

NORTHWEST OUTDOOR WRITERS ASSOCIATION  
**NOWA FIELD NOTES**

NOWA NEWS NOVEMBER 2016



...Montana Elk Country: High (8600'), Wide, Handsome and Most Urgent...**PUBLIC!**...Chuck Robbins photo

TIME FOR A NAME CHANGE? (PAGES 4 & 6)  
CRAFT IMPROVEMENT  
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JOB OPPORTUNITIES/GUEST EDITORIAL  
MEMBER/SUPPORTING MEMBER NEWS

# NORTHWEST OUTDOOR WRITERS ASSOCIATION

NOWA NEWS NOVEMBER 2016

[www.northwest-outdoor-writers-association.org](http://www.northwest-outdoor-writers-association.org)

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## OH! THE PLACES WE WRITE

*"Remember to Play"* - Alvar Aalto

Where do you like to write? What helps you keep your mind focused on the singular tasks of writing, editing, researching and thinking? Writers have always struggled to find the perfect space which supports the creative process. From Hemingway's standing desk to Henry Miller's garden shack; from the dining room table to the secluded cottage; we all have a place where we work best. My guess is you don't need to think about these questions because you already know what works for you.

My writing place is a library. This is a holdover from my school days where I spent countless hours researching, writing and thinking. Every time I enter a library, time stops. My mind and body relax and I can focus with an unusual concentration unavailable to me anywhere else.

Writers need libraries. Not only do they provide a place to work and access resources, but they support our writing by purchasing our books and magazines. Libraries around the country are having a hard time sustaining themselves, though the crisis doesn't seem as bad as it was in 2011-2014. The closing of a library is one of the saddest things I know of. If I had my way, libraries would be open 24 hours a day, come equipped with coffee vendors, community rooms, a robust schedule of events, speakers and workshops, and art galleries. Libraries should be cultural centers, freely accessible, well-supported and vibrant.

The Multnomah Library in Portland has a private room called the Sterling Writer's Room. Access is granted only after an application process and one can meet their qualifications as a working writer. Once inside it is deathly quiet and shielded from the main-stream area. Bookshelves line the walls and contain books written by the room's members. The goal of the room is to provide writers with space for convenient access to the holdings of Multnomah County Library. One can order books from the archives, special collections, or reference stacks for delivery to the room. Long wood tables, wood chairs and lamps are the only furniture. Perhaps the only drawback here is the isolation which seems removed from the library experience of stacks of books, people and movement.

The Reed college library is one of my favorite places to work because it feels old, scholarly and traditional. The labyrinth layout is composed of several levels of hidden workspaces accented with small rooms and secret nooks. Their catalogue is deep and can come in handy when you need that obscure reference. The front entry usually contains an art exhibit or display from the library archives. On one occasion they were displaying artifacts from Gary Snyder's days when he attended Reed. Viewers were able to look at personal journals, artwork and read over random slips of paper with quotes or ideas. I still remember reading a puzzling and

intriguing piece written on a small piece of scratch paper: "He sat down in the middle of the room and said to himself, 'I think I'll be the Buddha of this place'". As far as I know this was the only place where this thought of Gary's existed. He was a true Dharma Bum even then.

The Lake Oswego library is one of the best community supported libraries I know of. It is rated by HAPLR rating system of American public libraries as the best library in Oregon. I would describe this library's environment as cozy; I mean it's packed with books and artwork adorns every available wall space. The new facility was opened in 1983 with Oregon's Poet Laureate, William Stafford, reciting a poem: "...the nudge of a book and all of history crystallizes for a dazzled reader again and again..."

For a special treat, one has to visit the Mt. Angel Seminary Library in Mt. Angel, Oregon. It was designed by the famous Finnish architect, Alvar Aalto, and is a work of art in-itself. Aalto not only designed the building, but also the furniture, bookshelves, and fixtures such as door knobs. Its design is meant to complement and nourish the artistic nature of our work and lives. Aalto said about architecture: "*We should work for simple, good, undecorated things, but things which are in harmony with the human being and organically suited to the little man in the street.*" Not bad writing advice either. The libraries special collections and medieval books and manuscripts are very special features available and open to any guest.

One of the great rewards of working in a library is the moment when one walks out the front doors. It is a feeling of accomplishment made even more concrete by the sudden impact with the outside world: a blast of wind, snowfall, falling leaves, warm grass, hot pavement, shade, bright sun, or rain. Exiting the Portland library, one is accosted by the sights, sounds and smells of city life; at Mt. Angle we are greeted with a pastoral view of the seminary campus and perhaps the ringing of bells summing the faithful to the monastic hours; at Reed college we encounter students, long paved walkways, bikes, and music being played on the lawn or in trees; in Lake Oswego we are met with large sculptures gracing the entrance and leading to a secluded parking lot. In these contrasting moments, when outer and inner words collide, ideas which remained elusive only hours ago suddenly crystalize in a flash of insight. This is my idea of the life of a writer – a world created by us and put to service for our craft; inner and outer experience coalesced and made beautiful by activity, place, ideas, art, music, and relationships.



...Craig Schuhmann

# EXECUTIVE DIRECTOR'S MESSAGE

## A ROSE BY ANY OTHER NAME WOULD SMELL AS SWEET



...What's in a name? Adela Jackson relaxing in front of an Enoteca or Italian wine bar while enjoying her recent wine tour of Italy; Larry Jackson photo...

"A rose by any other name would smell as sweet" is a frequently referenced part of William Shakespeare's play *Romeo and Juliet*, in which Juliet seems to argue that it does not matter that Romeo is from her rival's house of Montague, that is, that he is named "Montague." The reference is often used to imply that the names of things do not affect what they really are. What matters is what something is, not what it is called.

### What's in a name?

No matter how clearly I pronounce Northwest Outdoor Writers to a prospect, the response is, "horse riding or motorcycles?" Not a good way to make a first impression, trying to clarify NOWA's purpose. Especially when we're a group of communicators and our name does not clearly say what we do. Changing our name is not changing who we are as an organization. **It's an opportunity for clarification.** I'd rather our name be clearer so the time spent in the introduction can go for mission and purpose.

### A Boy Named Sue

One of my memorable Alaska adventures was salmon fishing for a week with country western singer Johnny Cash. Along with Johnny's son, John Carter Cash we fished out of Painter Creek Lodge on the Alaska Peninsula. Johnny was a man of few words, he expressed himself in song. In his famous song, "A Boy Named Sue" he shows how a name can be an advantage or disadvantage.

### Image Building

My background as a Graphic Designer is in image marketing. I've discovered that a majority of corporations update their image and name as the times change. It makes their business more relevant with their market, thus more successful. NOWA needs to quit

focusing inward and start focusing outward to who our audience is. Our name needs to reflect what we are and who we want to reach.

I'd like to suggest we make a fresh start, with a new updated image that portrays our strengths. This won't change NOWA's successful past, I'm sure our founding members want nothing but the best for NOWA going forward. But as of 2016, why hold onto a name that's not working?

I believe it's time to put on some new outdoor clothes. When I was a kid growing up in Alaska, all we had were cotton long johns. When the cotton got wet from snow, it was cold and heavy. Do you think I wear cotton long johns now? Heck no. My fabric of choice is wool, polypropylene or polar fleece. Thanks to the excellent marketing of our supporting members, I now know better!

### Here's some names to think about:

Northwest

**OUTDOOR MEDIA**

Northwest

**OUTDOOR JOURNALISTS**

Northwest

**OUTDOOR COMMUNICATORS**

Northwest

**OUTDOOR PRESS**

**OUTDOOR MEDIA**

of the Northwest

Northwest Outdoor

**MEDIA ASSOCIATION**

Northwest Outdoor

**PRESS ASSOCIATION**

Thoughts from Your Executive Director,

...Adela Jackson



The historic **Panida Theatre** is just one of many attractions await NOWA members attending the 2017 Conference in Sandpoint, ID. April 27-30. For more please visit [www.visitsandpoint.com](http://www.visitsandpoint.com)

## BUILDING YOUR PERSONAL BRAND



*Gary Lewis, a full time outdoor writer since 2002, with his first pheasant of the season...Gary Lewis photo*

I don't know if you remember what it was like in 2011 and 2012, but I remember the magazine market had contracted.

Several publications had shut down and other magazines were going from 12 issues to eight per year or six issues down to four. Page counts shrunk and to make matters worse, editors were writing more articles so they didn't have to pay free-lancers.

It was in that context the phone rang on an August afternoon. The nice lady on the other end of the line said she was recruiting writers for a new magazine. They wanted the best talent they could find, free-lancers who knew guns and birds and dogs.

She said, "I have done extensive research all over the country. And wherever I looked, I kept finding your name."

The magazine she represented has become one of my favorite places to publish and they pay very well.

I don't flatter myself. I know why she found me. **It's because I have studiously worked on building my personal brand.**

When the Nielsen Company completed a study on trust, they determined 50 percent of consumers believe a brand message while 83 percent are likely to trust the opinions of peers, friends and families for buying decisions.

As we build our brands, we can become trusted influencers in both categories. As a brand and as a trusted friend.

Almost anything we do in our outdoor communication can be used to build our own personal brands.

It happens when our name is on a story or a video or attributed with a photo. When someone sees it, that's an impression. If a thousand people see it, that is 1,000 impressions. It works again, if at the end of the story or the video there is a short sentence that reads something like "Gary Lewis is the author of Fishing Central

Oregon. Contact Lewis at [www.garylewisoutdoors.com](http://www.garylewisoutdoors.com)" That's another impression.

We all build our brands this way. Let's do better.

Consider that our customers spend up to 28 percent of their online time on social media - Facebook, Instagram, Twitter, LinkedIn, Craigslist, Pinterest, YouTube, Vimeo and more. They need to be able to find us there too.

Pick one or two or three or four and establish a presence and get back to each one often enough that people who follow you will know you're still alive. As an example, I post on Facebook once a week, on Twitter four times a week and on Instagram about five times a week. Think of it like a cadence. Keep a rhythm.

When you do share on social media, keep it all business, but show a bit of personal story. And be accessible, answer questions and reach out with a word of encouragement from time to time.

There should be one place online where your work is highlighted. That could be a Wordpress blog or a web site. It should be searchable, sharable, discoverable - like you.

Remember the business card? It is not dead. If you are a free-lancer, put your photo on the card so people remember you later. People are more likely to keep a card (and refer to it) if there is a picture on it.

The photo further cements the personal brand. Make sure it's a good photo. In fact, you should invest in a professional photograph that represents you in your best light.

If you are a book author, you probably know how hard it is to get even a close friend to write a book review for you. Think about that for a moment. If you want reviews of your own books, write reviews for other people's books. Then ask them to return the favor. How does this build your brand?

Think about how Amazon works. If you post a review on Amazon, you are claiming some authority. Make it work. Post under your real name and always include a photo. Last month I was invited to make an appearance at a local sporting goods store. The company ran a radio ad the week before the event and I heard my name mentioned thus: "Gary Lewis Outdoors will be on hand to sign copies of his latest book."

Whoever wrote that radio copy was so aware of the name of my company they wrote it as if my middle name was Lewis and my last name was Outdoors! That is personal branding.

Gary Lewis is a two-time past president of NOWA and is currently serving on the Craft Improvement committee. If you would like to submit a craft improvement article, contact Gary Lewis at [garylewisoutdoors@gmail.com](mailto:garylewisoutdoors@gmail.com)

## WE EITHER GROW OR...DIE

To my membership brothers and sisters, I have an urgent call.

We, the Northwest Outdoor Writers Association, are in trouble.

Our membership is declining...thus the revenue to sustain the operations of our organization is also declining; and it is those dollars that sustain the organization, along with the spirit, comradery, and personal support that we get from each other.

We need to recruit new members, especially young ones and those who want to stay with the organization. Over the years, I have seen a number of new members come and go. They stay in our organization for a year or two and then leave. In follow-ups, they state that NOWA is not meeting their needs or they feel that it doesn't offer anything they can live without...and that we are anachronistic or outdated.

In light of this, I propose something that was brought up at our closing organizational meeting at Diamond Lake. It was heatedly discussed and then shelved for further analysis. I believe it is time for getting this done. **This proposition is for a name change.**

We need to change with the changing times. We must reflect the times in which we now pursue our crafts: writing, photography, and video...along with artwork and digital media.

We are faced with new and sometimes daunting publishing criteria and it is called "social media." What is that second word? It is media...it is the common thread amongst all the crafts. Even POMA has the word media...and SEOPA does not use the word writers to describe itself in its name.

If we want to attract a new and younger community, we need to reflect our times. I'm 68 years old, and even I am aware of this. It is time to seriously analyze, discuss, collaborate, and vote as a whole on this action. And, if we don't change with the times, we will become increasingly irrelevant and disappear in the smoke of history, for if we are not a relevant organization, then why do we exist at all? Are we just an old-timers club with no future?

The name I suggest keeps the spirit and even the sound of our historic acronym. Instead of NOWA, it would be **NOMA... Northwest Outdoor Media Association**. It is much more relevant of our current membership...and certainly more reflective of the areas of new membership growth. It also stops the confusion we get when folks think we are an equine related group.

Along with this change, we need to actively recruit among younger professionals and those who are seeking to become professionals in our related crafts. Recruit among the skiers, hikers, climbers, boaters, travelers, and encompass all of the outdoor pursuits. And among the bloggers, webbers, app designers, and other digital media. It's a new world folks...and we must adapt!

6\_NOWA FIELD NOTES

It is simple...if, as a professional organization, we do not grow, we die...and we are...

...Greg Gulbrandsen, Past President, NOWA

## PHISHING AND OTHER SCAMS & MISDEEDS

The Internet is a marvelous tool, but there are a lot of dangers out there, some seemingly innocent. I am on a Mac system and have been for many years. I suppose similar problems could happen with Windows based machines.

Today I received an email showing I had made a purchase at the I-Tunes Store and my credit card was charged \$83.00. The message then said if I had not made the purchase to cancel the charge and asked me to fill in my information including name, address, credit card info etc..

Whoa, I do not have an I-Tunes Store account, so in the middle of filling out the requested information I closed the email. When I was asked for my credit card information I was hesitant to proceed.

A little while later I reopened the email to take a second look and received a warning that this site was Phishing in an attempt to gain information from me.

I have in the past received emails supposedly from Apple saying someone had used my password to visit Apple sites. I always immediately deleted these, but they must have been Phishing attempts also.

Duh ! I almost fell for it this time.

These and phone calls from Quote, the IRS and emails from Nigeria are pretty easy to spot. This one caught me off guard as I was at the end of a long and stressful day.

In the small town where I live we have had a rash of mail thefts as many as four to five hundred mailboxes hit a day and this has been going on for several months. It was driving the postmaster nuts and local police didn't seem to be inclined to do much about it according to him when I went to see about making a report to the Post Office after filing a police report.

I had ordered a pair of new American Express card for my wife and I.

They were stolen the day they were delivered and with a couple of hours were fraudulently used nineteen times from about 5 PM up to 10 AM the next morning.

I don't know how they got them authorized that is supposed to be by your home or business phone.

Fortunately AX caught this quickly and notified me by phone that they thought there were unauthorized charges on these cards and most of the charges were refused from the merchant location.

Continued...

# THIS HAPPENED TO ME/MARKET OPPORTUNITIES/STORY IDEAS

It appears that there was a man and a woman involved using both of our cards and within minutes of each other at different locations. The total fraudulent charges, most of them refused came to about \$2,000.

I was protected by AX and incurred no charges, but I imagine the charges that did go through cost the merchants involved some money. This is probably reflected in consumer costs.

Here's another common scam directed at photographers. It generally says something like Dear Photographer, I am hosting an event in your city and would like to hire you to do photographic coverage for this week long event for me.

Usually no dates are mentioned. Do not reply, it is a scam (phishing) to get information from you.

If anything call the Fraud Division of your State Attorney Generals Office and let them know about a possible scam. They may tell you that normally scammers are so proficient at setting up false emails and phone calls that they would do what they could, but the scammer may have covered his tracks so well that they may not find them to take action. The scammer may be located in some other country around the World.

So here are a few suggestions, beware of emails like I received, never, ever open an attachment from someone you don't know and use a postal mail box or the post office to send your mail and pick it up daily. You might even consider a locked type mailbox. The postman cannot open these, but only insert your mail.

It is frustrating that we have to deal with these sort of problems, but it is better to be safe than sorry.

...Doug Wilson

**MONEY, MONEY, MONEY...**

## **Petersen's Bowhunting Seeks an Associate Editor**

<http://www.theoutdoorwire.com/story/1475537997w2cycxfx6hn>

## **Outdoor Group Seeks Programing Chairman**

<http://www.thefishingwire.com/story/387935>

## **Digital Content Editor, Game & Fish Magazine**

[http://jobs.nssf.org/jobs/8542901/digital-content-editor-game-fish-magazine?utm\\_source=813878&utm\\_medium=featuredJobs&utm\\_campaign=mainLanding&utm\\_term=](http://jobs.nssf.org/jobs/8542901/digital-content-editor-game-fish-magazine?utm_source=813878&utm_medium=featuredJobs&utm_campaign=mainLanding&utm_term=)

## **Digital Editorial Assistant; Hunting & Shooting Magazines**

<http://jobs.nssf.org/jobs/8542941/digital-editorial-assistant-for-hunting-shooting-magazines>

...John Kruse

## **Leupold Seeks Experienced Social Media Strategist**

<http://www.theoutdoorwire.com/story/1477267154bkv8hu7v3hn>

## **SANDPOINT, ID...STORY IDEAS**



Here are two possible subjects for writers doing environmental and/or travel subjects, both pertaining to the Sandpoint conference.

Amtrak stops in Sandpoint about half a mile from the conference headquarters. Members from western Washington (or Oregon) can catch the train over there and relax in comfort as Amtrak transports them to Sandpoint. I did a story such as this last year when we (Jackie and I) took Amtrak from Wisconsin to Sandpoint.

The other story has recently received quite a bit of national publicity and will likely get much more in the coming year if all goes well. Scott Brusaw has a vision for the nation's roads. (opening sentence in a recent newspaper article) The plan is to replace all asphalt and concrete over 48,000 square miles in the U.S. and replace it with solar panels to generate energy. They've received 3 FHA grants totaling \$1.6 million and things are looking positive.

I won't go into more detail but I can see NOWA members being interested and doing a story.

...Jack McNeel article; Jackie McNeel photo;

[jmcneel37@msn.com](mailto:jmcneel37@msn.com);

<http://www.mcneelwesterntravels.com/>

## **NOWA WEBSITE:**

<http://www.northwest-outdoor-writers-association.org>

Members Only: User name: NOWA; Password: **Bradner**

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

Two new URLs are: [www.nwoutdoorwriters.com](http://www.nwoutdoorwriters.com); [www.nwoutdoorwriters.org](http://www.nwoutdoorwriters.org);...old URL (above) also works.

# 2017 NOWA CONFERENCE

## SANDPOINT ONLINE

SandpointOnline.com

Town Crier



<http://www.sandpointonline.com/>

Within this link you can access a free weekly newsletter on current and upcoming happenings in that part of the world by subscribing to the Sandpoint Town Crier.

...Dennis Double



## HIKING TRAILS NEAR SANDPOINT, ID



*Hiking Mineral Point Trail No. 82*

As you look forward to 2017, we hope you have Sandpoint in your eyes. NOWA is going to Sandpoint, Idaho, April 27-30, and there will be ample opportunity to take advantage of hiking trails in the area. Here are some ideas:

### Mickinnick Trail No. 13

This 3.5-mile hike climbs high on a ridge north of Sandpoint, with views of the river, the lake, the city and mountains.

### Gold Hill Trail No. 3

This one switchbacks up Gold Hill to benches on a rocky knob with views of Sandpoint and the Pend Oreille River.

### Mineral Point Trail No. 82

This trail offers a 2-mile trek along the lake shore from Mineral Point to Green Bay.

For more hiking/biking trails, check out <http://www.sandpointonline.com/rec/lakeguide/walks.html>; <http://www.sandpointonline.com/rec/mountainbiking.html>

...Article, Gary Lewis; Photo, Lublyou



...Top to Bottom Courtesy visitsandpoint.com, Bird Aviation Museum, Go Fish Charters

# MEMBER NEWS

## SOUTH DAKOTA PHEASANT HUNT



Dave Vedder, Ron Kerr, Gary Lewis and Sam Pyle...*a gittin' er done in South Dakota...thanks in large part to Tye, a course...*



## MONTANA ELK HUNT



...Once again our Annual Elk Encampment proved what a great place southwest MT is to hunt, camp and share time with friends and especially my "little" grandson, Cody, who drove himself all the way from central PA. to share the good times with Pap & friends...ChucknGale Robbins photos...

# MEMBER NEWS

## A PLACE FOR EVERYTHING, YADA, YADA, YADA

On the road again, as Willie said. But it reminded me that I could perhaps help some of you frantically packing, planning, or driving too fast enroute to your next extended hunt. Heed these hard-earned lessons, then, send me pictures!

I've hunted in 22 states, many more than once and several, dozens of times. It is a daunting list, not just because of the road and air miles invested. Also because so many of these states are so full of wonderful people and places I'd like to visit more often.

I've made new friends, shared truck cabs and wall tents with good old friends. My dogs have banked enough windshield time to get a driver's license.



*A spot for everything...including coffee...*

What have I learned from crossing so many borders, time zones and area codes? Plenty. In hopes it makes your upcoming season more productive and enjoyable for you and your dog, here's my list:

Keep things ship-shape in the vehicle. Everything in its place, every time. When you stop for gas, check the oil, diesel exhaust fluid, empty your trash and clean the windshield because next stop, it might be cold or raining.

Feed the dogs on schedule (but not the morning of a hunt, where food in the gut will inhibit performance and risk stomach twist). Feeding time is one of the few constants your dog will have on a road trip. Give them that little measure of emotional comfort.

Bring extra batteries and owner's manuals for everything. Cram in as many warm clothes as you can. Bring extra rain gear. Carry a bottle of something old and brown from Scotland and leave it with your hosts. Save your back, invest in those fabric fold-up dog kennels for pet friendly hotels.

Call ahead and stop to visit friends along the way, even if you don't think you have the time. Send thank you notes. Find off-the-

beaten-track places to park so dogs are safe and unstressed. I like high school athletic fields and county fairgrounds. Bring tie-out stakes.

Carry water for your dogs and yourself. Refill at every opportunity. Same for your fuel tank; there are a lot of empty spaces on the map.



*Here in the boonies you ARE economic development...*

Eat at local joints instead of chains. Be nice to wait staff. Carry a thermos. Buy your groceries and fuel close to your destination - in many communities you are economic development. Learn a little bit about the place you're visiting. Pronounce place names correctly. Visit with kitchen staff at the lodge.

Find something to compliment: your buddy's dog, good shot, a well-managed covert, fine booze, special dinner.

None of this will help you shoot more birds or make your dogs better looking. But in the long run, you will be enriched by the memories you make, the friendships forged. The journey will rise a notch or two on your life list. Whether your trip is across the county or the country you will be a better hunter. And person.

Now, what would you add?

Have a fantastic season,

...Scott Linden



...Big Hole River, Chuck Robbins photo

*Editor's Note: The following is courtesy of Bob Marshall and the Field and Stream Conservationist Blog; emphasis in all cases is mine. Please do your part to insure our public lands remain public.*

## SPORTSMEN NEED ONLY ONE ANSWER FROM THE PRESIDENTIAL CANDIDATES

Presidential debate season is a lot like football season: It produces a lot of armchair quarterbacks. We're all sure we would have thrown tougher questions at those so-and-sos. We wouldn't have allowed them to tap-dance around a real answer and hide in their "message" or "talking points." We would have nailed them down on the most important issue—to us.

Yadda, yadda—and yadda.

But of all the interest groups closely watching this historic race, sportsmen may have the most legitimate claim to that "morning-after" boast, because we really only have one question—and we will only take a "Yes" or "No" answer: "Do you pledge that national public lands will remain under federal management?"

That's it. One simple question, with one unequivocal answer.

But that answer is absolutely critical to maintaining the platform that has provided the United States with the greatest outdoors sports heritage of any nation.

Do we have other important issues? Of course.

- Addressing the greenhouse gas emissions causing the climate change that could radically alter much of that public land—and water—as well as the fish and wildlife populations they support.
- Making sure the wetlands we have left are not stripped of more protections.
- Having a sensible energy development plan for public lands that puts fish, wildlife, and the vast outdoor recreation industry they support on an even footing with oil and gas interests.
- Getting the long-promised but seldom-delivered fair share of Land and Water Conservation Fund; reestablishing workable budgets for land management agencies; addressing the backlog of infrastructure repair at national parks; establishing a nationwide water conservation policy; providing greater access to public property across privately owned lands; protecting wildlife corridors along the ever-expanding suburban-wilderness interface; and moving forward to protect the last remaining unclassified acres of wild lands; to name a few.

But the pledge to keep our national lands national trumps all these for an obvious reason: Without public property, we would have no place to hunt, fish, hike, backpack, paddle, camp, bird—or any of the other outdoors pursuits we love, and that keeps more than 6 million Americans employed.

Yet there is an effort underway in Congress to steal our property—the property we have spent billions managing for decades—and turn it over to individual states or private owners.

The effort is so serious that a coalition of more than 40 sportsmen's groups recently sent a letter to each of the candidates requesting that they "publicly commit to keeping public lands in public hands."

"Our national tapestry of public lands is the product of more than a century of leadership by both Republicans and Democrats," the organizations stated in the letter to the presidential hopefuls. "America's hunters and anglers have a special interest in our public lands. Some of our most treasured big game animals depend on the secure habitat and migration corridors that are provided by public land. Many sport fish species depend on cool, clean waters that originate on public lands."

That letter alone won't be good enough to convince the candidates running for President, the House and Senate in your state that it is, indeed, a voting issue for sportsmen. Before casting a vote you need to ask that one question: "Do you pledge that national public lands will remain under federal management? Yes or no?"

And if the candidate tries to tap dance around an answer by claiming the question is being asked by "environmental extremists," you can point out that these are some of the "radical" groups who demand to know his or her position:

Archery Trade Association, Arizona Wildlife Federation, Arkansas Wildlife Federation, Association of Northwest Steelheaders, Backcountry Hunters and Anglers, Bear Trust International, Campfire Club of America, Colorado Wildlife Federation, Conservation Federation of Missouri, Conservation Force, Conservation Northwest, Dallas Safari Club, Houston Safari Club, Idaho Wildlife Federation, Iowa Wildlife Federation, Kansas Wildlife Federation, Louisiana Wildlife Federation, Masters of Foxhounds Association, Mississippi Wildlife Federation, Montana Wildlife Federation, National Trappers Association, National Wild Turkey Federation, National Wildlife Federation, Nevada Wildlife Federation, New Mexico Wildlife Federation, North American Grouse Partnership, North Carolina Wildlife Federation, North Dakota Wildlife Federation, Orion the Hunter's Institute, Public Lands Foundation, Quality Deer Management Association, Shikar Safari Club International, Sportsmen's Alliance, South Dakota Wildlife Federation, Tennessee Wildlife Federation, Theodore Roosevelt Conservation Partnership, Tread Lightly!, Trout Unlimited, Whitetails Unlimited, Wildlife Management Institute, Wyoming Wildlife Federation

...Submitted by Chuck Robbins

## BACKCOUNTRY HUNTERS AND ANGLERS

### Sportsmen oppose Wyoming land trade that could block thousands of acres of public land

High in the Laramie Range in southeast Wyoming lies a Western patchwork of land embroiled in controversy. Ownership in the area looks like a quilt, with pieces run by the federal government, others by the state of Wyoming and yet more owned by a Casper businessman.



The businessman wants the state to trade its land to him for another parcel somewhere else, saying it will make it easier to manage his ranch. Sportsmen, however, argue losing the state parcel would lock them out of more than 4,000 acres of public land used for hunting and recreation.

Wyoming's top five elected officials, who make up the board, consider land trades every year across the state. Many are not controversial. They simplify ownership or better suit the needs of the state.

### Others, like the Laramie Range trade, attract dissension.

"That is the No. 1 spot. It's the best elk hunting experience I've had on public land in Wyoming," said Guy Litt, a Laramie hunter. "The layout of the proposed exchange would isolate so much BLM and Forest Service land so it would no longer be accessible by foot."

Litt is one of hundreds of hunters and sportsmen opposed to the land trade. A petition by Backcountry Hunters and Anglers, a national sportsmen's group with local chapters, has received more than 1,500 signatures urging the lands board to vote no.

Why is the public land so appealing? In part because it is rugged and difficult to access, filled with boulders, steep ravines and pine- and juniper-covered hillsides, said Litt and Jeff Muratore, a Casper hunter and board member of the Natrona County chapter of Backcountry Hunters and Anglers.

It takes a GPS and hard work to wind back into the thousands of acres run by the Forest Service and Bureau of Land Management, but it's worth it, they say. It is a quality hunt area with ideal elk and mule deer habitat.

"That's the area I seek out," Litt said. "I like getting away from crowds and roads and have a more wild experience."

But that experience, he says, would be lost if the land trade proceeds.

In Wyoming, people cannot cross private property to access public land. If a federal or state parcel is surrounded by private land, no matter how big it is, it is closed to the public.

Richard Bonander acknowledges his proposed trade would block

off public land but says the path to the public land is so jagged that it is hardly usable now without crossing his ranch.

"Most of the land is steep, rough ground," he said. "The significant portion of it is inaccessible."

The Casper businessman owns Inter-Mountain Pipe and Threading Company and bought the Laramie Range ranch three years ago in part for the hunting, fishing and other recreation. He realized shortly after the purchase how the convoluted land ownership setup made building trails, fencing and irrigation ditches difficult.

He first approached the state asking to trade parcels two years ago. The state didn't want his original trade proposal but said it would consider swapping him for land in the Black Hills. If Bonander would buy a similarly valued parcel in the Black Hills, in a place called Moskee, the state would consider a trade.

"The board has been interested in the Moskee area for probably over a decade," said Jason Crowder, assistant director for the Trust Land Management Division with the Office of State Lands. "They initially looked at it for a straight acquisition but didn't have the funding."

The two parcels appraise for about the same amount. The Moskee land, measuring 295 acres, is worth about \$1,032,500. The Laramie Range land, measuring a little over 1,000 acres, is worth about \$1,034,000, according to a detailed analysis of the land trade commissioned by the Office of State Lands.

While the parcels are worth about the same now, the state believes it could ultimately make more money from owning the Moskee land because of timber sales and potential for outfitting leases or even communication towers, Crowder said.

### And profit for the state is the top priority, he added.

The state owns land to make money for schools, mostly through leasing parcels for grazing or mineral development. To decide on a trade, the Board of Land Commissioners considers three criteria: revenue-generating potential, appreciation potential and manageability and whether the swap would fill a community need.

Crowder said community need, which would include aspects such as hunter access, is considered a third priority.

Divisions in Wyoming government are split on the land trade. According to documents submitted as part of the land analysis, the Wyoming State Forestry Division supports the land trade as a way to own the Moskee land, while the Wyoming Game and Fish Department is critical of the swap.

The land trade would "reduce overall hunting opportunity with impacts to sportsmen and wildlife management," reads a letter written by Game and Fish to the Office of State Lands.

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# SUPPORTING MEMBER NEWS

Bonander said he would consider a type of easement to still allow the public to access those thousands of acres if the land deal is approved, but nothing has been formalized.

“Nothing has been finalized,” he said. “We want to see if we can mitigate some of the sportsmen’s concerns.”

....Article Courtesy Christine Peterson, Casper Tribune

## BOAT US

### The Boat Thieves Want to Steal



#### 5 Tips to Stop Yours From Being Taken This Winter

Is your boat less than 26 feet? Does it have outboard motor power and rest on a trailer? If you said yes, beware – you’re a big target for theft. A newly released



study that looked at five years of [BoatUS Marine Insurance](#) claims files shows that 75 percent of all boats stolen matched this description. With the long winter lay-up period nearing, BoatUS has five tips to make your boat harder to steal.

1. Just one lock? Try another, and another. You simply can’t have enough. The whole goal is to make someone else’s boat more attractive than yours, so the more locks a thief sees - on the trailer tongue, outboard engine, or used with chain around the trailer wheels - the better the chance he’ll move on.

2. Don’t leave the key on a stored boat. Never assume your key’s hiding place is so good that thieves won’t find it. Remember, that’s what these people do for a living.

3. Make the trailer impossible to move. A removable tongue hitch, or, better yet, removing the trailer tires if the boat’s going into long-term storage turns your rig into 1-ton dead weight. The little things can help, too, such as not parking your boat in the driveway with the hitch facing the street. Consider using removable trailer lights – with most thieves working the nightshift, they want to avoid attracting the attention an unlit trailer would cause.

4. Don’t stick out. You may want to think twice about hanging a “for sale” sign on the side of your boat. Use a full winter cover to hide attention-getting, splashy graphics. Store all valuables, removable electronics and paperwork at home during the off-season.

5. Check out new anti-theft technologies. Devices that send alerts to your cell phone, take photos/video, provide tracking, or kill the motor if your boat moves from its virtual boundary can stop a theft in its tracks. Once a boat is gone, the BoatUS study

finds that only one in 10 vessels are ever fully recovered.

To see a series of boat theft topics including the BoatUS Marine Insurance Theft Study, more on theft prevention, and a look at the newest boat theft-prevention systems, go to [BoatUS.com/Boat-Thefts](#). Contact Scott Croft, [scroft@boatus.com](mailto:scroft@boatus.com)

## MACK'S LURE



### Fishing Lure of the Week: Promise Keeper®

We don’t have to tell experienced fishermen about our Wedding Ring® spinners. They’ve probably caught more kokanee and trout for trollers than most other lures combined. Now there’s one you can cast. Smallmouth and many other species like the Promise Keeper® as much as trout and kokanee like the original. Use it with a lightweight spinning outfit and you’ll love it too.



<http://www.mackslure.com/mackattack/mackattack-knov16.pdf>

Contact: Bob Schmidt, Bob Schmidt, [bob@mackslure.com](mailto:bob@mackslure.com)

## ROCKY MOUNTAIN ELK FOUNDATION

### World Elk Calling Championships Returning to Denver, Salt Lake City

RMEF’S World Elk Calling Championships will spend the next three years in both Salt Lake City and Denver.



ISE Denver will take place January 12-15 at the Colorado Convention Center. ISE Salt Lake City is scheduled for March 16-19 at the South Towne Exposition Center in Sandy, Utah. The Denver event will be more of a regional contest and qualifier although it is not mandatory for competitors to appear there in order to participate at the finals in Salt Lake City.

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# SUPPORTING MEMBER NEWS

RMEF will maintain a strong presence at both Denver and Salt Lake City ISE events by manning booths and featuring the [Great Elk Tour](#).

“ISE has partnered with RMEF for many years,” said John Kirk, ISE director of communications. “We are now extremely proud to deepen our relationship by presenting the RMEF World Elk Calling Contest at our annual Utah event. Our mission is to even better promote hunting, conservation and our partner, RMEF.”

Historically, RMEF held the event at its combined national convention and exposition. The [RMEF Hunter & Outdoor Christmas Expo](#) is December 1-10, 2016, in Las Vegas, Nevada. The [2017 National Convention](#) will take place March 2-4 in Nashville.

More specific entry/registration information regarding the 2017 RMEF World Elk Calling Championships will be released at a later date.

Contact: Mark Holyak, [mholyak@RMEF.org](mailto:mholyak@RMEF.org)

## THEODORE ROOSEVELT CONSERVATION PARTNERSHIP

### A Toast to the Patron Saint of Conservation on His 158th Birthday



...Library of Congress photo

*If you've looked at the state of our country lately and thought, 'What would Theodore Roosevelt do?' this might be your answer*

Hunting and the American outdoors were fundamental to who Theodore Roosevelt was—without them, he would be unrecognizable. There have been other sportsmen in the White House (Calvin Coolidge, Herbert Hoover, and Dwight Eisenhower were all passionate flyfishermen), but T.R.'s greatness cannot be separated from his passion for the outdoors, which is what makes him the patron saint of conservation in America.

So, it's no wonder we're thinking of him today, as his 158<sup>th</sup> birthday coincides with a pivotal time for our nation and the conservation priorities he helped to set in motion.

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Theodore Roosevelt was—without them, he would be unrecognizable. T.R.'s greatness cannot be separated from his passion for the outdoors, which is what makes him the patron saint of conservation in America.

Theodore Roosevelt led with a clarity of purpose, and he would have seen clearly the task facing modern-day hunters and anglers—it is no less than the survival of our outdoor traditions. The future of hunting and fishing, not to mention our fish and wildlife resources, is in the hands of decision-makers who are often uninformed or downright hostile. But it is also in our hands. We must move fish and wildlife conservation up the hierarchy of our own political decision making and vote accordingly. If, like Roosevelt, hunting and angling are foundational to your very being, something you want to pass down to your children, then fish and wildlife conservation can ill-afford to be only a peripheral concern as you step into the voting booth.

With an election looming, there are many questions that we won't be able to start to answer until the evening of November 8. But we don't have to wait that long to know that, once again, there will not be a sportsman or sportswoman like T.R. in the White House. A generation ago, many elected leaders learned the language of the land as kids, knew the culture of opening day, and shared stories of blaze orange and bird dogs at the Formica counters of small town diners. But today, the lawmakers who understand our culture beyond its value at the voting booth are few and far between. This reality reflects broader trends: an increasingly urban population that's more and more profoundly disconnected from wildlife and wild places.

Still there is no more important issue in this country than conservation, and to celebrate T.R. is to celebrate his famous maxim. Subsequently we must hold our elected officials accountable when they make decisions that threaten habitat and access. We must inform others, and be informed ourselves, on the importance of the North American model of wildlife management, and explain how hunters and anglers play an absolutely essential role in the funding of conservation work. After all, following in T.R.'s footsteps, we are the prime authors of some of the greatest fish and wildlife conservation success stories in the history of the world.

To be a hunter or an angler in 2016 is to be a steward for the future. It is no less an essential call than the one that motivated Theodore Roosevelt and a generation of American conservationists, to whom we owe a profound debt of gratitude. The hunters of the next century need us to carry that mantle forward with our words and actions.

Don't wait until Election Day to start living by Roosevelt's example—take action right now to ensure your access to the public lands that represent freedom in a troubled world.

...Contact: Krystyn Brady, [kbrady@trcp.org](mailto:kbrady@trcp.org)