

NORTHWEST OUTDOOR WRITERS ASSOCIATION
NOWA FIELD NOTES

NOWA News APRIL 2015



...The Power of the Confluence, NOWA 2015 Conference, USACE photo

THE POWER OF THE CONFLUENCE

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CRAFT IMPROVEMENT

MEMBER/SUPPORTING MEMBER NEWS

NORTHWEST OUTDOOR WRITERS ASSOCIATION

NOWA News APRIL 2015

www.northwest-outdoor-writers-association.org

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PRESIDENT'S MESSAGE

TIME FLIES

My my, but the year has flown by. At the past NOWA Conference I was installed as the new president. Now I'm writing my last President's Message. It seems like yesterday I was in Israel tapping out the October message on my LG Tablet.

I am looking forward to seeing many of you, if not all of you, at the upcoming NOWA conference in Tri-Cities. Joe Warren has done an admirable job of getting a group of interesting, informative, and lively presenters. I know that I am looking forward to their presentations.

Our new Executive Director, Dave Jones, has been doing a yeoman's job of conference planning and logistics. Dave was hired on one day...and the next he was planning the conference...and we should tip our collective hats as a thank you for his great work so far...and lift a toast for him at the dinner.

This is my tenth year as a NOWA member. I have made it to every conference except one...and that was because I was out of the country on assignment. I take the conference to be very important. It is a major benefit of being a NOWA member. Sure, not every session fits my interest exactly, but I have learned valuable information at every session...and I attend every session. I am principally a photographer-videographer, but I've learned more informative material at writing sessions than at the ones primarily directed at my own vocation. Cross pollination of ideas, techniques, and skills is a great benefit of our organization.

We have much to discuss as an organization. Times are changing; scope, direction, and involvement are some of the ideas we need to talk about. NOWA is a great organization...let's make it better.

See you in Richland!



...Greg

RAFFLE ROUSER!

You've put it off long enough. Get in there and clean out that closet! Your spring cleaning will turn up some items that will be perfect for the NOWA Annual Conference RAFFLE/AUCTION. One man's trash...

Contact Jo Wilson (503) 390-4557; giwilson@q.com



Photo courtesy Tri-Cities Visitor and Convention Bureau

MINE RICHLAND'S RICHES

As outdoor media professionals we're always looking for an edge; ways to improve our craft. A big reason you joined NOWA. And a big reason you should join us at the annual **NOWA Conference May 1-3 in Richland, WA**. Here is the list of craft improvement sessions that could take you to the next level!

Craft Improvement Sessions: May 2

- 8:10 **Tell It & Sell It**; Becoming an Author and Marketing your Book; geologist/hydrogeologist, Bruce Bjornstad, local author, *On the Trail of the Ice Age Floods*
- 9:10 **Photo Editing & Management**; with Adobe LightRoom: Keith Szafranski
- 9:10 Social Media: Facebook, Instagram, Twitter TBD
- 10:10 Morning break
- 10:25 **Improving Photography Depth of Field**; a look at stacking software; Rik Littlefield, developer and owner, Zirene Stacker
- 10:25 Social Media 2: Facebook, Instagram, Twitter TBD
- 11:30 **Lunch Break**
- 12:45 **Part time to Full time**; when to make the decision from part time outdoor journalist to full time outdoor journalist: Gary Lewis
- 1:45 **Newsmaker**: US Fish & Wildlife Service—The Hanford Reach Monument National Wildlife Refuge: Dan Haas
- 2:45 **Tips and Tricks** to improve your wildlife photography: Dennis Kirkland
- 3:45 **Maximizing Your Web Presence**; Designing your own website—a multi panel presentation composed of experienced web designers: Moderated by Wayne Heinz
- 4:45 **Brief News Maker** with Tapteal Greenway Association
- 5:00 **Adjourn**

EXECUTIVE DIRECTOR'S MESSAGE



...Keith Szafranski photo

PARALLELS

I live very close to one of America's best trout fishing rivers. I'm often reminded of this by my old pals who are better fishermen than me and who do NOT live minutes away from such a great angling experience. "If I lived *that* close to the Deschutes River I'd be down there *all* the time..." I heard it enough that it began to sink in.

I have old fishing gear; dependable and decent but weak in strategic equipment purchases. My fishing vest (a gift from a great friend) has a hodge-podge of gear.

What I lack in expertise and skill I make up for with enthusiasm. Taking my pals' words to heart. I began riding my mountain bike down to the river, my backpacking Fenwick fly rod (a high school graduation gift from my parents) in my backpack. I timed it. Seventeen minutes from my doorstep to putting my line in the beautiful Deschutes. I'm fully aware of my good fortune every time I ride down to the river. Not many get to experience something like this whenever the urge strikes.

I'm not embarrassed to ask for help. People often tell you, "There's no stupid questions..." I believe I challenge that old chestnut. I ask a lot of them. "What's a tip it?" Oh...*tippet*. Sorry. What's that? And why do I need one? Dameselfly or dragonfly? Beats me. Royal cattie bucktail coachman...uh...

I have just enough knowledge to fool a passerby into thinking I'm a real fly fisherman. As a kid I watched my granddad fly fish and picked up a few skills. As an eight-year-old I just thought he was a typical fisherman. I look back now and realize he was a *great* fly fisherman.

I have the interest and the resources; a great fishing river, helpful friends and an innate curiosity. As time goes on I will become a better fisherman.

This is a parallel to my new position with NOWA, and with your relationship with this great organization. As the new guy, I'm interested in helping outdoor media professionals improve their skills and professional careers. I didn't know everything about the backroom operations of the group, so I'm asking a ton of questions and seeking a lot of help from many of you.

I hope you approach your NOWA membership and the upcoming Annual Conference in much the same way. I hope you're fully aware of your good fortune to be able to network with colleagues, see old friends and make new ones, and have eye contact with industry leaders while learning what's new in the companies represented by our Supporting Members. See you in Richland.



Back to my fishing story. Do I catch fish? Yes. And no. The truth is, most days it doesn't matter. I find huge satisfaction in doing my best with what I have and seeking help where I need it. It is the experience that matters to me.

...Dave

FIELD TRIPS: RICHLAND'S MONEY MAKERS

- Tour the Manhattan Project B Reactor
- Tour the Reach Center
- High Tech Treasure Hunting: GeoCaching 101
- Paddle the Tapteal Greenway Watertrail
- Hike Badger Mountain
- Tour Bechtel National Planetarium
- Tour Saddle Mountain National Wildlife Refuge

For Details see Conference Program, pages 7-8

ALL ROADS LEAD TO RICHLAND, MAY 1-3

TRI-CITIES PHOTO OPS/CONFERENCE UPDATES

PHOTO OPS

Early May is mid-spring in the lower Columbia Basin. Warm, sunny days. Boaters & anglers are on the river. Waterfowl broods are afloat. Desert wildflowers are blooming. Some orchards are still flowering. Cottonwoods are snowing.

NOWA conference photographers will find peak conditions to shoot – strong lighting outdoors, sunrises over the river, sunsets over the mountain. Other photo ops:

Richland, WA

- Riverwalk along Howard Amon Park, at Shilo Inn, lots of ducklings & goslings
- Mule deer herd on Nelson Island, North Richland
- Johnson Park nature trails, West Richland
- Badger Mountain trails, desert wildflowers, scenic shots
- Columbia Point Marina & Yacht Club
- Bateman Island nature trails, South Richland
- Yakima River delta
- Desert wildflowers northwest of town
- Hanford Reach of Columbia River, north of town

Kennewick, WA

- Carousel of Dreams
- Columbia Park & Marina
- Clover Island Marina & Yacht Club
- Orchards south of town

Pasco, WA

- Sacajawea Park & boat basin & nature trails, on Snake River
- Hood Park, on Snake River
- McNary National Wildlife Refuge, Burbank, WA
- Vineyards north of town
- Orchards east of town

...Wayne Heinz

BEAT THE LATE FEE DEADLINE!

We sure hope to see you in beautiful Richland, WA for NOWA Annual Conference, "THE POWER OF THE CONFLUENCE;".

Registration fees go up \$10 after April 10th so don't hesitate!

TICKETS!!! TICKETS!!!

The NOWA Conference Raffle is our major fundraiser, so come prepared to buy lots of tickets! The track record of our members' and Supporting Members' donations is the many tables of great items to choose from. (Teaser: we're already getting word of some AWESOME silent auction items!) We expect fierce competition at the Saturday evening auction. Watch for those tables closing one at a time. Jo Wilson giwilson@q.com



Dave Jones nowahq@gmail.com

NOWA CONFERENCE SCHOLARSHIPS

Are you wishing you could attend this year's annual NOWA Conference, but can't because money is a little tight? The NOWA Board of Directors has created a fund to assist those who otherwise wouldn't be able to afford attending, as well as first-time attendees. We offer three \$99 scholarships to cover registration fees for active members.

First-time conference attendees may apply for one of two \$250 conference scholarships. Along with your submission please include one paragraph on what you hope to achieve by attending the conference. Deadline for submitting for these scholarships is April 10.

If you're interested in applying for either these scholarships contact Dave Jones. nowahq@gmail.com

PHOTO SHOOTOUT

The Annual NOWA Photo Shootout will again be held at this year's conference in Richland, WA. There will be three categories with 1st and 2nd place prizes awarded in each category. Photos will be used by Visit Tri-Cities to promote the Tri-Cities area. Contest begins Thursday April 30 at noon and ends Saturday May 2 at 9:00 a.m. Images to be turned in to Keith Szafranski no later than 10:00 a.m. Saturday. Please bring a flash/thumb drive or CD for your entries. All entered photos will be shown during the final banquet on Saturday evening with winners announced after the meal.

If you would like to participate in this popular event, send an email to: keith_szafranski@msn.com as soon as possible.

SEE YOU IN RICHLAND!



...Photo Courtesy, Tri-Cities Visitors Bureau

THINGS TO DO

On the way to the Conference

- Gamble at Yakama Legends Casino, Toppenish, WA, also free buses to & from Richland, 509-865-8800, LegendsCasino.com
- Gamble at Wildhorse Resort & Casino, Pendleton, OR, also free buses to & from Richland, 800-654-9453, WildhorseResort.com

At the Conference, Outdoors

- Shoot at Colyak Bowhunters 3D archery range, West Richland, 509-619-4735, ColyakBowhunters.com
 - Golf in Richland (4 courses), Pasco (1 course), Kennewick (3 courses)
 - Fish for bass & walleye with local guide, Jeff Knotts, 509-366-4052, JBguides.com
 - Hike & bike along the Columbia River in Howard Amon Park; rent bikes at Greenie Life, 509-946-3787, greenielife.com Richland, near Shilo Inn
 - Hike on Badger Mountain trails, Richland, panoramic views, wildflowers, FriendsOfBadger.org
 - Hike the Sacajawea Heritage Trail, Richland to Pasco, any portion of 23 miles
 - Go on a guided bird walk at Bateman Island, by the Lower Columbia Basin Audubon Society; meet at Wye Park, May 2, Sat., 8 a.m., LowerColumbiaBasinAudubon.org
 - Hike at Mc Nary NWR, Burbank, 509-546-8300, fws.gov/refuge/McNary
 - Hike the Juniper Dunes Wilderness, east of Pasco, 7,140 acres, 509-536-1200, blm.gov
 - Hike at Hanford Reach National Monument, North Pasco, www.fws.gov/HanfordReach
 - Kayak on the Columbia & Yakima Rivers; rent kayaks from Columbia Kayak Adventures, in Richland, 509-947-5901, Greenie Life, 509-946-3787; both shops are near Shilo Inn
 - Trapshoot at the Horn Rapids shooting range, Richland
- At the Conference, Indoors

- Ride the Carousel of Dreams, Kennewick, 11 a.m. > 5 p.m., 509-585-880, CarouselofDreams.net
- Try Wine tasting, 160 world-class, award winning wineries within 60 miles of Richland (Yakima Valley, Walla Walla Valley, and North Pasco)
- Visit The Reach Museum, Richland, 509-943-4100, thereach.org
- Enjoy the Betchel Planetarium, Columbia Basin College, Pasco, Friday, 7 p.m., 8 p.m., Saturday, 2 p.m., 3 p.m., 509-542-4515, ColumbiaBasin.edu
- Attend a play, Barefoot in the Park, at Richland Players Playhouse, near the Shilo Inn, May 1, 2, 8 p.m., 509-943-1919, RichlandPlayers.org
- Watch indoor football, Tri-City Fever vs. Colorado Ice, May 2, 7 p.m., Toyota Center, ToyotaCenter.com
- Visit Columbia Center Mall, 509-783-2109, Simon.com/mall/Columbia-Center
- Browse Allied Arts gallery, Richland, near the Shilo Inn, 509-943-9815, AlliedArtsRichland.org
- View movies at 3 multi-screen cinemas

...Wayne Heinz



...Wayne Heinz; 5 lb. 8 oz. Columbia River smallmouth bass; Wayne Heinz photo

THE POWER OF THE CONFLUENCE

Shilo Inns, Richland, WA

THURSDAY, APRIL 30: BOARD MEETING AND WINE SOCIAL

- 6:30am: **Complimentary Breakfast;** Location: O'Callahans Restaurant
9:00am **Board Meeting;** Location: International Ballroom III
Noon **Working Lunch** (for board members)
7:00pm **Wine Social;** Shilo Inn TBD

FRIDAY, MAY 1: SUPPORTING MEMBER/FIELD TRIP DAY

- 6:30am **Complimentary Breakfast;** Location: O'Callahans Restaurant
7:00am **Conference Registration;** Location: Lobby
8:15am **Welcome and Announcements;** Greg Gulbrandsen and Dave Jones; Location: International Ballroom I
10:15am **Morning Break**
10:30am **Supporting Member Presentations**
11:30am **Supporting Member Panel; Moderator:** Dave Jones NOWA Executive Director
Noon **Lunch:** Sponsored by National Shooting Sports Foundation; Location: International I Ballroom
1:30pm **Field Trips:** Sponsored by RAM Trucks; Location: Meet in Main Lobby unless advised otherwise

Signups: Please sign up in advance via email or at registration table

Tour the Manhattan Project B Reactor...3.5 hours

The B Reactor is a National Historic Landmark giving visitors the chance to walk through the world's first full-scale nuclear reactor. This facility produced the plutonium for the "Fat Man" bomb, which helped to end World War II.

Tour the Reach Center...3 hours

The Reach is a storytelling center: part museum, part interpretive center, part community gathering place, which serves as a guide to inspire learning and celebrate the natural, scientific and cultural history of the Columbia River and Tri-Cities' region

High Tech Treasure Hunting: GeoCaching 101...2.5-3.5 hours

GeoCaching is a treasure hunt using GPS on a mobile device and other navigational techniques to hide and seek containers, called "geocaches" Go on a treasure finding expedition in nearby Howard Amon Park and along the Sacajawea Heritage Trail. (Must have your own GPS device.)

Paddle Down the Trail: Tapteal Greenway Watertrail... 3 to 3.5 hours

Go kayaking on the newly introduced Tapteal Water Trail along the Yakima River intended to mirror the land side Tapteal Greenway Trail through the lower Yakima River. A distance of slightly over 30 miles. (Limit of 8 participants)

Other Activities: Badger Mountain Hike; Bechtel National Planetarium; Tour Saddle Mountain National Wildlife Refuge

- 6:00pm **Dinner and Silent Auction;** Location: The Reach; Sponsored by Tri-Cities Visitor & Convention Bureau; Welcome TBD; Keynote: : Bruce Bjornstad: The Ice Age Floods

...Continued

SATURDAY, MAY 2: EXCELLENCE IN CRAFT DAY

- 6:30am **Complimentary Breakfast;** Location: O'Callahans Restaurant
- WORKSHOPS AND PRESENTATIONS;** Location: International Ballroom 1
- 8:00am **Announcements:** Greg Gulbrandsen and Dave Jones
- 8:10am **Tell It & Sell It:** Becoming an author & marketing your book: Bruce Bjornstad, local geologist/hydrogeologist, author, *On the Trail of the Ice Age Floods*
- 9:10am **Photo Editing & Management with Adobe Lightroom:** Keith Szafranski
- 9:10am **Social Media:** Facebook, Instagram, Twitter TBD
- 10:10am **Morning Break**
- 10:25am **Improving Photography Depth of Field: A look at stacking software:** Rik Littlefield, developer/owner, Zirene Stacker
- 10:25am **Social Media 2:** Facebook, Instagram, Twitter TBD
- 11:30am **Lunch:** On Your Own
- 12:45pm **Part Time to Full Time;** when to make the decision from part time outdoor journalist to full time outdoor; Gary Lewis
- 1:45pm **Newsmaker:** US Fish & Wildlife Service—The Hanford Reach Monument National Wildlife Refuge: Dan Haas
- 2:45pm **Tips & Tricks: Improve your wildlife photography:** Dennis Kirkland
- 3:45pm **Maximize Your Web Presence: Design your own website;** Panel Presentation Moderated by Wayne Heinz
- 4:45pm **Brief Newsmaker:** Tapteal Greenway Association
- 5:00pm **Adjourn**
- 6:00pm **Awards Banquet:** Location: International Ballroom 1; MC; Greg Gulbrandsen; Plated 3-course dinner; no host bar; Presentation Excellence in Craft Awards, Fred L.Peterson Award and Enos Bradner Award.

SUNDAY, MAY 3: BUSINESS MEETING, FEEDBACK SESSION AND RAFFLE

- 6:30am **Complimentary Breakfast;** Location: O'Callahan's restaurant
- 9:00am **Business Meeting;** Location: International Ballroom 1
- 10:00am **Feedback Session;** Location: International Ballroom 1
- 11:00am **Raffle;** Location: Raffle Room
- Noon **Conference Closes**

LET THERE BE "LIGHT"

Going back a few years I remember photographing a cover of the former TEXAS FISHERMAN MAGAZINE. The subject was simple, a young attractive young lady holding a trophy redfish. The background was the Lower Laguna Madre BUT the weather was not cooperating. Dark skies and windy weather had roiled the blue waters into froth and the light was several degrees worse than bad. This just wasn't going to work.

Jumping back to the present – and as I sat down to begin this article, it came to mind that for photography light is the most important factor. Without light there wouldn't be photography. Then we wouldn't have our sight either. Lights makes most things visible and in turn, the image for the camera.

A camera is nothing more than an instrument with which to trap light and then save it electronically. A basic understanding of the creative use of light is as important to the photographer as knowledge of paint is to the artist. Without it, the predictability and control over the final photographic product is left to chance. The famed photographer Ansel Adams used light to record many of the landscapes in the most beautiful of our national parks.

Whether the goal of the photographer is to faithfully reproduce nature or to create a photo to brag about, the primary controlling factor is light. It is not only necessary for sight, but because of its many characteristics and moods it becomes the palette with which the photographer gathers color, tone, and brightness values in order create the photographic image.

The eye and the photographic process do react the same as each other in many ways, but it is their differences, which makes the understanding of light important to the photographer. So what does this have to do with me, you ask?

Readers of your newspaper or magazine enjoy looking at the "reader photos" sent in by hunters and fishermen who have been lucky or good enough to catch a trophy fish or take a trophy animal. In many of the cases the identity of the sportsman is hidden by shadows that remove the features and hide the face of the person in the photograph. The problem here is the location of the sun. Where this giant star is positioned can mean a good or very bad photograph.

The basic property of light as perceived by the eye and is of concern to the photographer is its direction. Light waves travel in a straight line from the light source unless they strike something, which changes their direction through diffraction or reflection. Although vision is normally a product of reflected rather than direct light, the quality of the incident or direct light sets the mood for the photographic image.

The direction from which light strikes a subject plays an important role in revealing subject form. It creates highlights and shad-

ows on the subject. The more oblique the angle from which the light strikes the subject, the more texture is visible. This is caused by the light rays skimming over the raised portions of the subject, highlighting them in contrast to the shadow areas.

So let's say you or your buddy just landed a trophy speckled trout and wants to release the fish, but also have a record of the fish. How would light affect this scenario and how could this photo be taken for the best results? Here are a few tips and suggestions.

In most cases anglers and hunters just grab the camera, the fish is held up, and the photo is taken. Sometime this works but many times it's hard to tell just who the person is in the photo. To cure this remember this one thing; put the sun at your back or at least over your shoulder. Move your boat or move the angler so the sun is BEHIND the photographer. Now you have the light ON the subject. Tell you're subject to push his hat back and shoot away.

As you can see light is the most important part of a good photograph. But, if you just think about the LIGHT you will have a big head start on your buddies.

So how did I accomplish the cover assignment mentioned at the beginning of this column? Simple, we rescheduled the shoot till the next day when the sun was out, the wind had slowed and there was plenty of LIGHT. I have never objected to two days on the water with an attractive lady.

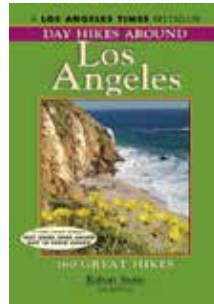


...Article and Photos, Jim Foster

ALL ROADS LEAD TO RICHLAND, MAY 1-3

ROBERT STONE RELEASES TWO BOOKS

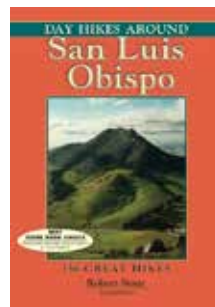
Now in its 6th edition, *Day Hikes Around Los Angeles* includes 160 hikes in and around the metropolis, covering all levels of hiking ability, with an emphasis on moderate. In spite of the city's sprawling presence, thousands of acres of natural, undeveloped land offer countless out-of-the-way hiking trails. Hikes range from boardwalk strolls along the ocean to shady canyon trails leading to overlooks boasting panoramic vistas of the city and coastline on one side to the rugged terrain of the San Gabriel Mountains on the other.



Highlights include year-round waterfalls, wildlife preserves, lighthouses, Griffith Park (one of the country's largest municipal parks), the famous "HOLLYWOOD" sign, plus hikes along the entire length of the Santa Monica Mountains and intriguing metropolitan walks.

Amazon: http://www.amazon.com/Day-Hikes-Around-Los-Angeles/dp/1573420719/ref=sr_1_2?ie=UTF8&qid=1422721207&sr=8-2&keywords=Day+Hikes+Around+Los+Angeles

Day Hikes Around San Luis Obispo now includes over 150 day hikes throughout the coastal county. This greatly expanded third edition is easily the most comprehensive hiking guide in the area. The trails take the hiker along the scalloped Pacific coastline to secluded coves and tide pools, to rocky promontories along the chain of volcanic morros, through wetland sanctuaries, across massive sand dunes, and up cool interior canyons. Highlights include waterfalls, bluffs, long stretches of beach, lighthouses, lakes, rivers, swimming holes, extraordinary rock formations, and panoramic views that span from the inland mountains to the ocean. Many hikes are found in or near San Luis Obispo, although most hikes are located in undeveloped tracts of land and along 100 miles of coastline. A range of hikes is included, from easy coastal walks to high elevation climbs.



Statistics, accurate driving and hiking directions, and numerous maps make these hiking adventures stress free. Dog admission information is included as well as an index.

Amazon: http://www.amazon.com/Day-Hikes-Around-Los-Angeles/dp/1573420719/ref=sr_1_2?ie=UTF8&qid=1422721207&sr=8-2&keywords=Day+Hikes+Around+Los+Angeles

GIFT CARD GIVE AWAY

Sportsman's Warehouse, "America's Premier Outfitter", is a sponsor of a brand new weekly trivia game on Northwestern Outdoors Radio where one lucky listener will win a \$25 gift card every week for the next year! The trivia contest will take place during the latter part of the hour-long broadcast and also highlight upcoming seminars and other events taking place at some of the 23 Sportsman's Warehouse stores located in Washington, Oregon, Idaho and Montana.



Trivia questions will cover all sorts of outdoor topics and anyone can enter to win via our Northwestern Outdoors Radio Facebook Page at <https://www.facebook.com/NorthwesternOutdoors> or through our website at www.northwesternoutdoors.com. One lucky person who answers the weekly question correctly will be randomly picked to win a \$25 gift card good at any of the 60 plus Sportsman's Warehouse Stores located in North America.

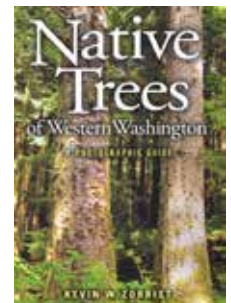
...John Kruse

NATIVE TREES OF WESTERN WASHINGTON A PHOTOGRAPHIC GUIDE

By Kevin W. Zobrist

Washington State University Press, wsu-press@wsu.edu

If you like I enjoy knowing the trees happen to be walking beneath at the moment, *Native Trees of Western Washington* is sure to solve that riddle, at least within its coverage area--the state's 16 western-most counties.



Zobrist is not only well-qualified as a long-time Extension forestry specialist at WSU, he (obviously) knows his way around a camera.

In words and photos, book describes physical characteristics of each of 32 species but lists Quick Facts, Traditional and Modern Uses as well.

...Chuck Robbins

SUPPORTING MEMBER NEWS

BACKCOUNTRY HUNTERS AND ANGLERS

Public Lands Seizure,

Budget amendment enabling sale, transfer of federal public lands passed in a 51-49 Senate vote

Following a flurry of votes during last night's budget deliberations in the U.S. Senate, Backcountry Hunters & Anglers sharply criticized the passage of a measure that would enable the sale or transfer of federal public lands, including national forests, wilderness areas, wildlife refuges and other places relied up by sportsmen and outdoor recreationists.

SA 838, introduced by Sen. Lisa Murkowski and passed in a 51-49 vote, would support and fund state efforts to take possession of federal public lands.

"Public lands are the fabric that binds America together, and last night's vote by the Senate sends an alarming message to sportsmen and -women - along with every citizen who values our publicly owned resources," said BHA Executive Director Land Tawney. "Nationally, an organized, concerted movement is underway to sell off and limit access to America's public lands and waters. These are not merely the actions of a lunatic fringe. Now is the time to double down and fight back against this ill-conceived idea."

Contact: Katie McKalip, 406-240-9262, mckalip@backcountry-hunters.org



BASS PRO SHOPS

If you want to be a good [turkey hunter](#), you need to learn good woodsmanship. It's as important, or maybe more so, than being a good caller. Woodsmanship skills will help you entice a gobbler to an area where he is more likely to go.

Being a good woodsman means learning to [identify turkey hotspots](#) such as where they roost, water, feed, and their different strutting areas. Finding the roost is your first step to success.

Finding where they water and feed will certainly come in handy, too, but always remember, a gobbler usually doesn't move far from his strut zones. When a tom approaches, then suddenly turns, he has probably heard another hen closer to his strut zone.

Finding the strut zones will improve your chances of taking a gobbler this spring.

For more tips on everything outdoors visit Bass Pro Shops [1Source: News and Tips](#)

...Courtesy Bass Pro Shops, Pro Staffer, Larry Whiteley



BOATUS

Cut The Corn



THE ISSUE: The Renewable

Fuel Standard (RFS) is the 2005 federal law that requires the blending of biofuels such as corn-ethanol into our gasoline. When it was written, it assumed that America's use of gasoline would continue to rise and mandated escalating amounts of biofuels to be blended with our fuel. Since 2005, however, gasoline usage has actually declined steadily, which today forces more ethanol into less gasoline.

To keep up with this RFS mandate, in 2010 the EPA permitted E15 (fuel containing up to 15% ethanol) into the marketplace. Even though E15 is prohibited from being used in marine engines, snowmobiles, motorcycles, small engines like lawnmowers and leaf blowers, as well as any vehicle made before 2001, this fuel can now be found at over 100 stations in 16 states at the very same pumps as E10 and ethanol-free gasoline.

Over 60% of Boat Owners Association of The United States (BoatUS) half million members as well as millions of recreational boaters fill their boat's fuel tanks at roadside gas stations where the higher blend ethanol fuels are often the cheapest fuel at the pump. This creates a huge potential for misfueling and puts boaters at risk.

ACTION NEEDED NOW: For years, BoatUS has been battling in Washington to make sure recreational boat owners can buy gasoline that works with their recreational boat engines. Senators Diane Feinstein and Pat Toomey have now introduced S. 577, the "Corn Ethanol Mandate Elimination Act of 2015" in the US Senate. Contact your Senator now in support of S. 577. Boaters can easily do this at: <http://goo.gl/S4bWMu>. For more on the Renewable Fuel Standard go to www.BoatUS.com/gov.

CABELAS

Tired of the same tired wild game dishes? Well look no further, check out [Cook With Cabelas](#). Offering dozens of tasty recipes for plating just about anything wild, the site is constantly updated and better still offers visitors the chance to subscribe to the free Cook With Cabelas Newsletter.



MACK'S LURE

Mack's Lure, headquartered in Wenatchee, WA, has been manufacturing & distributing fishing lures & tackle like the Wedding Ring & Smile Blade since 1969. The April issue of *The Mack Attack* Magazine is available [here](#)



ROCKY MOUNTAIN ELK FOUNDATION

Improving Oregon Elk Habitat

The Rocky Mountain Elk Foundation awarded grants to fund 20 conservation projects that will improve more than 23,000 acres of wildlife habitat in the state of Oregon.



The grants total \$279,733 and directly benefit Crook, Douglas, Grant, Harney, Jackson, Klamath, Lake, Lincoln, Linn, Tillamook, Union, Wallowa and Yamhill Counties.

“Oregon is home to some great elk country,” said David Allen, RMEF president and CEO. “This grant funding will pay for prescribed burning, aspen and meadow restoration, noxious weed treatments and other projects that will enhance habitat for elk and other wildlife.”

Allen thanked Oregon’s volunteers for carrying out banquets, membership drives and other events that raised the money for the on-the-ground projects in their own backyard.

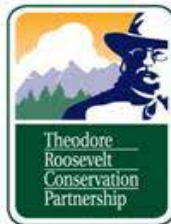
For a complete list click [here](#)

Contact: Mark Holyoak, 406-523-3481; mholyoak@rmef.org

THEODORE ROOSEVELT CONSERVATION PARTNERSHIP

Congressional Budgets Leave No Room For Conservation Investments.

Proposed cuts in both plans will hurt conservation funding—and eventually sportsmen’s access.



The House and Senate will each likely pass its own version of a Fiscal 2016 Federal Budget, and both will fail to appropriately invest in critical conservation programs. The TRCP’s coalition of organizations and grassroots partners, who work to guarantee Americans quality places to hunt and fish, have urged Congress to invest in the habitat resources that power a thriving outdoor economy. But, despite these efforts, sportsmen have cause for concern.

“America’s forty million hunters and anglers generate about \$90 billion in economic activity each and every year,” says TRCP President and CEO Whit Fosburgh. “We pay our own way, with excise taxes, license and tag fees, and membership in a whole variety of on-the-ground conservation organizations. But hunting and angling can only thrive as long as the federal government continues to invest in conserving habitat and improving access, and these proposed budget plans fail in that respect.”

America’s natural resources are the infrastructure of the outdoor

recreation economy, one that accounts for \$646 billion in direct consumer spending every year and more than 6 million jobs. Both the House and Senate budgets seek dramatic cuts for non-defense discretionary spending—the more aggressive House plan slashes \$759 billion through 2025, and the Senate plan will cut \$236 billion over the same time period. Conservation funding will certainly be included in these cuts.

For rest of story contact: Kristyn Brady, 617-501-6352, kbrady@trcp.org



...Hiking Badger Mountain, TCVCB photo

SEE YOU IN RICHLAND!!!



...Sunset On The Columbia, Wayne Heinz photo



**GOT QUESTIONS?
GOT ANSWERS?**

Let NOWA Hook You Up!



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, contact Duane Dungannon at rvp@ccountry.net.



Would you like someone to look at your next article before you send it? Or would you be willing to do 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 wicked awesome skills such as:

QUERY WRITING | VIDEO EDITING | OUTDOOR PHOTOGRAPHY

ARTICLE FEEDBACK | HELP WITH SOFTWARE

BOOK PUBLISHING | BUILDING A WEBSITE

FINDING A GOOD BREW PUB AT THE NEXT NOWA CONFERENCE

Networking with other professional communicators is a key benefit of NOWA membership

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



2015 NOWA Conference Registration Form

(Supporting Members please use separate form)

Shilo Inns 50 Comstock Street • Richland, Washington 99352
Between Bradley Blvd and George Washington Way
Reservations: 800-222-2244

NOWA's Conference Rate: \$79.00 Single/\$99.00 Double
Please book your room by March 20, 2015 • <http://www.shiloinns.com>

May 1-3, 2015

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, 2015.

After April 1 registration is \$109. If registering after April 1, please email nowahq@gmail.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 HQ • 61149 SW Highway 97, Box 504, Bend, OR 97702; Phone: 541-706-1053 • email: nowahq@gmail.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, 2015 | Full refund |
| 15 days prior to the conference date of April 24, 2015 | 50% refund |
| 7 days prior to the conference date of April 24, 2015 | No refund |
- Conference registration late fees are non-refundable.



2015 NOWA Conference Supporting Member Registration

Shilo Inns 50 Comstock Street • Richland, Washington 99352
Between Bradley Blvd and George Washington Way
Reservations: 800-222-2244

NOWA's Conference Rate: \$79.00 Single/\$99.00 Double
Please book your room by March 20, 2015 • <http://www.shiloinns.com>
May 1-3, 2015

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, May 1, 2015

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, 2015.

After April 1: Your registration fee is \$109. If registering after April 1, please email nowahq@gmail.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:
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