

NORTHWEST OUTDOOR WRITERS ASSOCIATION
NOWA FIELD NOTES

NOWA NEWS SEPTEMBER 2016



...Homer Spit Juts Out Into Kachemak Bay, AK; Shari Lynn Blackwell Brown photo, submitted by Adela Jackson

CRAFT IMPROVEMENT
MEMBER/SUPPORTING MEMBER NEWS
GUEST EDITORIAL
2015 GENERAL MEMBERSHIP MEETING MINUTES

NORTHWEST OUTDOOR WRITERS ASSOCIATION

NOWA NEWS SEPTEMBER 2016

www.northwest-outdoor-writers-association.org

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PRESIDENT'S MESSAGE

GET PUBLISHED

What a great summer! I'm going to miss my flip-flops come October. I'm sure most of you spent plenty of time outdoors, traveling and engaging in your favorite activities, with people you enjoy. There is also a lot to look forward to this fall and winter. As a fly fishing guide I don't get too much play time during summer, that time is postponed till late fall and winter. Just as well, I love chasing fall and winter steelhead on Oregon's beautiful coastal rivers.

In the business of playing it's sometimes easy to lose perspective on our writing and the planning that needs to take place prior to the coming year. *Hopefully you contacted some editors last summer and pitched a few ideas correlating with this summer's activities?* No. No worries, we can get you on track but you're going to have to take the "long view".

Here are a few tips from an editor's perspective to help you get good assignments and build a long term relationship with a publisher:

1. **Plan your article and get consent from your editor at least a year in advance.** At *Fly fishing and Tying Journal* we plan each issue a year in advance. We are already planning the winter 2017 issue. An idea submitted today would not be scheduled until spring or summer 2018! That's a long wait for some writers. However, if you start planning a year in advance right now, by the second or third year you'll find yourself on an annual schedule, publishing multiple articles every year.
2. **Keep submitting queries:** a lot of writers submit an idea, get the assignment and then quit submitting ideas. If you are reliable, produce good work and propose relevant topics there is no reason for an editor not to use you *all the time - in every issue*. Submit ideas every month. Trust me on this. These writers are called "regulars" and this is how they become "regulars". They are also my go to people for assignments or when I need a columnist – just ask our fellow NOWA writer Henry Hughes.
3. **Articles are due at least three months or more prior to publication.** This is important to keep in mind. For example, a 2017/18 winter article for *Fly Fishing & Tying Journal* is due July 2017 for a November publication. The article was probably assigned in the previous year in July 2016.
4. **Endear yourself to the editor by making it easy for them:** Deliver all contents of your article package complete and on time. Supply GOOD photos meeting all photo requirements; captions for all photos; article text meeting the required word count; illustration and maps (if applicable); other artifacts that may need to be photographed by the publisher.

If the article is going to be delayed or you run into a last minute snag– communicate this immediately and in advance. Most publishers build-in a cushion around the deadlines for such emergencies, so it's not a deal breaker – just don't make a habit of missing deadlines. .

5. **Start small.** Submitting a query to *Field and Stream* is a long-shot for most of us unless you have a name of some notability, or have an "in". Maybe you'll get lucky, but I wouldn't count on it. Instead, stick with smaller publications (smaller circulations) or regional magazines to improve your odds of getting an assignment. Know their magazine: preferred content, audience and demographics, and requirements, all of which can be found in the Writer's Guidelines.



If you don't want another two years to go by not publishing articles, now is the time to start planning for next year, and the year after, and the year after. Start querying editors getting now. For you fly anglers, I'll get you started – send me a few article queries (ftjeditor@amato-books.com; 541-778-1194) and let's see what happens.

Several NOWA members are publishers, all of whom are just waiting for your queries.



...This morning I drove a half-hour out of town, parked the truck, let the dogs out, shoved a handful shells in a vest pocket, uncased the gun and set off after the dogs, already way out there carving up the sage hunting hard to find me a chicken or two. All public as far as the eye can see we need no permission, need not fork over cash for access...America's public lands may not be perfect but they're "ours"...At least for now. Please join the fight to keep public lands public before it's too late. Gale Robbins photo.

EXECUTIVE DIRECTOR'S MESSAGE/WEBSITE/Writers WANTED

MISSED OPPORTUNITIES

I'm sure some of you are familiar with the social media Facebook and LinkedIn. In fact, NOWA has a Facebook page which member John Kruse faithfully posts job opportunities he comes in contact with. Last night as I read through my LinkedIn contacts I wondered how different life would've been if I'd spent more time with my professional contacts and less time with acquaintances who didn't share my interests.

A silly thought? Well no, not really. Just as NOWA's finance committee strives to make the most of NOWA's money through interest, each of us strive to make the most of our time, hopefully enjoying ourselves in the process. I can personally guarantee that the time I devoted to OWAA and NOWA the past 30+ years made my life richer. These professional contacts translated into some amazing friendships because these outdoor friends and I have a bond through our commitment to and enjoyment of the natural resources.

As you fish and hunt abroad this fall or attend the sport shows in the spring don't miss the opportunity to share NOWA with others. Invite your local fish/game biologists, fish/game guide, local newspaper outdoor columnist, fishing/hunting club members, youth group leader, teacher or outdoor retailer. **Our 2017 spring conference is April 27-30 in Sandpoint, Idaho. Plan now to attend and bring someone NOWA needs to know!** We'll all be better for it.

An opportunity is available for NOWA members to attend Ed Iman's Fish Camp on the Columbia River, September 11-15. Contact Ed at 541-298-3753 or email edimanpromo@gmail.com to discuss details and see if this is the right fit for both of you. It is a guaranteed fun week with lots of good story potential from members of the outdoor industry.

It's been a great summer in Alaska, a fantastic year for blueberries, salmon fishing and kayaking. I hope it's been equally productive and fun for you!

If you missed the 2016 Conference at Diamond Lake Resort, click on this link for a photo essay.

<https://spark.adobe.com/page/ALhRccW7IkSoH/>

Wishing you the best of the outdoors,



...Adela Jackson

NOWA WEBSITE

The Board of Directors approved a budget item to purchase an additional two URLs for our website. These have been set up to make it easier to access NOWA on the web. The two new URLs are:

www.nwoutdoorwriters.com

www.nwoutdoorwriters.org

Both of these will get anyone to our website in addition to the old address of:

www.northwest-outdoor-writers-association.org

We will be using the two new URLs on all correspondence instead of the old one. However, we will keep the old address so we don't lose anyone in the process.

WRITERS WANTED

The Walla Walla Union-Bulletin, puts out a twice-yearly publication dealing with hunting and fishing. Our next issue comes out in September. We're in the process of planning for it, and are looking for freelance writers to contribute. (We pay for article contributions.)

Our focus is Washington/Oregon, but we could probably use general-information articles about hunting and fishing in the Northwest.

Please contact Brendan Koch, brendenkock@wwub.com



...Alaska's Finest Blueberries, Adela Jackson photo

IT'S NOT WHAT YOU KNOW . . .

Like a lot of writers new to the game, I labored for a couple of years under the impression that, if my writing was good enough, I'd be "found," my work would be published. I believed my toils would be rewarded.

In an effort to further my craft, I joined a writer's roundtable in my hometown. That proved to be a good decision. I learned a lot about words from the women who wrote poetry and the ladies who wrote romance. Sentence construction, flow, pacing - there was a lot to learn.

One evening at a writer's roundtable meeting, I met a fellow named Ed Park. He'd had a stroke a few years before that cost him most of the use of the right side of his body. Park had given up a life of adventure for the cerebral. He loved words and the business of writing.

I went home that evening and found his work in dozens of old magazines I'd kept. I'd been reading his work for most of two decades.

As I got to know Ed and watched the careers of other writers around me, I realized a lot of good work goes unnoticed. The crafts of writing and photography and communication require practice. The business of writing requires circulation and exposure to the community. I realized even a pedestrian writer can make a good living if he or she meets the right people.

It's not what you know, it's who you know.

I had a weekly newspaper column and was writing for regional magazines before I joined NOWA. To expand my reach, required that I make the acquaintance of at least a dozen more editors. Editors are a mostly reclusive bunch, but their work requires them to attend industry events and retail shows.

I didn't understand any of this right away. Dimly at first, I realized I needed to attend sportsman's shows. Dave Vedder wrote a really good article in these pages that helped me understand how to approach networking at a trade show. One of his points was to arrange entry an hour before the doors officially open. To this day, I make sure to arrive an hour early and figure out how to get in, to conduct interviews and plan future trips. Fortunately, we have good outdoor shows in the Northwest, chief among them, the O'Loughlin Trade Shows. For my genres, the fishing and hunting retail shows are important, but the industry-only and the association shows are more important. For me, these include the Safari Club International convention, SHOT and ICAST. The serious players in the industry attend these shows. People show up to do business.

At one such event, I had accomplished all my goals save one. My plane was leaving in three hours and it was time to get to the
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airport, but I wanted to make one more acquaintance. I stopped at a publisher's booth, shook his hand and exchanged business cards. That one stop resulted in three book deals over the next three years. From those titles, I booked more speaking engagements and wrote more magazine stories. And made more friends.



...Gary Lewis

Gary is a two-time past president of NOWA, currently serving on the Craft Improvement committee. If you would like to submit a craft improvement article, contact him at garylewisoutdoors@gmail.com

JOHN KRUSE

AMERICA OUTDOORS RADIO ADDS MORE AFFILIATES

America Outdoors Radio, presented by Northwest Sportsman Magazine, the American Shooting Journal, California Sportsman Magazine and the Alaska Sporting Journal has added several new affiliates.



The hour long show covering fishing, hunting and the shooting sports will now be heard on AM 700 KBYR in Anchorage, Alaska as well as FM 100.1 KBYR in Prudhoe Bay and FM 88.5 KBYR in Kuparuk. WEMB AM 1420 in Johnson City, Tennessee is also picking up the show as is KBNH 1230 in Burns, Oregon.

America Outdoors Radio is being distributed through ftp download and by satellite courtesy of the Talk Media Network. You can find out more about the show, heard on nearly 30 stations in seven states as well as the world wide web, at www.americaoutdoorsradio.com. Stations interested in picking up this new syndicated outdoors radio program can contact John Kruse at john@northwest-ernoutdoors.com

SCOTT LINDEN

DOZEN STATES REPRESENTED FOR LINDEN'S "FUR FEATHERS FRIENDS" MILITARY HUNT

Attendees from a dozen states are already registered for the Wingshooting USA TV "Fur Feathers Friends" salute to military scheduled for Veterans Day weekend in Kansas. The event is the

...Continued

MEMBER NEWS/HUMOR

culmination of host Scott Linden's annual "Cabela's Awesome Upland Road Trip ... destination Kansas."

Scheduled for Nov. 11-12 at Ravenwood Lodge near Topeka, Kansas, fans will converge to host retired and active-duty military members for two days of bird hunting, target shooting and camaraderie, with dogs as the bond. Field hunts, a European-style driven hunt, sporting clays, and fellowship opportunities are scheduled throughout the weekend. Current and former military members from all branches of service will be guests of Wingshooting USA fans, who will hunt alongside them with their dogs.

Veterans' Day weekend is also opening weekend of Kansas pheasant season, creating a myriad of opportunities for fans to hunter their way home after the event, Linden said. He will produce an episode of his show from the event, scheduled to air mid-2017.

Civilian signups and more information are available at <https://furfeathersfriends.eventbrite.com>. Veterans and active-duty military guests will be recruited through the Kansas Adjutant General's office with assistance from retired and active-duty volunteers. At the urging of active-duty soldiers at nearby Ft. Riley, Linden has extended a military/veteran discount for those who wish to participate and help fund a fellow service member's attendance. Sporting clays, a European-style driven hunt, and all meals are available at a discount to military guests.

Wingshooting USA is the official TV series of the National Shooting Sports Foundation, airing on 11 television networks and is the longest-running and most-watched upland bird hunting TV series in the U.S.

GARY CHRISTENSON

New Phone Number: (541) 801-6400

ADELA JACKSON



Below Left: Adela kayaking with A Seaside Adventure, Little Tutka Bay, Homer, Alaska

Below Right: Silver Salmon freshly caught from Kachemak Bay by Rick Harness of A Seaside Adventure. For more information www.seasideadventure.com

SAD BUT, OH SO TRUE...

This is what all of you 70+ year olds, and yet to be, your kids have to look forward to!!

This is something that happened in an assisted living center where my wife used to work.

The people who lived there had small apartments but they all ate at a central cafeteria.

One morning one of the residents didn't show up for breakfast so my wife went upstairs and knocked on his door to see if everything was OK. She could hear him through the door and he said that he was running late and would be down shortly so she went back to the dining area.

An hour later he still hadn't arrived so she went back up towards his room and she found him on the stairs. He was coming down the stairs but was having a hell of a time. He had a death grip on the hand rail and seemed to have trouble getting his legs to work right.

She told him she was going to call an ambulance but he told her no, he wasn't in any pain and just wanted to have his breakfast. So she helped him the rest of the way down the stairs and he had his breakfast.

When he tried to return to his room he was completely unable to get up even the first step so they called an ambulance for him.

A couple hours later she called the hospital to see how he was doing. The receptionist there said he was fine, he just had both of his legs in one leg of his boxer shorts.

...Thanks Keith Szafranski, we old folks really get a kick outta your kind of sick humor.



Sick n tired of check cords n such, Maggie is obviously thrilled to learn bird season is at last here...Gale Robbins photo

Editor's Note: The following excerpt is courtesy of Field and Stream magazine and Hal Herring. A fellow Montanan Hal is, in my opinion, "the" best conservation writer in America. I hope this spurs NOWA members to action. As outdoor writers, photographers, whatever, lacking public land access...Well, seems to me, our very livelihoods, to say nothing of a pretty nifty way of life is all but dead in the water.

TRANSFERRING CONTROL OF FEDERAL LANDS WOULD DEVASTATE HUNTING AND FISHING

By Hal Herring

The recent movement to do away with the concept of federal lands has nothing to do with freedom. It's just the opposite—and would change hunting and fishing as we know it.



...Rick Bowmer/AP Images photo

Occupier: Duane Ehmer, a member of the group that took over the headquarters of Malheur NWR earlier this year, walks his horse, Hellboy.

"We have to do this," Blaine Cooper told me in a rush. "The BLM lit a fire to burn this ranch down because they want the uranium that's under it! The left blew up buildings, killed people, enslaved people to make this wildlife refuge!"

Cooper was sitting behind the wheel of a white pickup, heater blasting, and talking to me through the open window. It was the middle of last January, maybe 12 degrees above, here at the Malheur National Wildlife Refuge in Oregon, with day just breaking over a universe of frost-whitened sagebrush and 6 inches of old snow.

Duane Ehmer, riding by on his cow horse, Hellboy, was dressed for duty in a furry cap with earflaps and an old red, white, and blue leather jacket and well-worn chaps, plus a cap-and-ball Colt pistol. The big American flag he carried barely moved in the ice-fogged stillness. Later in the day, Ehmer would tell me that he believed that the federal government had "taken away the land from good-hearted American people," and that soon enough, our public lands

would be sold off to help pay the U.S. debt to China. He was worried that he would have no place to hunt or ride his horse if and when that happened. He seemed like a good guy, the kind of person who would be handy to have with you on a tough job, or in a backcountry camp.

I went to the Malheur National Wildlife Refuge to meet these militants who had taken over the refuge headquarters and talk to them about what they were doing, and why they were so opposed to the public lands that are the sole reason I moved to the West 26 years ago and raised a family here. Cooper and some of his companions seemed to be lost in a shadow world of conspiracy theories, falsehoods, and boilerplate antigovernment fury.

But the friendly Ehmer was at least half correct. There is indeed a carefully crafted movement under way to rob Americans of their public lands. It's a movement led not by armed and ranting men decked out in militia getups, nor the Ammon Bundy types in their cowboy hats, but by soft-handed politicians in business attire, dreaming of riches and a transformation of our country that will bring us into line with the rest of a crowded world where only the elite and the very lucky have access to wildlife, open spaces, rivers and lakes, and the kind of freedom that we have for so long taken for granted.

Randy Newberg, one of America's most outspoken public-land -hunter- -conservationists, points out that transferring control of public lands to the states, or to private hands, is not a political issue—it's an American issue. "So many people I talk with just don't seem to know what is at stake," says Newberg. "The idea of our public lands, in public hands, is one of the greatest contributions that America ever gave to the world—that we the people are invested in our own lands. It's part of our democracy, and it is exactly what gave birth to the American conservation movement that made us the envy of the world."

THE GREAT LAND RESCUE...

At Malheur, none of the occupiers I spoke with knew the history of what they claimed to be opposing. Here's the short version: Homestead acts beginning in 1862 awarded more than 270 million acres of land (about 10 percent of the nation's land area) to tough, optimistic settlers who staked their claims from the Midwest to the Pacific Ocean (the only requirement was being able to prove that you had never taken up arms against the U.S. government).

Click to Continue: <http://www.fieldandstream.com/articles/hunting/2016/08/transferring-control-of-federal-lands-would-devastate-hunting-and-fishing?dom=fas&loc=todayonfas&lnk=transfering-control-of-federal-lands-would-devastate-hunting-and-fishing>

SUPPORTING MEMBER NEWS

VICKIE GARDNER (ALPEN OPTICS)

Vickie recently underwent aortic valve surgery. With that in mind...On behalf of NOWA Membership...A BIG SHOUTOUT TO YOU GAL: GET WELL SOON!!!

ROCKY MOUNTAIN ELK FOUNDATION

RMEF NATIONAL CONVENTION TO OFFER A TASTE OF NASHVILLE

Registration Now Open

The Rocky Mountain Elk Foundation's 2017 National Convention will offer attendees an opportunity to celebrate elk and elk country while also experiencing Nashville and its historic music scene in an intimate way.

"Nashville is a vibrant and energetic city. We are excited to be able to recognize RMEF's accomplishments of the past year there while also offering our members the opportunity to experience such a unique culture," said Steve Decker, RMEF vice president of Marketing.

Attendees have the option of adding one of three insider specials to their registration that will give them a taste of Nashville:

Country Music Hall of Fame – Ford Theater

- State-of-the-art theater includes intimate evening of storytelling and music by Nashville songwriters with a dessert reception to follow

Grand Ole Opry

- Nashville's number-one attraction and features a live radio show performance by eight or more performers

Station Inn

- Internationally known as the go-to place for bluegrass, country, rock and roots music and will host an intimate performance by Nashville musicians

The convention will include other RMEF traditional gatherings such as Volunteer Fun Night. World-class entertainment will be announced at a later date.

[Registration](#), hotel booking and other information is now available for the March 2-4 convention.

Attendees who reserve a room at the host property, Omni Nashville Hotel, and do so in a timely fashion, will receive a free one-day pass to the Country Music Hall of Fame and Museum in downtown Nashville.

The convention's new format will not include an exhibit hall. Instead, RMEF's popular Hunter & Outdoor Christmas Expo will remain in Las Vegas. It runs in conjunction with Cowboy Christmas December 1-10, 2016.

BOATUS

5 PET BLUNDERS WE MADE WHILE BOATING THIS SUMMER

"Don't Tick Off the Iguana"

The dog days of summer are here, and recreational boaters are having a great time with their pets on the water. However, not all outings have gone as planned, and the staff at Boat Owners Association of The United States (BoatUS) has some stories to share about their experiences this summer that can help all animal owners:

"As someone who has had to haul a Golden Retriever onto the swim step of a large motorboat, I'd suggest making sure the dog can swim before coming aboard the boat."

...Kerry in BoatUS Marine Insurance

Tip: BoatUS also suggests learning about life jackets for dogs here.

"Engine fumes and seasickness can affect pets, too. Thank goodness for snap-out washable boat carpets! I try to ensure the dog is not in an enclosed space, and can see the horizon and I avoid having him sit aft where engine fumes can backdraft onto the cockpit floor. Boaters should also have a CO alarm in the cabin regardless."

...Jerry in BoatUS Towing Services

Tip: For more on carbon monoxide poisoning, go here.

"Cat lovers suggest hanging indoor/outdoor carpet or rope over the transom so cats can climb back aboard if they fall overboard. I once tried to dry out a wet cat with a hair dryer and it didn't go so well. While a few cats don't mind loud noises and may even let you vacuum them, a soft towel or chamois is better for drying off your little Lion King."

...Ted in BoatUS Foundation

Tip: To find out how to canoe or cruise with cats, see two stories here.

"I always keep a boat hook handy for retrieving just in case. It's also easier to grab a dog when he's wearing his life jacket, and you can lift from the handle on his back."

...Claire in BoatUS Publications

Tip: On docks at home, the club or marina, BoatUS recommends always having a boat hook nearby.

"In the BoatUS Marine Insurance Program's Claims Department we recently had a claim on an iguana bite that necessitated nose reconstruction. The message? Don't tick off the iguana."

...Kerry in BoatUS Marine Insurance

Tip: BoatUS has no recommendations for boating with lizards,

SUPPORTING MEMBER NEWS/ALASKA WILD

tarantulas or orangutans, other than to keep them very happy while aboard. If that fails, it's important to have a good boat insurance policy as a back-up plan. In addition to the medical payments limit selected by the boat owner, all BoatUS Marine Insurance policies include an additional \$25,000 for payments for family members not covered by any major medical policy. For a free quote go [here](#).

For more on boating and pets, go to www.BoatUS.com/pets/articles.asp.

BACKCOUNTRY HUNTERS AND ANGLERS

USFWS PLANS TO EXPAND HUNTING, FISHING ON WILDLIFE REFUGES

Enhanced access would benefit public lands sportsmen on 13 refuges in nine states

New hunting and angling opportunities on national wildlife refuges provide increased public access for sportsmen during a time when access is shrinking, said Backcountry Hunters & Anglers, commending a decision by the U.S. Fish and Wildlife Service to expand hunting and fishing on 13 national wildlife refuges in nine states.

USFWS Director Dan Ashe announced the proposal, which encompasses migratory bird, upland game and big game hunting opportunities, as well as sport fishing, and would modify existing regulations on more than 70 other national wildlife refuges and wetland management districts.

BHA President and CEO Land Tawney welcomed the announcement from Director Ashe.

"National wildlife refuges occupy a special place in the hearts of most American hunters and anglers," said Tawney, who has hunted waterfowl on refuge system units his entire life. "Our refuge system provides accessible, high-quality fish and wildlife habitat, as well as havens for sportsmen to experience solitude and tranquility - experiences central to our identity as public lands recreationists.

"Public lands also play a central role in the Backcountry Hunters & Anglers mission," continued Tawney. "We've stood up for them, consistently and strongly, and will continue to defend the right of citizens to partake of the wealth of opportunities they offer. Our thanks go to the Service and Director Ashe for his unwavering dedication to sustaining - and expanding - these opportunities."

Sportsmen cite insufficient access as the No. 1 reason for forgoing time afield. National wildlife refuges provide valuable opportunities for time afield during an era where sportsmen's access is steadily decreasing. Regulated hunting is permitted on 336 wildlife refuges, and fishing is permitted on 275 refuges. They play an important role in managing fish and wildlife populations on many refuges.

Public comments on the changes are invited before Aug. 15, 2016. For more information and to submit comments, visit www.regulations.gov and reference docket no. FWS-HQ-NWRS-2016-0007.

[Learn about hunting opportunities on national wildlife refuges.](#)

[Learn about angling opportunities on national wildlife refuges.](#)

THEN THE BEAR TOOK DOWN THE LEAD GUIDE..

...bottom line carrying Bear Spray, keeping it handy and knowing how to use it saved two lives.

For the rest of the story go to: <http://www.adn.com/alaska-news/wildlife/2016/08/25/then-the-bear-took-down-the-lead-guide-uncruise-owner-tells-the-story-behind-bear-mauling/>

HOMER SPIT (SEE COVER PHOTO)

Homer Spit, a 4½-mile-long wisp of land that juts into the middle of Kachemak Bay at the southern end of the highway from Anchorage.

Each summer here plays out in a string of — forgive me — small moments of poetry on the Homer Spit.

- A Russian Old Believer fisherman pulls his gillnet out of the water with a dump truck while his wife — in a long traditional dress and with a babe in arms — stands watching from the harbor dock.
- A silver salmon — still bright — lies lifeless on a harbor float having, apparently, leaped to its death.
- A tote of coral-red rockfish — some, no doubt, older than the state of Alaska — sits on the dock with a dozen eyes to the sky.
- The charred remains of a sailboat float in the harbor wearing an orange boom like a string of pearls.

For the rest of the story go to: <http://www.adn.com/slideshow/alaska-life/we-alaskans/2016/08/21/homers-heartbeat-an-ode-to-the-homer-spit/>

...Above excerpts courtesy Alaska DispatchNews, submitted by Adela Jackson

**NOWA 2017 CONFERENCE
APRIL 27-30
SANDPOINT, ID**

NOWA 2016 GENERAL MEMBERSHIP MEETING MINUTES

NOWA GENERAL MEMBERSHIP MEETING

Sunday, May 1, 2016 - Diamond Lake Resort, OR

The meeting was called to order by President Joe Warren at 8:15 am. Joe lead the Pledge of Allegiance and welcomed everyone. Executive Director Adela Jackson asked for approval of the minutes from Spring 2015 membership meeting as published in the May/June 2015 newsletter. Request from the floor to have the minutes read aloud. Minutes read by Adela Jackson. Motion from Dave Kilhefner and second by John Kruse to approve minutes as read. Motion passed.

Incoming Officers: Craig Schuhmann, President, Ron Kerr, Vice President.

Nominations from the floor and vote passed to fill vacant board member positions as follows:

- 2nd Vice President: Jim Foster
- Director term expires 2017: Gary Christensen (Current directors Mike McKenna, Peter Schroeder)
- Director term expires 2018: Doug Wilson (Current directors Dennis Dauble, Troy Rodadowski)
- Directors term expires 2019: Jeremy Johnson, Dave Vedder, Risa Wyatt

Outgoing President's Report, Joe Warren: published in Board Meeting Minutes, Field Notes May/June 2016

Executive Director's Report, Adela Jackson: published in Board Meeting Minutes, Field Notes May/June 2016

Treasurer's Report, Adela Jackson:

According to the records available, NOWA's total assets as of December 31, 2015 were \$52,429. In 2015 NOWA budgeted \$25,150.00 for income and received \$23,880. Expenses were budgeted at \$26,150 and actual was \$26,315. The 2015 Net Income was budgeted at -\$1000. and was -\$2435.

The 2016 NOWA Board approved budget is \$20,124 for income and \$23,355 for expenses. The 2016 year to date actual is \$13,773 for income and \$14,231 for expenses.

Committee Reports published in Board Meeting Minutes, Field Notes May/June 2016

Old Business

NOWA name change: Ron made a motion and Risa seconded to *"Do a survey with suggestions on name change."* Bring back to the membership for a vote. Discussion followed. Passed with one opposed: Jim Foster. Board is to create an adhoc committee to come up with talking points. Online poll to determine members' sentiments, nonbinding.

New Business

Member and SM Retention: Need personal calls, tear sheets and thank you notes.

Discussion regarding declining membership: Gary Christensen suggested we contact other outdoor groups and see if they are experiencing a similar decline. Ron Kerr said that NOWA can't survive without members. The Board added a student membership category for \$20 that includes a NOWA Tshirt. Dennis Dauble is the Committee Chairman to spearhead this effort to bring younger people into the organization. We need to start in the high schools. Risa suggested a minimum age of 18, under that age would need their parents to travel with them.

Jackie McNeel said we need to follow up with people who aren't at the conference. Joe Warren said he sends an email to each new member. Deb Kerr suggested that every sponsor of new members contact their recruits who haven't renewed. John McFarland mentioned that almost everyone at the conference has gray hair. We need to recruit with magazines outside of the NOWA area and write articles about NOWA for magazines. Joe said that dealing with editors could be a challenge on this. Milt Keizer said you can't afford to be just a writer, but need other income. Look at little regional magazines and newspapers for articles and for recruits for NOWA. Milt recruited Gary Christensen and Dave Vedder through *Fishing Holes* magazine.

Jim Foster asked if we offer a scholarship every year. Peter Schroeder said we have a NOWA Fellowship (Stan Jones Award). We don't want finances to be a reason people don't come to the conference. The committee is discrete so the writer won't be embarrassed by applying for the fellowship. Joe suggested we mention this in the newsletter so all members are aware. Peter suggested we change the rotation of our conferences to Idaho, Washington, Montana, Oregon to make it easier for folks to attend on a more consistent basis.

John Kruse told about the Ed Iman Fish Camp. Ed is a Walleye guide and promoter who sponsors the fish camp in Biggs Junction, Oregon (Peach Beach) the middle of September. The camp is a great place for writers to meet guides and outdoor representatives, while fishing for salmon, walleye, sturgeon and bass. This is a great networking opportunity with writers and supporting members. John has developed some good relationships through his time at fish camp and this helped with his radio show. This year's Fish Camp is Sept. 11-15, 2016.

Adela Jackson announced that **Conference Evaluations** are on each table for everyone to fill one out and drop into the box next to the podium. Recognition was given to the wait staff at Diamond Lake Resort and manager John Jonesburg.

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NOWA 2016 GENERAL MEMBERSHIP MEETING MINUTES

Next year's conference is in Idaho: McCall, Sandpoint or Priest Lake are the sites up for selection. Final selection to be published in newsletter. Butch Otto, Governor of Idaho (with Idaho Fish & Game) was suggested as a speaker for next year, possibly speak on wolf or other issues. Find a name photographer like George Lefy who can be sponsored by Canon and promoted in advance. We used to plan our conferences two years out. We want to get back on track for this. Greg Gulbrandsen stated the site selection process got sidetracked because of the situation with past Executive Director Dave Jones. Sometimes we're larger than a small local CVB can handle. What is most important to our membership: the location or cost of rooms? Is \$79 vs \$99 important for rooms or where we are going? Milt Keizer said that for him the cost of lodging is most important. The balance of the membership agreed that location/setting is most important. Ron Kerr wants to have another conference in British Columbia. In the past when we made decisions to rotate conference sites, we had a level playing field with a higher number of members in Montana. It comes back to where most members are located. Need to look at where our membership is. What is changing and why?

Craft Improvement: Board member Risa Wyatt mentioned that each Board member is responsible for writing a craft improvement article for the upcoming newsletters and requested the board to ask members what type of articles they'd like to see.

Good of the Order: Moment of Silence for recently deceased members Francis Caldwell and Ralph Shaw.

Motion to adjourn by Ron Kerr with a second by John Kruse. Joe Warren handed gavel over to incoming President Craig Schuhmann. Meeting adjourned at 10 am.

Member Feedback: Life Member Panel with Milt Keizer and Ron Kerr; Moderator, Craig Schuhmann

Milt Keizer was asked: "What is your most memorable NOWA moment?"

Milt remembers the first 24 years in a row, NOWA met in the Seattle Sea Hawks locker room at the King Dome. Fred Peterson was always ready to personally help any writer in the group. Milt's most memorable NOWA moment was our 2000 Conference at the Flying M Ranch, Oregon. The Canadian Black Powder Rifle group was dressed in authentic costumes and demonstrated their firearms on the airfield. In Lewiston, Idaho the Nez Perce Indians performed native dances. Milt said he's going to stay a member and continue to participate. He encourages all NOWA senior members to do the same. He's here to help NOWA as much as he can while he's alive!

How has NOWA helped you?

"This organization put money in my pocket I would not have if I didn't belong to NOWA. By my association with NOWA I was

asked by member Frank Amato to write a book. I wrote a chapter on fly fishing for steelhead. Stan Jones helped me and I made \$700 on an article. Through NOWA, you know people, you deal with people. No questions asked."

Ron Kerr was asked: "Who was NOWA's first Executive Director?"

Ron said Stan Jones. Ron was the first secretary. NOWA needed an Executive Director to pull it all together and meet at one location. Meetings were held at the International Sportsmen Expositions (courtesy of Ed Rice) at the King Dome. Later Charles Summers served as ED. In 1996 the Board of Directors agreed to move the meetings outside Seattle in order to include the opportunity for everyone from different states to attend. Spokane was the first conference in 1998 held outside Seattle. This decision has served NOWA very well.

What one action would help maintain NOWA membership?

NOWA has done well: Who we are, what we represent and teaching people through crafts. Ron went to OWAA (Outdoor Writers Association of America) and saw they paralleled NOWA on a much larger scale. Several members took Ron under their wings and taught him to be a better writer and photographer. Regional groups formed because the criteria to join OWAA was too high. NOWA is a stepping stone up to OWAA. NOWA tries to do all the things OWAA does. We must keep encouraging members to come to our conferences. One of the mistakes we make is thinking everyone knows what we know. But each conference is an opportunity to learn more and make contacts that are helpful to our careers.

How do you suggest we work with Supporting Members?

It's not a world of freebees. Ron started going to the Shot Show to learn the industry. He didn't push products. People always ask: "What equipment do you use?" If Supporting Members have a product and they offer it to you, use it, make sure you can write about the product and send a tear sheet to the Supporting Member.

What benefit do members receive by serving on the board?

Serving on the board is a great learning situation. Encourage anyone and everyone, especially new members, to take a turn serving on the board. You will always get help from other board members and officers.

President Craig Schuhmann thanked Pam Vedder and Jo Wilson for their help with the Silent Auction and Raffle. He announced that all three speakers, Lee Juillerat, Henry Hughes and Thom Powell have now joined NOWA and credit the organization on fellowship and hospitality.

Panel adjourned at 10:30 am. for the raffle.

...Adela Jackson Secretary/Treasurer