

NORTHWEST OUTDOOR WRITERS ASSOCIATION

# NOWA FIELD NOTES

NOWA News | November 2017



SUBMIT YOUR ENTRIES FOR THE 2017 EXCELLENCE IN CRAFT  
A MATTER OF LIFE OR DEATH  
BIRDING PARADISE: FREEZOUT LAKE MONTANA



Have fun and explore some of the roads less traveled as you head to the 2018 Conference in Choteau, Montana. Photo by Adela Jackson

## WHEN WE WORK TOGETHER EVERYONE WINS

BY JIM FOSTER, NOWA PRESIDENT

**A**s the weather changes from fishing weather to donning camouflage and hitting the fields for some hunting the spring is the last thing on our minds. However spring, April in particular, means a gathering of the scribes and photo shooters for NOWA's annual meeting. I know Chris has been working hard to make our Montana meeting one of the best in recent history. We should all be putting the dates on our calendars and making plans to attend. Gathering our best work and presenting it for the contest judge is a very time consuming and taxing thing to do but the rewards of recognition and cash at times makes it all worth while. The last couple of years have been confusing to some and aggravating to others who think they know best how this association should be run. If you want to work as a team member to further the goals of NOWA and its members, roll up your sleeves and run for the board. Let's work hard to make 2018 a great year for you and for NOWA.

**D**ues are due! Please send in your 2018 dues today! You are a very important part of NOWA and your participation through the years has built this organization. If your information in the directory is incorrect, please include your update and send in your check today: **NOWA, Attn: Adela Jackson, PO Box 82222, Fairbanks, Alaska 99708.** You can also pay online via Paypal <http://northwest-outdoor-writers-association.org/membership/>.

[ation.org/membership/](http://northwest-outdoor-writers-association.org/membership/). If your member status has changed you need to also print out a membership form, fill it in and email to [adelajackson@hotmail.com](mailto:adelajackson@hotmail.com).

**I**n order for you to submit entries to the Excellence in Craft competition, your dues must be paid for 2018. Your EIC entry or entries must be **POSTMARKED ON OR BEFORE January 15, 2018** and headquarters must have received your dues. Please do not send dues with your EIC entries.

*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://jimfoster-outdoorsphoto.com/?page\\_id=426](http://jimfoster-outdoorsphoto.com/?page_id=426).*

# PRESIDENT'S MESSAGE

## 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

Please contact Craig as soon as possible if you are interested in serving on the board. NOWA needs a few good men and women to serve!!

[crsscs@hotmail.com](mailto:crsscs@hotmail.com)

## 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



*As you and I know*, it's the little things that matter. A kindness shown, a special Thank You received. Someone taking the time to help when you need it the most.

I'd like to ask, if you haven't sent a thank you note to our Supporting Members who made donations to our raffle/silent auction, please do so. The items you bid on and won were donated by these folks. I would also like to thank our many members who made and/or donated items. Your efforts have not gone unnoticed!

NOWA has a separate budget for operational costs. We try not to use our Investment Funds for this, but use them for member benefits such as Scholarships, Awards, Conference, etc. During this time of year NOWA's cash flow wanes. We appreciate those members who send their dues early and conference registrations early as this helps with NOWA's cash flow.

Remember you can deduct it from this year's taxes too!

## A THUMBS UP TO THESE MEMBERS WHO TOOK THE INITIATIVE THAT MADE A DIFFERENCE:

1. Dave Vedder was the first one to send in his 2017 Conference Registration before the end of the year last year. Who can top that this year?
2. James Fazio, Moscow, Idaho is the first member to send in his 2018 dues early this year. (October 10).
3. Bert and Jane Gildart, Big Fork, Montana, Paul Vang, Butte, MT and Board member Jerry Smalley, Columbia Falls, MT jumped right in to serve on the local committee and help Conference Chairman Chris Batin. Jack and Jackie McNeel also volunteered to help with conference planning.
4. Board member Dennis Dauble has recruited a new student member!
5. Gary Lewis offered to write six months craft improvement articles and has sent an article faithfully on time each month to the Newsletter Editor.
6. John Kruse actively pursues new market opportunities for our members, a true member benefit. He posts these on our Facebook page and also sends them to the Newsletter Editor.
7. Jo Wilson takes responsibility for seeing to it that we have a fun, productive raffle/silent auction each year.

*Thank you for all you do to support NOWA,  
Adela*

# NORTHWEST OUTDOOR WRITERS ASSOCIATION

**NOVEMBER 2017**

[www.NWoutdoorwriters.org](http://www.NWoutdoorwriters.org)



## NOWA HEADQUARTERS

NW Outdoor Writers Association  
P.O. Box 82222  
Fairbanks, AK 99708  
907-322-8000  
[adelajackson@hotmail.com](mailto:adelajackson@hotmail.com)

## NOWA NEWSLETTER EDITOR

Adela Jackson  
Phone: 907-322-8000  
Email: [adelajackson@hotmail.com](mailto:adelajackson@hotmail.com)

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

Snow Geese at Freezout Lake, Montana.  
Photo Copyright © 2017 Bert Gildart.



## OFFICERS & DIRECTORS 2017-2018

### OFFICERS

#### PRESIDENT

Jim Foster, Salmon, ID

#### VICE PRESIDENT

Chris Batin, Talkeetna, AK

#### INTERIM 2ND VICE PRESIDENT

Jeremy Johnson

#### SECRETARY/TREASURER

Adela Jackson, Fairbanks, AK

#### CHAIRMAN OF THE BOARD

Craig Schuhmann, Klamath Falls, OR

### DIRECTORS

#### TERMS EXPIRE MAY 2018

Gary Christenson, Florence, OR  
Dennis Dauble, Richland, WA

#### 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

Chris Batin, Jim Foster

### ETHICS

Chris Batin, Bob Mottram

### FINANCE & INVESTMENTS

Jeremy Johnson, Adela Jackson, Peter Schroeder, Cassandra Cridland

### 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



Photo left: Three bears from Kaktovik. Right: Scott Croft of BoatUS at Crater Lake. 2016 Excellence in Craft winning photos by Adela Jackson

## 2017 EXCELLENCE IN CRAFT COMPETITION

BY ADELA JACKSON, EXECUTIVE DIRECTOR

**N**OWA'S biggest expenditure each year (besides administrative costs) are the **Excellence in Craft Awards**. If you don't enter this year, you'll leave money on the table! In years past the awards had only been certificates. However for the last three years NOWA has also given cash prizes to the winners. This is funded by Supporting Member EIC Sponsors and NOWA's Investment Fund.

The categories cover writing, photography, books, Ebooks, blogs, video, audio, apps and other media. Material must have been published or broadcast during 2017 and your 2018 dues paid. And you must've been paid to produce the material. My suggestion is you start now to look closely at what you've produced this year and see in what category it fits. I guarantee if you don't enter you have no chance of winning! On the other hand, if you take the chance and pay that \$5 entry fee you may discover yourself a winner! Last year I entered for the first time in ages. Two of my photos were winners. A friend(?) once said, "The blind hog finds an acorn once in a while! Ha!"

This issue includes the entry form, rules and category information. You can also locate this information on the NOWA website using this link: <http://northwest-outdoor-writers-association.org/excellence-in-craft-contest/>

**T**he competition is also open to non-members (entry fee \$15). What a great way to introduce potential members to NOWA! Please pass this information along to your peers and encourage them to enter the competition and also attend the Annual Conference in Choteau, Montana. We have much to learn from one another and what a great way to



showcase your work by entering the Excellence in Craft Competition! Best of luck!! Many thanks again to 2016 EIC Sponsors: **BoatUS, Leupold Stevens, Lone Wolf Distributors, O'Connor Communications, Ram Trucks, TTI Blakemore Fishing Group and Visit Lewis Clark Valley** for their support of NOWA and additionally sponsoring the Excellence in Craft Competition!

*Executive Director Adela Jackson*

## 2017 NOWA Excellence in Craft Contest Categories

For material published/broadcast  
1/1/2017 – 12/31/2017

### Category 1: Column of the Year

Submit three columns from any one publication from any written media.

### Category 2: Fishing Article

Story on any and all aspects of fishing. Must be predominately fishing, not highlighting travel or destination.

2A: Fishing — Newspaper

2B: Fishing — Magazine / Newsletter

2C: Fishing — Web-only / Blog

### Category 3: Hunting/Shooting Article

Story on any and all aspects of hunting/shooting. Must be predominately hunting/shooting, not highlighting travel or destination.

3A: Hunting/shooting — Newspaper

3B: Hunting/shooting — Magazine / Newsletter

3C: Hunting/shooting — Web-only / Blog

### Category 4: Travel, Camping or Recreation Article

Story on any outdoor subject including backpacking, RV's, canoeing, general boating, backcountry skiing, snow shoeing, dog sledging, mountaineering, boating, hiking, biking, or similar outdoor travel adventure.

4A: Travel/Camping/Recreation — Newspaper

4B: Travel/Camping/Recreation — Magazine / Newsletter

4C: Travel/Camping/Recreation — Web-only / Blog

### Category 5: Managing Our World Article

Article from any written media on park, wildlife, land use, fisheries, oceans, water and environmental concerns, plants, management, education, ethics, and use.

### Category 6: Photography/Artwork

This category includes photographs as well as artwork (line drawing, watercolor, etc.) used to illustrate any outdoor subject in any media. Photo/artwork must have been published. By entering work in Category 6 the entrant is granting NOWA one-time use of winning photos in the NOWA newsletter and NOWA Directory.

6A: **People** — Subject is any human in an outdoor setting or engaged in outdoor recreation.

6B: **Fauna** — Subject is any living creature: animal, bird, fish, etc. in an outdoor setting.

6C: **Outdoors** — Subject is any non-living subject: plant, tree or landscape in an outdoor setting.

### Category 7: Books

On any outdoor subject.

7A: Book — Print

7B: Book — E-Books

### Category 8: Humor on any outdoor subject

— In any medium

### Category 9: Video on any outdoor topic

— Television / Video / Web

### Category 10: Audio on any outdoor topic

— Radio / Podcast / Web

### Category 11: Apps and Other Media

**WHO CAN ENTER:** Contest is open to NOWA members who have paid their NOWA membership dues for 2018 prior to the Excellence in Craft Contest entry deadline. Contest is also open to non-members who live in NOWA's membership area of five U.S. western states (WA, OR, MT, ID, AK) and four Canadian provinces (BC, AB, YK, NT).

**WHAT YOU CAN ENTER:** All work must have been for pay and related to outdoor recreation. **Eligibility Dates:** All entries (except books) must have been published between January 1, 2017 and December 31, 2017. Books must have been published between January 1, 2016 and December 31, 2017. *Note: A book can be entered in the EIC Contest only one time.*

**NUMBER OF ENTRIES:** A maximum of two entries may be entered per category (exception: Category 1/Column of the Year, in which three columns must be entered—i.e., three columns = one entry in this category only).

**MULTIPLE BYLINES:** Articles or photos with two by-lines are accepted as only one entry. At least one author/creator must be a NOWA member who has paid NOWA membership dues for 2018 prior to the Excellence in Craft Contest entry deadline; or a non-member who lives in NOWA's membership area of five U.S. western states (WA, OR, MT, ID, AK) and four Canadian provinces (BC, AB, YK, NT).

**JUDGING:** Judges will be professional writers, editors, photographers, and broadcasters recruited to judge categories appropriate to their expertise. Judges may select 1st, 2nd, and 3rd place winners and must select at least one 1st place award for each category in which entries are submitted. Ties are prohibited. Judges may award Honorable Mention at their discretion.

**PAYMENTS:** Total all entry fees and make one payment payable to NOWA by check, money order, or PayPal in U.S. Dollars. Make your PayPal payment on NOWA's website (www.nwoutdoorwriters.com). Include your PayPal receipt with your entry.

### Official Entry Form 2017 NOWA Excellence in Craft Competition

Entries published 1/1/2017 – 12/31/2017 - Use one entry form for each item

**Entry Deadline: Entry must be POSTMARKED on or before January 15, 2018**

Send your entries and fees to: **EIC Contest Director Chris Batin,**

**3450 Winchester Southern Road, Canal Winchester, OH 43110**

Entrant Name: \_\_\_\_\_ NOWA member: Are 2018 dues paid?(\_\_\_\_)

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ E-mail: \_\_\_\_\_

**CATEGORY NUMBER:** \_\_\_\_\_ **CATEGORY NAME:** \_\_\_\_\_

Publication: \_\_\_\_\_

Date: \_\_\_\_\_ Title of Entry: \_\_\_\_\_

NOWA member: **\$5.00 USD Entry Fee Per Item**      Non-Member: **\$15.00 USD Entry Fee Per Item**

Total all entry fees and make one payment in U.S. Dollars covering all entries.

Total number of entries \_\_\_\_\_ Total amount paid \$ \_\_\_\_\_

by check or money order payable to: NOWA

Or make your payment in U.S. Dollars via **PayPal** on NOWA's website (www.nwoutdoorwriters.com)

If you pay via **PayPal** you must include your PayPal receipt with this entry.

QUESTIONS? Call **907-707-9846** or email: **batinchris@gmail.com**

## 2017 NOWA Excellence in Craft Contest Rules

**DEADLINE:** Entries must be POST-MARKED on or before January 15, 2018.

**SEND TO:** Submit your entry form(s) and check, money order, or PayPal receipt to: **Chris Batin, 3450 Winchester Southern Road, Canal Winchester, OH 43110.** QUESTIONS? Call Chris at: 907-707-9846

### **ENTRY FORMATS:** *How to Enter*

Judging will be under “blind” judging conditions. All identifying names and visual identities in all photos and illustrations must be removed from the entry to be judged.

- (1) Each entry must have a separate entry form.
  - (2) Hard-copy entries only (CDs, DVDs for audio/video)— except for digital books and apps (see below). Original tear sheets are not required. Standard, high-quality, copy-machine entries are acceptable.
  - (3) Print the last 4 digits of your phone number on the back of each entry in case entries are separated from an entry form (preferably on removable tape for Books, Audio, and Video).
  - (4) Submit one original with bylines plus two judging copies without bylines.
  - (5) An entry that fails to comply with the EIC Contest Rules will be disqualified.
- NO ENTRIES WILL BE RETURNED.**

### **HOW TO SUBMIT EACH ENTRY**

#### **ARTICLES (Categories 1–5, 8)**

1. Each entry must have a separate entry form.
2. Submit one original clip or high-quality photocopy showing by-line or credit line, PLUS two judging copies trimmed to eliminate by-line, photos, and other illustrations (headlines, sidebars, and quote boxes may be left in). Judging will be done with the trimmed copy.
3. Entries are to be mounted or photocopied on 8 1/2”x 11” white paper, pages stapled if necessary.

4. Print the last 4 digits of your phone number on the back of each entry.
5. Submit each separate entry in a manila file folder.
6. For Web-Only/Blog entries: Provide one entry form per submission. Submit one PDF with just the text of the article and no byline (you can do this by copying and pasting the text from the website, or generating a text-only PDF). Also submit a website link to the original posting containing byline and publish date. If the content is available only by paid subscription, membership, etc., submit an additional PDF or image of the material that shows the published webpage with byline and posted date.

#### **PHOTOGRAPHY / ARTWORK (Category 6 A-B-C)**

1. Each entry must have a separate entry form.
2. Submit one original printed piece or a high-quality photocopy of published work, showing credit line and caption PLUS two judging copies with credit lines removed. Captions and titles are permitted. No original art or transparencies accepted.
3. ALSO submit two high-quality, glossy prints of the photo (or art) you are submitting. This helps assure that small photos that run on a spread or website get equal consideration to large photos and that the judges see a high-quality representation of your work. Poor quality reproduction does not do justice to your work. Mount on 8.5” x 11” backing if needed.
4. Print the last 4 digits of your phone number on the back of each entry.
5. Submit each separate entry in a manila file folder.

#### **BOOKS (Category 7)**

*Note: If your entry is a second edition/update, at least 25% of the book must be revised or contain new material — and — the original published version must not have been entered into a previous NOWA EIC contest.*

#### **7A Book — Print**

1. Each entry must have a separate entry form.
2. Submit the entire printed book (two copies—either hardcover or paperback).
3. Cover the author’s name with a removable tape or label on one copy.
4. Print the last 4 digits of your phone number on the back of each entry in case entries are separated from an entry form.
5. Entry form and book should be placed in an envelope.

#### **7B E-Books**

1. Submit e-books as PDF files on CDs
2. Submit two copies of the CD.
3. Cover the author’s name with a removable tape or label on one copy.
4. Print the last 4 digits of your phone number on the back of each entry.
5. Entry form and book should be placed in an envelope.

#### **VIDEO AND AUDIO (Categories 9, 10)**

Video and audiotape entries will be judged on “production” values. This encompasses all aspects of the entry, including writing, directing, music, and other features.

1. Each entry must have a separate entry form.
2. Submit two copies on CD or DVD. Enter copies only not originals.
3. Print the last 4 digits of your phone number on the back of each entry in case entries are separated from an entry form.
4. Submit each separate entry in a manila file folder.

#### **APPS AND OTHER MEDIA (Category 11)**

1. Submit entry form and two judging documents, without your name, providing the title of your submission, category, and viewable link, URL or instructions to view app.



## SANTA CLAUS - THE UNTOLD STORIES

BY GARY LEWIS

**T**hey called him Santa Claus. He owned reindeer. He gave out candy canes. He drove a red Cadillac with a license plate that said SANTA. He lived in Redmond, Oregon. Elves kept his house spotless.

He reached out to me about the time my fifth book was published. I visited him at his house twice. He was eager for me to write his book. We would share in the profits, he said. I listened.

He was old, his teeth were gold, his stories were ready to be told. Santa's vision, he said, was a coffee table tome that would, in one volume, be a children's story, a business book, a treatise on wildlife capture and adventure tales. He had the black and white photos to go along with each facet of the book.

In fact, his stories were great. He had learned, through trial and error, how to capture caribou and how to move them long distances. He had not only captured caribou, but he had mastered other wildlife as well. And his adventures had taken him around the globe.

He was born in Switzerland, served in the US Army Air Corps during World War II and owned and operated Operation Santa Claus in Redmond, Oregon. He consulted to the South

Korean government for the purpose of raising reindeer. For 30 years, he exhibited his herd in films, and at Disneyland, the Los Angeles Zoo, hundreds of shopping malls and holiday events around the world.

**T**here was one problem, I told Santa.  
"This book will not make any money."

His expertise was wildlife and animal husbandry. His book, he said, would appeal to children, their parents, business people, biologists and hunters.

What I saw was an opportunity for me to spend a lot of my time to tell stories no one would buy.

This was a spectacular dead end. On such a project, I could well invest a thousand hours writing and editing with no return. And I might spend \$20,000 printing the project with no profit.

This series of meetings took place at a time when I was learning that the more focused my book titles were, the better they sold. The more general the title, the more I tried to appeal to a broad audience, the poorer its performance in the marketplace. No part of the business of words is more fraught with financial danger than the writing, publishing and sale of books. One way to lose money with words is to fall prey to would-be authors. They drift in and out of our lives, these people that would profit on our talents and time. They don't know any better, but their enthusiasm can drag us in.

Those that would have a writer labor for nothing in the hopes of publishing a future bestseller are no better than unwitting accomplices to your bankruptcy.

**T**here are opportunities for the writer who would ghost-write a novel or a biography, but the client must be coached in the way publishing and distribution systems work. And the writer should demand a down payment and payment upon hitting target word counts and payment again when the book goes to press.

When I told Santa how much it would cost to produce the book he wanted, he couldn't throw me out fast enough.

I got a lump of coal for Christmas.



*Gary Lewis is a past president of NOWA*

If you have an idea for a Craft Improvement article, please send it to Gary Lewis, Craft Improvement Chair at [garylewisoutdoors@gmail.com](mailto:garylewisoutdoors@gmail.com)

# Standing Up for NOWA

BY CHRISTOPHER BATIN, VICE PRESIDENT  
2018 NOWA CONFERENCE CHAIRMAN

I received emails from several NOWA members this past month, and all were refreshing to read. They were from long-time members, and each expressed interest in our upcoming Choteau conference. I once again felt the camaraderie, fellowship and professionalism that influenced me as a young, aspiring outdoor writer who was thinking about joining NOWA in the late 70s. I wanted to mingle with my boyhood outdoor writer heroes. They educated me through magazine articles and were the masters of fishing and hunting. They had the outdoor lifestyle I coveted and profession I coveted. I was on a Joseph Campbell's hero quest with my burning desire to prove myself and succeed being no different than Jason pursuing the Golden Fleece. I wanted to know how outdoor writers made a living doing what they loved, and how I, too, could have photos published in magazines that I read religiously. I wanted to be on the masthead of one of The Big Three magazines, based out of New York City, whose editors visited exotic destinations to fish and hunt, and who knew how to take great photos and write award-winning stories that commanded \$4,000 a pop.

Thanks to a lot of hard work and people helping me along the way, I achieved all the goals and experiences mentioned above, and much more than I ever thought possible. I have been greatly blessed by a higher power, as well as the help from many NOWA members. I attribute this freely and proudly, as one does not enjoy a successful career in a vacuum.

**NOWA members helped me by sharing their skills and expertise with me, helping me where they could with on-site advice at conference or one-on-one discussions on fishing trips.**

Many helped me to sell books by reviewing them. I recall Jerry Smalley, who in 1984, wrote a review on my first fishing book in his "Fishful Thinking" column that appeared in the Hungry Horse News, a copy of which he mailed to me. He gave the books high marks. As a newbie NOWA member, newbie book author and self-publisher, it was support I needed most at the time, and it is a review I still cherish. I now have the distinct honor of serving on the NOWA board with Jerry and other fine members. But it's helping moments like this that is the power of NOWA, of all of us being in the same boat, and all trying to help each other when we can.

Along my career path, I had to work with editors I didn't like or who were crooks, and NOWA advice helped to deal with them. I had to endure readers who were psychic vampires. I dealt with a jealous rival who wrote several negative columns about my

award-winning stories that didn't contain a single quote from me. This arm-chair outdoor writer was jealous because he didn't have what it took to break into the national magazine market. NOWA members told me how to do that. Ironically, rivals like him were never members of NOWA, nor did they ever publish extensively on a national basis as I had done. This alone shows the power of NOWA in how it can help make one's career in the outdoors.

One of the biggest tips I learned was how not to get flustered when people would walk up and praise one of my books or seminars. I thought I needed some elaborate explanation. The solution came from the late great NOWA member and past-president Ed Park, who said to me, "Just simply say 'Thank you.'" That simple tip changed my life. Of course, in time, I learned to ask my readers select questions, which became part of my marketing research in planning new books or projects. While I learned this tip elsewhere, I passed it on to NOWA membership in my craft improvement columns and conference seminars.

**NOWA still has the power to change lives, and it can change your professional life for the better, but only if you engage with NOWA by volunteering for a committee and attending conference.**

Each year, I learn more about the members who also attend conference, and amazed at the skills they possess. Greg Gulbrandsen knows more about video production than anyone I know; Gary Lewis is doing great with his regional television show, and Doug Wilson is the king of assignment photography, having done so it seems since the invention of the camera (forgive me Doug). Doug was one of those mentors I admired and wanted to meet when I first started out in this business, and throughout the years, he did not disappoint with both his photography wisdom and friendship.

There are whispers going around that the future of NOWA is digital. While the mechanisms to access readers may be digital, how to obtain that reader, viewer or listener with marketing and promotion copy is the same today as it was in the 1980s: What you write must convince a person to respond to an offer to buy a book, read your story, tune in to your program, or buy a photo. Now the digital media you use to solicit that sale are constantly changing, and we have members who also know the pros and cons of each. We will celebrate these knowledge bases and more at our 2018 conference in Choteau, Montana, with a variety of craft improvement seminars. You'll also don't want to miss one of our evening galas called "NOWA Outdoor Legends of the Pacific Northwest." We are looking for members who would like to be a part of the program. For everyone else, it will be a program you don't want to miss for its entertainment as well as informative value. If you are interested in possibly being a part of the program, in front of or behind the scenes, email me for more details:

[BatChris@gmail.com](mailto:BatChris@gmail.com)

## CALLING ALL NATIONAL PARK ADVENTURERS

Bona Fide Books has contacted our organization to let us know they are seeking literary essays for Volume 2 of *Permanent Vacation: Twenty Writers on Work and Life in Our National Parks*

"In Volume 1, we read tales of grizzly encounters and streaking through Denali, personal relationships with temperamental elk in Yellowstone, and on finding beauty in housekeeping in Yosemite National Park. Now, we seek more of those stories from the national parks. Whether you spent your time building trails or alligator-proofing your cabin, we would love to read your experiences, cerebral and corporeal alike.

From Crater Lake to the Everglades, we want to hear the tree-hugging epiphanies and vocational escapades. What happened there? How did you get hooked? What keeps you coming back?

Each writer whose work is selected will receive \$100 for their essay and one copy of the collection, which will publish in spring 2018."

Deadline: December 1, 2017. Please submit via e-mail to [submissions@bonafidebooks.com](mailto:submissions@bonafidebooks.com). Full details available on our website: <http://www.bonafidebooks.com/permanent-vacation-vol2/>



### DID YOU HEAR THE NEWS?

The new outdoors columnist for The Columbian, covering SW Washington, is our very own Terry Otto! Terry took over from long time columnist and multiple NOWA EIC winner Al Thomas and we suspect Terry will be writing some award winning columns as well!

Congratulations, Terry! It's nice to see the tradition of covering the fishing and hunting scene continues at some of our major regional newspapers.

#OutdoorsWriter

### Terry Otto: That first fish ended up hooking me

(As published in The Columbian)

<http://www.columbian.com/news/2017/aug/30/terry-otto-that-first-fish-ended-up-hooking-me/>

Sunfish were fun, but they would never be enough.

Growing up near St. Louis, I pestered my father for something beyond a cane pole so I could try for larger prey, for catfish.

On my first try with my new gear I actually caught one. It was all of 6-inches long, but I was thrilled. That little catfish had hooked me, and a lifelong passion was born.

Catfishing soon led to bass fishing, bass fishing led to walleye, walleye to trout, and trout to salmon and steelhead. Then came tuna and other saltwater fish. I just kept looking for the next big thrill.

A lifetime spent in the outdoors has honed my love of fishing and hunting to a sharp edge.

Ever do I look for another challenge, another new thing to try.

This led me to writing about my love of the chase and the outdoors. It became a way for me to share my passion with others and to pass along the many things I have learned. It was a way of giving back.

And so now it is quite an honor to be named the Columbian's new Outdoors Reporter.

I feel especially honored to follow in the footsteps of someone like Al Thomas. He left me with some big shoes to fill, for Al had developed a loyal following through his straightforward reporting of all things outdoors in Vancouver and southwest Washington over the last 37 years.

While it is an area I have come to know well myself, I have turned to the pages Al had written many times for specifics and the latest developments. I do hope I can do as well a job myself, for this is a very special area. If you love to fish, hunt, hike, camp, or otherwise enjoy the outdoors, I can't think of a better place to follow your passions.

While not as extensive as Mr. Thomas' experience, I have enjoyed writing about these local opportunities myself. I produced a monthly column highlighting the outdoors in the Portland and Vancouver areas for eight years.

In all, I have spent 18 years writing freelance stories for most of the well-known outdoor publications and websites across the west and Northwest, covering everything from panfish to saltwater as well as big and small game.

For my part, it is the incredible diversity of fish and wildlife opportunities here that makes writing about them so enjoyable.

I have also spent many years as a field biologist working with fish, wildlife, and habitat issues. These stints have included time as a fisheries technician with the WDFW in Region 5, and at the Lewis River Hatchery Complex. I also spent eight years with the U.S. Forest Service in the Columbia River Gorge.

These experiences have helped me to better understand the management of local wildlife and fisheries, and have given me insights into how these issues affect the outdoorsmen and women of Clark County.

I look forward to this opportunity, and to continuing the fine traditions that he established.

## Choteau, Montana - Little Town, Close to Everything

**Choteau** (say it show-toe) sits on the east slope of the Rocky Mountains amid varied terrain. Looking east you'll see grasslands and some of the largest expanses of unbroken prairies in Montana. A westward glance yields views of the crown of the continent, and it doesn't take long to see why that spine is called the Rockies. Native Americans refer to this as the backbone of the earth.

Fossil discoveries have made a name for Choteau and have led to Montana designating a state dinosaur known as *Maiasaura peeblesorum*. "Maia" was found about 10 miles west of town. Paleo enthusiasts and kids with nothing but a crush on their favorite dino can participate in a summer dig nearby. Museum visitors can learn about the Two Medicine Formation and dinosaur history at the Old Trail Museum in Choteau and Two Medicine Dinosaur Center fifteen minutes north in the town of Bynum.



Square Butte near Choteau. Photo by Paul Vang

A. B. Guthrie Jr., journalist turned novelist and Pulitzer Prize winner, found inspiration for his work from his Choteau home. The A. B. Guthrie trail west of Choteau yields impressive views of lands protected by Nature Conservancy and those owned by local ranchers.

Outdoor recreation is the biggest draw for visitors to Choteau. Hiking, horseback trips, fishing and birdwatching are just the tip of the iceberg when it comes to writing your bucket list for the area.

Choteau is a little town close to everything!



Gary Lewis and Liesl the pudelpointer enjoy a special moment to share the day's success. Photo by Gary Lewis

## Exclusive Pet Policy For The Choteau Conference

It is the Stage Stop Inn's goal to accommodate a variety of customer needs to create the best experience possible. To do so, below is the policy for animals.

### ADA Certified Trained Service Dogs are allowed with no fee.

- A service animal means any dog that is individually trained to do work or perform tasks for the benefit of an individual with a disability. Tasks performed can include, among other things, pulling a wheelchair, retrieving dropped items, alerting a person to a sound, reminding a person to take medication, or pressing an elevator button.
- ADA Certified Service animals are allowed in public facilities and accommodations. A service animal is allowed to accompany the handler to any place in the building or facility where members of the public, program participants, customers, or clients are allowed.

### Companion/Emotional Support animals allowed with a onetime \$25 cleaning fee.

- Emotional support animals, comfort animals, and therapy dogs are not service animals under Title II and Title III of the ADA. Other species of animals, whether wild or domestic, trained or untrained, are not considered service animals either.
- Emotional support animals, comfort animals, and therapy dogs are only allowed in the handler's guestroom. They are NOT allowed in the Lobby, Breakfast Room, the Livery Saloon, and Event Center. When in the halls animals must be leashed or in a carrier.
- Emotional support animals, comfort animals, and therapy dogs are not to be left alone in the guestrooms. The guest or handler must be present with the animal if Housekeeping is cleaning the guestroom.

The handler is responsible for the care and supervision of his or her animal. If any animal behaves in an unacceptable way and the person with a disability does not control the animal, a business or other entity does not have to allow the animal onto its premises. Voiding, uncontrolled barking/noise, jumping on other people, or running away from the handler are examples of unacceptable behavior for a service animal. A business has the right to deny access to an animal that disrupts their business.

If damage occurs or excessive cleaning is needed, the hotel may charge additionally to cover the costs of repair/cleaning.

### Pets are welcome to use our outdoor/indoor kennels at no charge.

If you have questions regarding the Stage Stop Inn's policy, you can contact Beth Barlow, General Manager at [beth.stageinn@3rivers.net](mailto:beth.stageinn@3rivers.net)

## A MATTER OF LIFE OR DEATH

BY CHRISTOPHER BATIN, VICE PRESIDENT  
2018 NOWA CONFERENCE CHAIRMAN

Our lives are a constant pendulum, swinging from life to death each day, in the food we eat, the gardening we do, and the people we love. Most of us have experienced the death of a friend or loved one, whether it be a cherished pet, distant friend or family relative. Once gone, there is no bringing them back.

Fortunately, there is life after death when it comes to a member who quits NOWA or doesn't attend conferences. This type of death, unlike the former, can be prevented or remedied, and that member's resurrection strengthens the organization, as well as the member.

This topic came up during our EXCOM meeting a couple of months ago. A disturbing trend in membership organizations across the country is to cancel a membership to protest something in the organization. Even in NOWA, a few members often fail to embrace objectivity when dealing with NOWA matters, and they pursue the PC (politically correct) action by showing disdain, disagreement or outrage at the organization. Although it has been rare, over the years I have seen members threaten to resign from office, committee or board member positions, allow their membership to lapse, or harm the organization by publicly proclaiming they will not attend conference, and urge others to follow their lead.

So let's deal with the hard facts I'm laying on the table: Threatening to quit or not attend conference is a slap in the face to NOWA, an organization that was founded to promote the crème de le crème of Pacific northwest outdoor writers. You won't find elsewhere in the country an organization with more eclectic talents, expert skillsets and the pride of public service from living in the Pacific Northwest.

I feel pride when I say the name NOWA, and it has nothing to do with me, personally. Perhaps the pride stems from a collective NOWA, based on the region's fish and fauna, birds and wildlife, sea and mountains. It is perhaps the country, and its people, whose ancestors headed west to live out the American dream. Here we are, over 120 years later, singing its song in words and photos, so that future residents will look back to this time and see, —even with all our challenges as outdoor communicators—that we, likewise, pursued our dreams that only the northwest could provide.

Pride in an organization is also commitment, patriotism, and professionalism. To paraphrase the late John F. Kennedy, "Ask



Young Avocet with hatching egg at Freezout Lake. Photo by Bert Gildart

not what NOWA can do for you, but ask what you can do for NOWA." Part of that responsibility is attending conference and serving on committees.

For me personally, not attending conference or allowing your NOWA membership to lapse is akin to taking a knee when the National Anthem is played. While the majority of Americans polled believe that taking a knee is the wrong way to voice a protest, likewise, not attending conference or threatening to allow your membership to expire is the wrong way to protest NOWA.

I am not without sin. While I have always maintained my membership in NOWA and attended quite a few conferences, I have missed many more in my career. It was my mistake for issues I won't go into here, other than to say they are no more. The problem wasn't with NOWA, but rather, with me. But because of the camaraderie I had enjoyed in my years of attending conference, it was easy for me to return and attend conferences. I searched elsewhere, and nowhere else can duplicate the values and feeling of family and friendship I have found in NOWA.

When you threaten to quit, you spit in the face of NOWA's founding members, most of whom are deceased. At the time, these big names in the outdoors led the way in Northwest publishing and communications, writing and photography. They had a dream that is NOWA and left that dream and the goals of this organization, in our charge. With their charter, they wanted us to know why the glue that bonds us, that of fraternal friendship, professional respect and courtesy, and a gathering of outdoor



Avocet at Freezout Lake. Photo by Bert Gildart

professionals with a common purpose, is worth keeping vibrant and strong. We are now benefiting from their hard work. It's up to us to see that future members likewise benefit.

I recently talked to OWAA member and past president Glenn Sapir, and we reminisced about the Rod and Gun Editors of Metropolitan New York. The organization once hosted plush dinners, had sponsored award banquets, and numerous outings for their members. But that esteemed organization is no more. It died out, and its remaining members dispersed because publishing changed. Members who wrote full-time columns or worked at various magazines lost their jobs or got older and died, with no one to replace them. If this can happen to a huge organization like this, it can happen to any other outdoor writer organization.

I do not say this because NOWA is having financial difficulty. It is not, as we have over \$60,000 in investments, funded by raffles, conferences and membership dues. We are healthier than most outdoor writer groups who need sponsors to keep going. But even organizations larger than ours have fallen on hard times, and if we don't come together at conferences and recruit new members, we too, will die out. I have taken a vow that NOWA will not die on my watch. Yet we are slowly heading in that direction because of the makeup of our organization. If we are going to die out as an organization, we should go out in a style of camaraderie by all of us attending annual conferences until that final day of the final conference, when we will all say goodbye for the last time.

But as I mentioned, and emphasize again, today is not that day. NOWA works because it's a two-way street. I've had many mem-

bers pass down info that was the key to my career. I've passed on information to others, who have applied what I have learned in my career. I recently received a copy of Jeremy Johnson's book on bowhunting, where he credits Gary Lewis for helping him with its content creation and marketing. There are many more stories like his, because this is the power of NOWA!

NOWA's membership is a mine of information; if you dig for a nugget of information, you'll find one, but don't stop there. Other members have other nuggets, and if you dig deep enough, you'll have the collective wisdom of the Pacific Northwest's best and most successful outdoor communicators! It is money and opportunity just waiting to be dug up, but more importantly, its friendships waiting to be created, nurtured or established, because once made, they never truly die; not in NOWA. If you haven't experienced this, attend a conference, and see for yourself!

Help us share with the world the Legacy of NOWA at the 2018 Conference in Choteau, Montana. Be a part of the event, the moment, the history that will put you in the spotlight you so rightly deserve as a member of this organization.

In the New Age of NOWA, each member is wanted! Joining us not only makes us stronger as an organization, but provides immediate as well as long-range returns that can only make your outdoor career soar to new heights. The small benefits are often the most satisfying, because it allows you time to kick back and watch the membership interact with each other. Jo Wilson, Pam Vedder and Jackie McNeel have stories to tell from their long years of overseeing the sale of raffle tickets or watching over the photo exhibits. It's also the other big events, such as receiving an Excellence in Craft award, being a first-time speaker at conference to a room of your peers that you have always respected and admired; or being recognized with the Enos Bradner award.

If you burn into your mind and heart for always the pride that you feel from a NOWA event, it will never leave, just as it has never left me. All these feelings will help to make you proud to be a member of this organization, of what it stands for, each of us collectively, and all of us, individually. Together we are NOWA, and "We Are The Pacific Northwest Outdoors!"

## THE FUTURE OF NOWA IS NOW. BE A PART OF IT!

Send a note to show your interest in serving on a committee, on the board of directors, as a NOWA officer, or to help streamline our 2018 Conference. I look forward to seeing you at conference in person, and either shake your hand or giving you a hug to welcome you as a valued member of the NOWA family, and to celebrate our 45th Annual Conference. Conference questions or comments, send to [batinchris@gmail.com](mailto:batinchris@gmail.com)

## FLIGHT OF THE SNOW GOOSE BY BERT GILDART

Out on a prairie lake throngs of white birds with charcoal-colored wing tips are creating a clamor that sounds like a distant crowd cheering for a star performer. When the noise is the loudest the birds rise from the pond as though endowed with a single mind.

What's so absorbing besides their "cheers" and astounding numbers is the way in which each individual bird fits into something so much larger than itself. In unison the flocks swell, swirling like tornados, then swooping and rising, then settling. Amazingly, individual birds never touch; never collide, despite the close formations.

On average, snow geese remain "4.2 days" at Freezout Lake, then that group is ready to move north... [and sometimes the geese linger, meaning our group may well see aspects of this phenomena, for the lake is about a 15 minute drive from Choteau.] Flight of the Snow Goose is from my book entitled *Montana Icons*. All images from Freezout Lake, to include ones of avocets and sandhill cranes by Bert Gildart. Obviously Freezout is an incredible place for birding.

