

NORTHWEST OUTDOOR WRITERS ASSOCIATION

NOWA FIELD NOTES

NOWA News | September - October 2017



POWER UP Your Presentation And Make \$700 Per Hour!
Showdown in Choteau: NOWA Conference 2018
Major News Story: Member Bert Gildart's Legacy



Make sure you get your boat in the water at the 2018 Conference in Choteau, Montana. Photo by Adela Jackson.

WHERE THERE'S SMOKE THERE'S FIRE

BY JIM FOSTER, NOWA PRESIDENT

The forest fires near my home in Idaho have been extinguished and the local river has receded substantially due to lack of rainfall. The campsites are open, but there is still smoke in the air, but not the type that irritates lungs from airborne particulates and gases. The smoke I'm talking about is the secondary consequences of a fire. For me, a low river and forest fires created conditions that prevented me from rafting this summer. That's a type of smoke that irritates and prevents us from making a living. In the aftermath of the fire, the U.S. Forest Service still has many chores to do, and likewise, NOWA also has chores to do at our mid-year mark. We're all busy with our professional duties, which like a fire and low river, might keep us from attending to the tasks at hand. This is why I encourage you to serve on a NOWA committee, and help us get our work done for the year.

Good committees not only get the job done, but they do it well. As a taxpayer, I'd like to know the reason for the \$500 toilet seat a trusted government insider recently revealed. The government wastes millions of dollars nationwide, and I'd bet if NOWA committee members ran the government, this waste would not occur. Our board of directors and committee chairs oversee all aspects of our organization and make the best use of our

financial resources and member skillsets. The waste occurs, however, when members don't volunteer to serve on a committee that matches their interests or skillsets.

It's no small task that NOWA has investments totaling \$57,000 and that's due to the expertise of past Executive Directors Ron and Deb Kerr, the Investment subcommittee, and member contributions from membership fees, conference raffles and auctions. We're using a portion of the dividends those funds have generated over the past year, in part, to build a bigger and better conference and awards program. Conference chair Chris Batin has just returned from two months of fishing and hunting in the Alaska outback, but during that time he has also been hard at work on the 2018 Choteau conference program, which he explains in this issue. The program is one you don't want to miss.

Because this committee work is important, the first thing the Incoming President does each year is appoint committees and give committee assignments. Committees are monitored throughout the year and encouraged to accomplish their goals as set by the board at the annual board meeting. The list of committees is featured on the website and on the masthead of NOWA's Field Notes.

By-Laws/Constitution/Policy Manual

Cassandra Cridland, Larry Jackson, Adela Jackson

Review the By-Laws and Constitution and recommend items that need to be addressed and changed. (Per diem, procedures for communication). Continue work on the Policy Manual and prepare a draft for the Board to review at the annual meeting in Montana.

Conference Program

Chris Batin, Adela Jackson, (Local Committee: Bert and Jane Gildart, Jerry Smalley, Paul Vang, Gayle Fisher)

Plan the upcoming 2018 Annual Meeting Conference

Craft Improvement

Gary Lewis, Board of Directors

Write an article each month for the newsletter.

Markets

John Kruse, Duane Dungannon

Research and publish market/job opportunities for the membership to be published in the newsletter and on our Facebook page.

Membership Recruitment

Dennis Dauble, Adela Jackson, Troy Rodakowski, Dave Kilhefner

Solicit new members, review membership applications, contact non-renewing members.

Nominating

Craig Schuhmann and the Past Presidents Council

Prepare a slate of officers and board members for the upcoming year by October 20 to be published in the November newsletter.

Outreach & Public Relations

John Kruse, Duane Dungannon, Mike McKenna

Work with the Conference Chairman and the supporting CVB to publicize the conference to the community.

Raffle & Silent Auction

Jo Wilson, Pam Vedder

Solicit items for the raffle and silent auction.

Board member Dennis Dauble

BORED? GET ACTIVE WITH NOWA and RUN FOR THE BOARD OF DIRECTORS!

NOWA needs young blood with great ideas and follow through. Serve on the Board of Directors and get on the inside track to what it takes to make our non-profit successful!

Skills needed:

- Ability to work as a team member to further the goals of NOWA and its members
- Creative ideas, initiative, positive attitude, forward thinking
- Experience with journalistic writing and editing
- Experience with, understanding of, and appreciation for outdoor recreation, including hunting and angling



If you have an area of expertise or interest you feel would benefit a committee or would like to serve, please contact me. Now, more than ever, is the time to show your commitment to NOWA, its founders and who we are as an organization and participate on a committee or run for the Board of Directors. I value every member we have and for those few of you who have failed to renew your memberships this year because of whatever reasons, you are missed! If you disagree with some of NOWA's policies, I encourage you to attend the conference and the board of directors and I will personally hear your critiques, in private or at the general membership meeting. We want your voice heard in the proper forum. I hope to see each one of you in Montana to celebrate NOWA's 45th anniversary!



President Jim Foster is a full-time outdoor writer who specializes in writing about and photographing nature, the outdoors, travel, and adventure travel. He has served as South Texas photo stringer for the Associated Press and was regional editor of the GULF COAST FISHERMAN MAGAZINE and TEXAS SALTWATER MAGAZINE. A native Texan

Jim now lives in Salmon, Idaho. His photographic images have appeared in many magazines and newspapers across the country and in several books. He maintains an extensive stock photo file and sells to publications as well as the advertising community. Website: <http://jimfosteroutdoorsphoto.com/> Read Jim's blog at http://jimfosteroutdoorsphoto.com/?page_id=426

"We would accomplish many more things if we did not think of them as impossible." —Vince Lombardi

POSITION AVAILABLE: NEWSLETTER EDITOR FOR NOWA FIELD NOTES

The Sept/Oct issue of the newsletter was produced by your Interim Newsletter Editor, Adela Jackson. If you are interested in producing the newsletter, send a letter of interest and your qualifications to: Craig Schuhmann at crsscs@hotmail.com.

Skills needed:

- Proficiency with Microsoft Outlook, Word and Excel.
- Working knowledge of Adobe Creative Suite.
- Proficiency in Adobe InDesign and Photoshop.
- Experience with Constant Contact Marketing Software.
- Photography and graphic design communication skills.
- Experience and proficiency in journalistic writing and editing.

SEPT-OCT 2017
www.NWoutdoorwriters.org



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The NOWA newsletter is published 10 times a year by the Northwest Outdoor Writers Association, a registered Washington State nonprofit, tax-exempt, public supported organization under IRS 501(c)(3) Code. Newsletter contributions in the form of feature articles, news items, letters-to-the-editor, etc. are welcome. Manuscripts should be submitted on disc, in the body of email, or as a WORD or text attachment. Deadline: 20th of the month preceding month of publication.

COVER
 Brown Bear, painting by Jan Stitt.
 Copyright © 2016 Alaskan Raven Studio.
 Email jan.alaskanraven@gmail.com for more information on her illustrations and paintings.



**OFFICERS & DIRECTORS
 2017-2018**

OFFICERS

PRESIDENT

Jim Foster, Salmon, ID

VICE PRESIDENT

Chris Batin, Talkeetna, AK

INTERIM 2ND VICE PRESIDENT

Jeremy Johnson

SECRETARY/TREASURER

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TERMS EXPIRE MAY 2018

Gary Christenson, Florence, OR
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TERMS EXPIRE MAY 2019

Jeremy Johnson, LaPine, OR
 Risa Wyatt, Seattle, WA

TERMS EXPIRE MAY 2020

Harold Pfeiffer, Spokane, WA
 Jerry Smalley, Columbia Falls, MT

SUPPORTING MEMBER LIAISON

Vickie Gardner, Alpen Optics

EXECUTIVE DIRECTOR

Adela Jackson, Fairbanks, AK

COMMITTEES

BY-LAWS/CONSTITUTION/POLICY

Cassandra Cridland, Larry Jackson

CONFERENCE PROGRAM

Chris Batin

CONFERENCE SITE SELECTION

Adela Jackson, Jim Foster

CRAFT IMPROVEMENT

Gary Lewis and the Board of Directors

ENOS BRADNER

Craig Schuhmann

EXCELLENCE IN CRAFT CONTEST

Jim Foster, Chris Batin

ETHICS

Chris Batin, Bob Mottram

FINANCE & INVESTMENTS

Jeremy Johnson, Adela Jackson, Peter Schroeder

FRED L. PETERSON AWARD

Dennis Clay, Adela Jackson

MARKETS

John Kruse, Duane Dungannon

MEMBERSHIP RECRUITMENT

Dennis Dauble

NOMINATING

Craig Schuhmann and the Past Presidents Council

OUTREACH & PUBLIC RELATIONS

John Kruse, Duane Dungannon

PEOPLE'S CHOICE

Jackie McNeel

RAFFLE & SILENT AUCTION

Jo Wilson, Pam Vedder

STAN JONES SCHOLARSHIP

Bob Mottram

WEBSITE

Adela Jackson



Kid's free fishing event – Credit USFWS photo by Larry Jernigan

EVERY KID IN A PARK

BY ADELA JACKSON, EXECUTIVE DIRECTOR

Today, more than 80 percent of American families live in urban areas, and many lack easy access to safe outdoor spaces. At the same time, kids are spending more hours than ever before in front of screens instead of outside. As part of our nation's commitment to protect our unique outdoor spaces and ensure that every American has the opportunity to visit and enjoy them, a multi-agency team launched the "Every Kid in a Park" program to provide all fourth grade students and their families with free admission to national parks and other federal lands and waters for a full year starting every September 1. Grace Lee is executive director of the National Park Trust, the organization overseeing the Every Kid in a Park program. She knows the challenges many families face when considering outdoor activities — transportation, finances and other barriers. But many times, she said, it's simply a lack of knowledge.

Every Kid in a Park is an interagency effort supported by the U.S. Department of the Interior (which includes the National Park Service, the Bureau of Land Management, the Bureau of Reclamation, and the U.S. Fish and Wildlife Service), the U.S. Army Corps of Engineers, the U.S.

Forest Service, and the National Oceanic and Atmospheric Administration. The Every Kid in a Park program encourages valuable opportunities to explore, learn, and play in the spectacular places that belong to us all and aims to inspire stewardship of these places for future generations. Research shows that children ages 9-11 are at a unique developmental stage in their learning where they begin to understand how the world around them works in more concrete ways. At this stage, they are receptive to new ideas and most likely to hold positive attitudes towards nature and the environment.



Adela Jackson catches a sockeye salmon on Alaska's Copper River.

The Every Kid in a Park program is intended to be an ongoing commitment and investment in our nation's youth to foster crucial connections to and future stewardship of America's unparalleled public lands. NOWA members can support the Every Kid in a Park program by spreading the word, supporting field trips to federal lands and waters in their local communities, and participating in the conversation by connecting to Every Kid in a Park's social media channels. Visit www.everykidinapark.gov to obtain the latest updates on the initiative.

**NEW SUPPORTING MEMBER
PUBLIC LANDS FOUNDATION****Jesse Juen, President**

Washington DC Area: 703-935-0916
Toll Free: 866-985-9636
FAX: 888-204-9814
P.O. Box 7226, Arlington, VA 22207-0226
The Public Lands Foundation (PLF) is a national non-profit membership organization that advocates and works for the retention of America's National System of Public Lands (NSPL) in public hands, professionally and sustainably managed by the Bureau of Land Management (BLM) for responsible use and enjoyment by everyone.

PLF endorses and embraces the multiple use mission of the BLM, which is the agency that manages the NSPL. The NSPL managed by the BLM, comprises about 245 million surface acres located in 28 States, including Alaska, (about one-eighth of the total land surface of the United States), and 700 million acres of subsurface mineral estate. The majority of these public lands are located in the 11 Western States and Alaska.
Sponsor: Adela Jackson



October 1, 2017

Good evening Adela. As president of the Public Lands Foundation, I have submitted our application and check for \$100. We look forward to working with you and your outstanding organization."

Jesse Juen, President,
Public Lands Foundation



Photo left: John Fend, Board of Directors, Public Lands Foundation, Boise, Idaho, 208-921-1137, John was Guest Speaker on Public Lands Panel, Sandpoint, Idaho.

**AMERICA OUTDOORS RADIO
CROSSES THE
50 STATION
THRESHOLD**

America Outdoors Radio, which launched just over 15 months ago, is now airing on 51 radio stations across the nation.

The hour long show covering fishing, hunting and the shooting sports is now being heard on three Idaho stations, KSPT 1400 in Sandpoint, KBFI 1450 in Bonners Ferry and KBAR 1230 in Burley. KVOW 1450 in Riverton, Wyoming is also picking up this program for their weekend line-up.

America Outdoors Radio is hosted by John Kruse and sponsored by Fish Fighter Products and Shilo Inns. It is distributed through Qp download and by satellite courtesy of the Talk Media Network. You can find out more about the show at <http://americaoutdoorsradio.com/>

MEDIA CONTACT:

John Kruse
Host and Producer of
Northwestern Outdoors Radio
www.northwesternoutdoors.com

**MARKET OPPORTUNITIES:
SOCIAL MEDIA SPECIALIST**

Hatch Marketing works with a number of outdoors companies and is looking for a Social Media Specialist. Details can be found in this release published by The Fishing Wire.

Hatch Marketing is looking to hire a full-time Social Media Specialist to join their creative team. This person will be responsible for the development and maintenance of numerous internal and external client social media accounts, as well as the creation of various types and styles of digital marketing content. The ideal candidate will have a passion for web technologies and enjoy



working in a dynamic, one-of-a-kind team environment.

Essential Job Responsibilities Include:

Design content for social media outlets and digital media distribution
Development and execution of Inbound Marketing strategies across the digital landscape

Monitor and manage content on blogs and various social media platforms
Integrate websites with social media and third party tools via APIs

Basic maintenance of WordPress-based websites according to client's specifications

Generate comprehensive reports and analytics to assist in developing and refining digital marketing strategies

Essential Candidate Profile:

Experience in managing social media pages, accounts, insights, and tools
Knowledge of trends, tactics, and best practices for Social Media marketing, SEO, and SEM

Experience with Google AdWords and Google Analytics

Expansive knowledge of the field of social media and web development including eCommerce

Working knowledge in Content Management Systems such as WordPress

Working knowledge in Adobe Photoshop combined with a vivid design aesthetic

Ability to prioritize work and adhere to budgets, timelines and expectations
Superior organizational skills with the ability to deliver outstanding customer service

Ability to communicate verbally and in written form in a professional, confident manner

Strong attention to detail/follow-up skills
Bachelors' degree in Marketing or Communications preferred or equivalent work experience

2+ years in a Web-related field

At Hatch, we are thinkers, artists, creators and difference-makers. Work schedule is primarily Monday through Friday onsite at our offices in Midland, Michigan, en-

thusiastically known The Roost. Hatch Marketing offers a competitive salary; medical insurance with a health savings account and employer match; dental; vision; short-term disability; long-term disability; life insurance; and more. Submit resume, and letter of interest to jobs@hatchmg.com.

**ILLUSTRATOR WANTED FOR
NW FISHING PUBLICATION**

The Salmon & Steelhead Journal is searching for an illustrator to work on a



per issue basis to support technique stories related to salmon, steelhead and hunting for Salmon & Steelhead Journal. To inquire further email Editor Pat Hoglund at pat@salmonandsteelheadjournal.com. Thank you NOWA for letting us share this opportunity!

**GREAT FULL TIME POSITION FOR
A QUALITY COMMUNICATOR
HERE IN THE NORTHWEST!**

This is your chance to apply for the position of Senior Public Relations Specialist for Leupold & Stevens Inc., based in Beaverton, Oregon. Our thanks to our Supporting Member - the National Shooting Sports Foundation - for sharing this so we could share it with our awesome group of professional outdoors communicators! <http://jobs.nssf.org/jobs/10206138/senior-public-relations-specialist>

**CONGRESSIONAL SPORTSMEN'S
FOUNDATION SEEKS MARKETING
COMMUNICATIONS ASSISTANT
IN WASHINGTON, D.C.**

Email cover letter, resume, unofficial college transcript, list of three professional references (including name, title, phone number), and three writing or graphic

design samples to Sara Leonard at sara@sportsmenslink.org.

The Congressional Sportsmen's Foundation (CSF) is seeking an entry-level Marketing and Communications Assistant to assist the Marketing and Communications team in helping to grow the CSF brand among elected officials, outdoor media and partners within the hunting, angling, recreational shooting, and trapping community.

Since 1989, the Congressional Sportsmen's Foundation (CSF) has maintained a singleness of purpose that has guided the organization to become the most respected and trusted sportsmen's organization in the political arena. CSF's mission is to work with Congress, governors, and state legislatures to protect and advance hunting, angling, recreational shooting and trapping. The unique and collective force of the Congressional Sportsmen's Caucus (CSC), the Governors Sportsmen's Caucus (GSC), and the National Assembly of Sportsmen's Caucuses (NASC), working closely with CSF, serves as an unprecedented network of pro-sportsmen elected officials that advance the interests of America's hunters and anglers.

Position Description

Reporting directly to the Marketing and Communications Director, the Assistant will support the development and implementation of CSF's overall marketing and communications strategy. The successful candidate must be a quick learner who takes initiative in a variety of situations and can effectively communicate verbally and in writing. The ideal candidate will have some working knowledge of strategic, non-profit, marketing best practices. This position requires a traditional Monday-Friday work schedule in our Washington, DC office; though evening and weekend travel will, at times, be required. This is an entry-level, full-time salaried position with upward mobility potential.

Duties and Responsibilities

Assist with writing/editing marketing collateral, web/online content, e-newsletters,

and industry-related news articles
Assist with social media content development, including engagement with CSF
Assist with coordinating graphic design projects
Maintain distribution and contact management database, Constant Contact
Maintain state and regional media contact information for CSF's States Program Team
Distribute weekly newsletters through Constant Contact
Manage rosters and staff contacts for the Congressional Sportsmen's Caucus and Governors Sportsmen's Caucus
Monitor and report on digital media analytics for CSF's website, social media channels, newsletters, and blast e-mails
Track industry-related news, prepare a weekly media clips tracker, and develop media reports as needed
Maintain the marketing collateral library and digital library to ensure content is up-to-date and organized
Assist with events to include: photography and video, coordination of presentations for staff and partners, and other duties as assigned by the event lead

Bachelor's degree in marketing, communications, or a related field

At least one year of progressively responsible marketing, communications and/or administrative experience (this may include internships).

Proficiency with Microsoft Outlook, Word, Excel, PowerPoint. Working knowledge of Constant Contact and Google Analytics. Working knowledge of Adobe Creative Suite. Proficiency in Adobe InDesign

Strong graphic communication skills
Photography and videography experience
Experience working with government agencies, elected official offices, or other political affiliations

Experience with journalistic writing, i.e. press releases

Experience with social media communication, preferably with non-profits

Experience with, understanding of, (and appreciation for) outdoor recreation, including hunting and angling.



POWER UP YOUR PRESENTATION AND MAKE \$700 PER HOUR!

BY GARY LEWIS

Above the door of my office is a sign that proclaims Story. People read our magazine articles, listen to our radio shows, read our books, or go to our presentations for the stories. Sometimes we forget to show and we start to tell. We often try to tell our audiences too much, we give more information than they require, and doing so, we overwhelm. A good presentation is a mix of data and narrative that educates, entertains and inspires. And I think we should step off the stage leaving the audience wanting more. Why? Because we want to sell books (or whatever) at the back of the room. An outdoor communicator can add a significant amount to the bottom line by taking on speaking engagements. And the good news is there is no shortage of opportunity. Churches, frater-



nal organizations, fly-fishing clubs, hunting groups and writing groups are constantly on the prowl for persons to pontificate at their events and monthly meetings. There are several ways to profit from a presentation, but the most important skills to master are negotiation of the speaker's fee and the back-of-room sales. If you don't have books or DVDs to sell, find a product that you can buy at wholesale, private-label and sell at a profit. A speaker should try to get the maximum dollars available for an engagement. This is handled on the first call. Remember the simple rule of negotiation – He who offers a number first loses. The group's representative asks, "How much do you charge to speak?" You answer the question with a question. "How much do you pay your speakers?" They will respond with something like, "It depends on who they are." Keep your mouth shut. Next they will rattle off names of their A-list and B-list speakers from the last two years and how much they paid them. There's a chance they are low-balling to keep expenses down. If they pay between \$100 and \$400 for a speaker, don't sell yourself short. If they will pay \$700 to get you, don't settle for \$100 and a pat on the back.



Photo opposite page far left: Gary Lewis giving a \$700 per hour presentation.

Photo middle top: Gary Lewis and daughter on salmon fishing trip.

Photo middle bottom: Gary Lewis autographs his books for fans.

Photo this page at left: Gary Lewis on location.

This is a good time to tell the buyer a story. Tell them about the last big venue you spoke at. If your last gig was at a state conference or with a major conservation group, drop the name. Show them you're the right candidate for their next event. Then be the right person, crafting a winning presentation.

Here are 6 great ways to make your next presentation educate, entertain and inspire:

- 1. Know the space and use it to your advantage.** The best way is to arrive early and deal with the room's limitations and challenges while there is plenty of time. I often speak at sporting goods stores. If a manager tries to shoehorn me into a backroom, I balk. I want to be on the main floor. If we have to move clothing racks, let's move them. And let's put the folding chairs and the big screen right where everyone has to walk by.
- 2. Hold a drawing.** I pass out tickets for a door prize when the presentation starts. Everyone gets a ticket, even if they show up late. If they know they have a good shot at winning a prize, they stay till the end. And the managers notice and invite me back.
- 3. Bring a helper.** My presentations are twice as profitable when my wife attends. She sits in the back of the room and makes each person feel special when they come up to talk. She can divert my attention when one person takes too much of my time and she can run the credit card machine when someone needs to buy a book.
- 4. Use pictures with PowerPoint or Prezi.** My rule of thumb is . . . Wait for it . . . No more than one slide per minute. If I'm speaking for 45 minutes, I won't use more than 37 slides. And I don't read from slides. My slides are pictures and every picture suggests a story. And I tell the stories. Punchy and fast.

5. Use pictures of food, beer and females. My audiences, according to the social media metrics, are 80 percent male. They come to seminars to learn how to be better fishermen or hunters, but they connect best with the topic when I illustrate with food, beer and females. Now I'm not talking bikinis, or that sort of thing, just good tasteful pictures of ladies enjoying the outdoors. These pictures engage both the men and women in the crowd. Remember the rule of thirds? Use food, beer or girls in every third slide.

5. Use the microphone. It draws attention to you and helps you control the conversation and keep the audience in the right mood. Some people are hearing-impaired. You lose them if they can't hear you. And they go to sleep! The microphone is your friend.

6. Reach out to the audience. Out there in the crowd - you can bank on this - are people that have more experience and know the topic at least as well as you do. Involve them. One of my favorite audience members shows up each time I give a presentation at a particular venue. First thing I do when I see him is give him a new hat, or a shirt or something from my stash of freebies. At least once in the hour, I'll defer to him and let him say something. I've learned a few things from him over the years that I've incorporated into my presentations.

As writers, photographers, bloggers and radio and TV personalities, we are communicators and the basic forms of communication are stories - person-to-person and person-to-people. Develop your skills as a public speaker and as a back-of-room huckster and you will add a significant amount to your income.



Gary Lewis is a past president of NOWA



LEFT: Alpen Optics receives Industry of the Year Award from IHEA. The award from IHEA Executive Director Brad Heidel is presented to Vickie Gardner VP of Stuff and Marketing and her newest hunting partner grandson Cruz.

IHEA-USA AWARDS ALPEN OPTICS THE 2017 INDUSTRY AWARD

Alpen Optics is humbled and honored to announce it has received the International Hunter Education Association (IHEA)-USA 2017 Industry Award.

This award is presented to any member of the industry that exhibits outstanding support of the IHEA-USA and its mission. The award recipient has been active and innovative in fostering new ideas in hunter education and helping the hunter education movement through personal staff efforts, professional advice or financial assistance. Recipients may be selected more than once.

"IHEA-USA is very proud to have Alpen Optics as our Industry Award winner for 2017," Brad Heidel, IHEA-USA executive director, said. "Alpen Optics has been a supporter of hunter education for many years. It is the support of shooting-industry companies like Alpen and others that will ensure the future of our hunting heritage well into the future. IHEA-USA can't thank them enough for their continued support."

About IHEA-USA

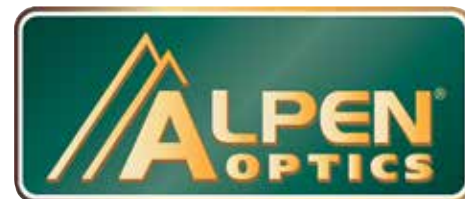
IHEA-USA is the professional hunter education association affiliated with the Association of Fish and Wildlife Agencies and the 50 state hunter education programs. The programs employ 57,000 instructors, many of whom are volunteers, who teach hunting and shooting safety and responsibilities throughout the United States. Hunter education courses train and certify more than 670,000 students annually. Since 1949, almost 40 million students have completed hunter education courses that cover firearm safety, bowhunting, wildlife management, and field care of game, responsible hunting, landowner relations, wildlife identification and much more. More information is available at iheacom.

About Alpen Optics

Alpen Optics was established in 1997 and offers a line of binoculars, spotting scopes, rifle scopes and accessories that provide the best value in the industry today. Alpen Optics' objective is to provide superior quality optical products at affordable

prices. Products range from the entry-level Sport Series to the world-class Rainier top-of-the-line family of binoculars and spotting scopes. Alpen Optics strives to provide performance features and quality normally found only on products selling for several times that of an Alpen product. Alpen Optics customers are the most important reason for the company's past and future success and Alpen Optics is determined and committed to providing customer service that is second to no one. All Alpen Optics products are backed by its No Fault, No Problem Lifetime Warranty.

For more information about Alpen Optics, visit www.alpenoptics.com or call 877-987-8370. Check out Alpen Optics' Facebook page! To contact Vickie Gardner via email: Vickie@alpenoutdoor.com



PRODUCT REVIEW

Craig Schuhmann

For several years now, binoculars have been an indispensable part of my fishing arsenal. They are a great way to spot fish from a high vantage point or a distant pod of "not-so-obvious" sippers, locate hatches, view river or lake activity and take the occasional break to watch wildlife. For guides, binoculars are imperative. Not only do clients enjoy using them, but you can scout the river with certainty in ways not otherwise possible. Thanks to Alpen's low cost/high quality optics I was able to purchase binoculars that would have cost me three times the money for similar specs.

For my fishing vest I use the 8X20 Alpen Wings, a compact, super lightweight (8oz.) waterproof binocular with ED optics. ED optics provide the best in color fidelity and contrast in all light conditions. For the boat I use a larger pair of 10X42 Alpen Teton EDHD's (extra low dispersion and high definition). The Tetons are also lightweight (22oz.), waterproof and use a proprietary lens coating for optimal clarity in all light conditions. Both series of binoculars are fully waterproof, fog proof, feature twist-up eye caps for eyeglass or sunglass wearers, and are backed by Alpen's No-Fault, No-Problem Lifetime Warranty. Alpens can be purchased directly from Alpen Optics at www.alpenoptics.com or through your local favorite retailer.



LET'S TALK EXTREME

Adela Jackson

I'm sold on the Coleman Xtreme Coolers. With that said you're probably not going to take my word for it. Okay, fine. But there's a lot on the line when it comes to keeping my hard-earned sockeye salmon cool and fresh from the stream to my freezer, after a 24-hour day of grueling heat, I trust the extreme insulation in the Xtreme coolers to do the job.



Put to the test: I have accumulated a large assortment of coolers over the years, to the point it's hard to remember which ones are the more reliable. So in preparation for my latest fishing trip, I took three of my favorite coolers, filled them to the brim with ice and let them sit outside on my porch for five days. At the end of the five days, the 82 quart Ultimate Xtreme 6 wheeled cooler still had half the ice left, while the other two coolers were filled with water.

As I drove from the Copper River, Alaska with my cooler filled with salmon, I was happy I tested my coolers ahead of time and confident my fish would stay fresh on the long drive back to Fairbanks. While I'm on the subject of Coleman, I



Left: Alpen Teton EDHD Binoculars, \$479. Above: Alpen Wings ED Binoculars, \$176.

purchased my Coleman sleeping bag at the OWAA conference in Wichita, Kansas twenty five years ago. This heavy duty bag has kept me warm in twenty below zero. It's been on many amazing hunting and fishing trips since then, but after fighting a broken zipper for years and a hole in the fabric, I figured it was time to invest in a new bag.

There are many bags on the market, but the one that caught my eye was the **Bass Pro Shops Ascend® Brand Women's Mummy 25 Degree Sleeping Bag**. It was **PURPLE!**

Being a petite gal I know it's next to impossible to find petite anything in outdoor garments, much less a sleeping bag. My Coleman bag was long, bulky and big enough for two people. Even though it was warm in cold weather I was also surrounded with cold air inside the roomy bag.

But my Bass Pro Ascend® Brand Women's Mummy Sleeping Bag fits me like a glove. The term "snug as a bug in a rug" fits this bag. It's the perfect size for a large child or a petite woman. However, I'm only 5'2" and I'd like another inch in the length of the bag. There's no way it would be comfortable for a 5'4" woman as advertised.

The bag features include double quilting, a 300T polyester diamond ripstop shell, hollow-fiber insulation (1 lb. 8 oz. fill weight), 210T poly-taffeta lining, and a trapezoidal footbox for greater foot room. Includes compression stuff sack. Weight: 2 lbs. 14 oz. \$79.99 from Bass Pro Shops. <http://www.basspro.com>



SHOWDOWN AT CHOTEAU: NOWA CONFERENCE 2018

BY CHRISTOPHER BATIN, VICE PRESIDENT
2018 NOWA CONFERENCE CHAIRMAN

Anyone who knows me, knows that I am a non-conformist, which I partially attribute to genetics and being an Alaskan for most of my life. True Alaskans are individualists, a lifestyle that allows us to be ourselves and follow our destinies, whatever we make of them. This mandate for individual rights and freedom was the intent of the original founders of our U.S. Constitution, that government should be minimal in its influence over its citizens. As a result, rugged individualism was born, with its good and dark sides. It helped spur lawlessness in the Wild West America, of course, but its good side triumphed and manifested in the people who helped settle this country. The pioneers of old, and the mountain men, were individualists who adapted from trapping beaver to guiding wagon trains and cavalry through the mountain passes. Their lifestyle helped to open the Wild West. One of those Wild West areas is Choteau, Montana, where we are having our 2018 conference.

Choteau offers many fine examples of rugged individualism, but the best example that has had a major influence on my life is that it is the home to author A.B. Guthrie, who created the mountain man character Boone Caudill in his monumental novel, *The Big Sky*. It is a book I highly recommend you read before attending the NOWA conference.

In researching Choteau, I discovered Guthrie was a part-time-resident of Choteau. It's obvious to those who know me that I'm as excited as a kid in a candy store to visit Choteau and see the country, river valleys and terrain that was Guthrie's base-camp inspiration for writing this book. Guthrie's description of the western wilderness and the pilgrim Caudill who faced many adversities, even with its sad ending, was a guiding influence in my decision to be a "mountain-day mountain man" and forge a 43-year career in the Alaska wilds.

In my teens, such hero archetypes were good to help me push forward and as an adult, to survive rock avalanches, typhoons, and other occupational disasters and challenges in Alaska that I have written about in magazines, books and newspapers.

The working theme of the conference is "Showdown at Choteau: NOWA's 45-Year Legacy." Combined, the old and new make us who we are, an amalgam of professionals who lead our readers in their outdoor pursuits. This conference will be a milestone in



The welcome mat is out to NOWA members! Make yourselves at home in this frontier town located in a huge nature-rich area. Come early and leave late to take in the sights and cultural experiences. Photography and fishing opportunities abound as well as paleontological digs for dinosaur bones.



Photo at right: Osprey outdoor sculpture in neighboring town. Photos by Adela Jackson

NOWA's history because it's about learning from the old and new to create something greater; our future as outdoor communicators.

THE CONFERENCE: A NEW EXPERIENCE

Past NOWA conferences have been good and instructional, yet the Choteau conference will be different in many ways. Our conference should make the most of our membership skills and expertise, but also provide service to our membership and the public. We will be incorporating something old by featuring NOWA's legacy with a program that highlights our members at a local community event. We'll embrace the future with seminar topics that lead us forward in how we communicate to meet the needs for in-the-trench writers to retired members, who still wish to keep their feet in the game.

I am working closely with Central Montana tourism sage Gayle Fisher, also a non-conformist, and NOWA executive director Adela Jackson, and the conference planning committee. We are planning an exceptional event this year you won't want to miss.

While Choteau may be one of the smallest towns we've had our conference, big things come in small packages, and we're laying the groundwork to make this a model for future conferences. This model works because I implemented it successfully when I spearheaded the OWAA national conference held in Fairbanks, Alaska in 2012. With the able assistance of Amy Geiger, Helen



This area features many talented artists and authors with their work available at **Latigo & Lace** in nearby Augusta. Photos by Adela Jackson.

Renfrew, Deb Hickok, and tourism officials with the State of Alaska, we ended up with a gala event where local businesses and community gathered at Chena Hot Springs to celebrate OWAA, as well as Alaska culture and local businesses. Community night was a fabulous success, where OWAA members had the opportunity to interact with local residents, and these residents had a chance to get to know our outdoor professionals.

This model, over five years in the making, was a home run and we're using my expertise in this model to plan an event with the local Choteau and Central Montana community. It's a newsmaker as well as a personal experiential and educational event that you won't want to miss. I'll provide details in the months to come, but in the meantime, mark your calendars to attend. It will take a bit more travel time to reach Choteau, but the short-and long-term benefits will be worth the journey.

Jim Foster and I will be revamping the awards this year in that the first-place writing awards will include a one-of-a kind collectible award that will be the envy of every outdoor writer. Stay tuned for more details on this, and put even a greater effort in your contest submissions due January 15 so that you will have a better chance of winning one or more of these awards.

No conference is complete without seminars, and we have a slew of them that will help you earn more money in 2018. If you are disillusioned with the state of the magazine market, learn about the new ways outdoor writers are taking control of their destinies with seminars on how to make money online, and through self-promotion, making use of material most of us already have in inventory. As a newsmaker, I plan to have a seminar on the

dangers of social media, and the pitfalls to avoid. Expect cutting-edge seminars on videography, photography and how-to-write seminars that will have you earning multiple returns on the travel and attendee cost of attending conference. I want seminars that are profitable for you, and to showcase NOWA as a cutting-edge outdoor communicator's organization that serves the interests of all our members.

This is an exciting time for NOWA, and for me serving as your conference chair. I have attended 50-plus NOWA and OWAA conferences in my career, and as mentioned above, planned the successful OWAA Fairbanks, Alaska conference. The talk was at the time that Fairbanks, like Choteau, was too far off the beaten path of the core of our membership and that attendance would suffer. Such was not the case and it was one of the most memorable conferences in OWAA history. I promise the same with the NOWA Choteau conference, both in seminars, quality pre and post-conference trips, and events. If you have not stepped forward to help with the conference, please contact me so I can put your skills and expertise to use in helping our members.

Mark your calendars right now, **April 26-29, 2018** for the NOWA conference. You don't want to regret not making your reservations early once you see the full program and events we'll describe in detail as they develop in the months to follow. Now is the time to contact me with your thoughts and suggestions. I look forward to hearing from you, and seeing you at the NOWA conference in Choteau, Montana. Email: batinchr@gmail.com



Photo above: Tourists getting far too close to a grizzly at Glacier National Park. Photos at left: Bert Gildart was a 27-year-old patrol ranger in 1967 when two campers were killed in a pair of attacks by grizzly bears. Granite Park Chalet in Glacier National Park, as seen in the 1980s. (Photos courtesy of Bert Gildart)

MAJOR NEWS STORY ON NOWA Member Bert Gildart



Thanks to Board Member Risa Wyatt for sharing this news story: "I had a nice surprise this morning when I read a Washington Post article about Bert Gildart's early bear encounters and how he helped develop today's protocols about backcountry camping. It must have been a tense but exciting time for him 50 years ago when the double bear attacks occurred. The article carries

one of Bert's early photos of Glacier National Park. The article has been picked up by dozens of newspapers across the country including the Press Democrat, our local paper in Sonoma, where Peter and I read it this morning. It may have appeared in some of your newspapers as well.

Check out this link to read the entire article."

https://www.washingtonpost.com/news/animalia/wp/2017/08/03/the-true-story-of-two-fatal-grizzly-bear-attacks-that-changed-our-relationship-with-wildlife/?utm_term=.94e0994e6ca2

Commentary by Bert Gildart

"This story has increased my 15 minutes of fame to at least 16 or 17 minutes of fame, but more importantly, it has shown how grizzly bears can become habituated and that's important now as the same thing is starting to occur all over again. Following the NPS centennial of last year, national parks are now overly crowded and that's placing pressure on wildlife, most alarmingly the bears. Two weeks ago my daughter was hiking the popular trail to Grinnell Glacier and on the way back down, as she and her husband neared the trailhead, a grizzly stepped in front of them. Distance was about 50 feet, but then the bear started to walk toward them.

By this time more hikers on this crowded trail caught up with them and now you've got about 20 people suddenly realizing they need to be backing up. Casually, the bear closed the distance to about 30 feet then suddenly stepped off the trail and into nearby Sherburne Lake and started swimming. The bear showed no fear, no anxiety, meaning you've got a bear that has become conditioned by virtue of proximity to so incredibly many people now using this popular trail. Sadly, I think something is going to happen and most likely it will be either the elimination of the bear or the tranquilizing of the bear and the relocation to a zoo. Hopefully no one will be mauled. Ultimately, Glacier is going to have to regulate visitor numbers." *Bert Gildart is a NOWA member and resident of Montana. Meet Bert at the 2018 Chateau Conference.*