fee per person.

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, April 25, 2014

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: The Conference registration deadline is April 1, 2014.

After April 1: Your registration fee is \$109. 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.

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Rev: 1/7/2014

NOWA MENTORING PROGRAM

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 return to Mentoring Program Chair Duane Dungannon, mvp@ccountry.net