

NORTHWEST OUTDOOR WRITERS ASSOCIATION

NOWA FIELD NOTES

NOWA News | December 2017



DEADLINE FOR ENTRIES: 2017 EXCELLENCE IN CRAFT
THE PHOENIX FACTOR: MAKING MONEY FROM YOUR LIFE'S WORK
To preview the conference click here: <https://spark.adobe.com/>



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

HONORING OUR TRADITIONS

BY JIM FOSTER, NOWA PRESIDENT

As the month ends with Thanksgiving it is my hope that all had a very happy Thanksgiving and enjoyed family and friends as well as the plentiful food that has been offered. Marking the beginning of the Holiday Season with some even reverting to saying Merry Christmas instead of “the other” greeting, it is time to reflect to the time of the year and what family and friends mean to us.

On a more somber note our dues are due and it's time to dig deep and pay early. Our Excellence in Craft competition gives members something for their fine work. You'll need to have your dues paid before you can enter the EIC competition. My dues are paid with my Credit Card while I am on my Photo Teaching Trip in Texas. I will be home, God willing before Christmas.

It is also time to start thinking about our annual conference in Choteau, Montana. I have hunted near Choteau and can tell you it is a great area. My bird dog Tater, now passed, enjoyed the trip and found lots of Sharp tail Grouse. Thanks to Chris Batin's hard work it will be a great conference. I would like to thank Gary Lewis for submitting Craft Improvement articles and remind the Board of Directors there is still time to submit your Craft Improvement article for the newsletter. Wishing all our members a very Merry Christmas.



Tater, veteran hunting dog looking for Montana Sharptails. Photo by Jim Foster

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.

PRESIDENT'S MESSAGE

NOWA member Robert Campbell writes about Doc Hall:

"I just found out that my friend, Dr. James Whitney Hall III, passed away some time ago. I was introduced to Doc Hall in the fall of 2010 by our mutual friend, Gary Lewis, at a meeting of the Northwest Outdoor Writers Association in Central Oregon. We immediately hit it off and became modern-day pen pals, a friendship fueled by our love of fly fishing, wild rivers and fine outdoor literature. We shared many days together fishing the Magical Metolious after that initial meeting, and he regaled me with stories of days gone by and a lifetime of adventure. Doc Hall was a central figure in the long-running column in Field and Stream Magazine, Minutes of the Lower Forty, penned by author Corey Ford, who was a professor of Jim's at Dartmouth College, as well as an accomplished outdoorsman and writer. But of all of the subjects we covered in our conversations, our mutual love of Alaska was forefront. Jim had been lucky to experience Alaska in the early days of flying and sport fishing, having ventured there several times as a young man with Corey Ford in the early 1950's. Doc actually got to fish with Frank DuFresne, a tall figure in Alaskan state history and one of my favorite outdoor writers, and he used to torture me with stories about fly-out fishing to yet unnamed wild rivers for giant silvers and dollies, scrapes with rowdy brown bears and the rough-and-tumble ways of the Last Frontier. For Christmas 2015, I sent Doc a vintage copy of the December 1963 issue of Field and Stream Magazine, which included an installment of 'The Lower Forty' and the (fictional?) shenanigans that ensued when the gang crashed the holiday party at Field and Stream headquarters in New York City. He later told me that this had been his favorite issue featuring the Lower Forty Gang, because it encapsulated the ideals by which he lived: "Work hard. Play hard. Live hard." Jim passed away at the age of 83, and I'm sure that he was chasing the ladies up until the very end. Rest in peace, Doc, the Creator certainly broke the mold when he made you."

Dr. James Whitney Hall III, 83, a retired physician, avid sportsman, and writer passed away unexpectedly March 25, 2016. He was known as Jim or Doc Hall to his friends and family. Jim was born June 6, 1933 to James Whitney Hall II and Dorothy Chapline Hall in Chicago, Ill.

When Jim was 13 years old, the family moved to Traverse City, Michigan where he developed his life-long passion for hunting and fishing that spanned the United States and many countries worldwide.



He attended Dartmouth College, (Bachelor of Arts) 1955; Dartmouth Medical School, 1956; and Harvard Medical School, (M.D.) in 1958. Jim married Kay Sue Lepley in 1956 and together they had four children. Following his graduation, Jim performed his residency in Internal Medicine at the University of Minnesota. He moved the family west to set up his Internal Medicine practice in Palo Alto, Calif. and also taught as an Associate Professor at Stanford University Medical School.

Jim's passion for the outdoors brought the family to Medford, Ore. in 1973 where he practiced medicine for 20 years. Jim loved the personal relationships he established with his patients. He spoke often about how fond he was of his patients and how much he enjoyed taking care of them. He was in the process of writing a book entitled "Patients and Friends" at the time of his death.

After retiring from medical practice, Jim became a full-time professional writer, chronicling his outdoor adventures in his well-loved book, "Doc Hall's Journal," "The Corey Ford Sporting Treasury," and numerous articles in outdoor magazines. Jim was the fictionalized character 'Doc Hall' in the series by Corey Ford titled "Minutes of the Lower Forty," in Field and Stream magazine. Jim's respect

and love for the outdoors were celebrated in his television program called, "Doc Hall's Outdoor Journal" on KTVL, featuring all different types of outdoor activities and products, along with handy medical advice for unexpected medical problems while in the wilderness.

Jim's adventures took him all over the world, but there was no place he would rather be than his home in the beautiful Rogue Valley, surrounded by his books with his beloved black lab, Maquela, by his side.

Jim was very active in numerous charitable organizations in the Valley. One he was most proud of was as a long-time volunteer in ARC where he extended the same compassion and interest to its members as he did to patients in his medical practice. Jim also really enjoyed being with his fellow fishermen as a member of the Rogue Fly Fishers Club. The Rogue Valley was truly the best place on earth in Jim Hall's life.

Jim is survived by his three children, James W. Hall IV, Deborah Hall McMicking, and Wendy A. Hall; seven grandchildren; and his beloved black lab, Maquela. He was preceded in death by his daughter, Diane Sue Hall in 1976.

NORTHWEST OUTDOOR WRITERS ASSOCIATION

DECEMBER 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

Alaska's Christmas lights: the Aurora Borealis as viewed in Talkeetna, Alaska.
Photo Copyright © 2017 Chris Batin



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Join us in Choteau, MT for dinosaur discovery opportunities. Photo by Adela Jackson

IS NOWA A DINOSAUR? FOLLY OR FACT?

BY ADELA JACKSON, EXECUTIVE DIRECTOR

Dinosaurs were big plant-eating animals. Actually I think they were ahead of their time. Nowadays they would fit right in with the vegans of the world who turn up their nose at meat to protest animal rights issues! Vegans don't think it's right to slaughter animals for the meat or use eggs, dairy or honey. Most vegans feel that chickens, dairy cows and bees are being exploited for their products and that we are stealing the eggs, milk and honey from the animals. It's also often thought to be better for the environment. However we know that every living thing, from mammals, birds, and fish to plants, fungi, and bacteria, eats other living things. How did dinosaurs become extinct? No one really knows. There are lots of unproven theories. Mine is: maybe they were eaten by billions of bugs, one bite at a time! Converted vegans agree that when animals are sustainably and ethically harvested it takes the "bite" out of their aversion to eating meat. Whatever aversion you have to past events, NOWA is definitely **not** a dinosaur. We are adjusting to the changing times, active in social media, signing up new members and supporting members, engaging a new generation of outdoor communicators and planning some "out of the box" activities for our Montana conference.

By the way, if you want to know more about dinosaurs, be sure to attend the Wine Social on Thursday evening at the Two Medicine Dinosaur Center. Transportation to and from the event, which is 13 miles north of Choteau on US Hwy 89, will be provided. This is an incredibly unique attraction with worldwide notoriety in their dinosaur finds.



Dues 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/>. If your member status has changed you need to also print out a membership form, fill it in and email to adelajackson@hotmail.com. **In 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.**

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.

“The significant problems we face cannot be solved at the same level of thinking we were at when we created them.” Albert Einstein

BY ADELA JACKSON

I want to take this opportunity to share with you some issues that pertain to all non-profit organizations including NOWA. One issue is the 20/80 Rule: 20 percent of the people in an organization do 80 percent of the work. The twenty percent folks are involved and doing the work. They stand to gain the most out of their membership. By submitting a Craft Improvement article they establish credibility among their peers. By serving on the board they have the opportunity to make the organization stronger and establish policy to better serve members. By serving on a committee they become the fuel that drives the organization, themselves and the outdoor writing profession forward.

NO PAIN NO GAIN

I didn't say it was easy. Being a member actively involved in the organization involves sacrifice, commitment, and a willingness to work with others. The bonus is you'll establish relationships that will benefit your professional goals. You'll learn and be more successful in the process. I'll be the first to say it's no fun working with others who are critical, self-serving and downright mean. There's a right way and a wrong way to treat people. The right way is to treat others the way you would like them to treat you. With this philosophy NOWA will continue to build a strong membership because the new folks will see we're fun to be around!

WHAT DOESN'T KILL ME MAKES ME STRONGER

I'm convinced most writers are hermits. They only come out of their shell to approach editors. Public speaking and leadership skills aren't on the list of attributes. The concept of on-the-job training applies to NOWA board of directors and officers. Very few come "on board" knowing what to do, but by serving they have the opportunity to learn new skills through their participation on the board or as an officer.

However, disaster lurks when boards decide a course of action based on their own initiative and perceptions rather than a pre-established plan supported by established standards and/or bylaws. Unfortunately, instead of learning from each other's mistakes, they too often find themselves making the same mistakes and, in retrospect, creating poli-

cies to prevent those mistakes from happening again.

The incidents that lead to the resignation of former officers and board members and the personality conflicts between board members could have been avoided had they listened to the wisdom of NOWA founders in CANON I in the NOWA Code of Ethics (which appears in your membership directory):

“In dealing with the public and fellow outdoor communicators, we shall strive for honesty, accuracy and truth at all times. Accuracy in reporting, fairness in controversy and objectivity will be our first goals. Facts and opinion will be separate, clearly indicated and attributed.”

CRITICAL THINKING AND PROBLEM SOLVING

Officers and directors need to have and use critical thinking skills to plan and conduct research, manage projects, solve problems and make informed decisions. They need to use the appropriate digital tools and resources to communicate with members. (Newsletter, website, Facebook, email marketing, conference program and seminars, conference calling and Skype).

Most members of outdoor writers organizations have limited nonprofit corporate business experience. Implementing policies and procedures based on industry standards and/or laws keeps board members and officers from flying by the seat of their pants.

DISPLAY PROFESSIONAL ATTITUDES AND SKILLS

- A. Promptly reply to emails from peers.
- B. Listen to suggestions and work well in groups.
- C. Respond to feedback and offer feedback.
- D. When critiquing each other's work be sensitive to the feelings of others and use constructive comments and words. **Remember, we're in this together!**

OFFICERS AND DIRECTORS NEED TO DEVELOP GOOD WORK ETHIC AND LEADERSHIP SKILLS

Most jobs in the world require teamwork and use project management and planning tools to ensure success. NOWA board members, officers and committee chairmen are no different and can learn these important skills: **The best practices** used for project planning and project management when working together.

1. Project management skills needed by officers:

- A. Understand roles and responsibilities of the Executive Director, officers and board members.
- B. Understand importance of defining purpose/goal.
- C. Know how to manage and organize multiple tasks.
- D. Understand how to manage tasks based on roles.
- E. Know how to define and prioritize tasks.
- F. Understand deliverables and meeting deadlines.
- G. Know how to create and manage a project plan.

2. The importance of project plans especially when working on a committee or on the board.

- A. What is the scope of each committee's work? Has the board given a directive to each committee? When is the completed project due?
- B. The committee determines reasonable time frames for each project phase and sets due dates. A 6-month report is given to the board to make sure the committee is on task. A final report, to include any suggestions or initiatives is submitted a month before the conference in order to be reviewed by the board and included in the board packet for the board meeting at the annual conference.
- C. Designate task owners for each task on the list
- D. The president has the responsibility of the task owner: He/she is accountable for getting a task completed regardless of who actually works on the task.

3. Project management and team best practices.

- A. Identify project roles—including identifying the person who serves as the liaison between the committee and the board.

- B. Collaborate freely with other committee members to provide feedback or assistance. Contribute equally to project work. Consult with other team members on major project decisions and voluntarily help others build skills to complete the project.
- C. Identify the necessary project steps.
- D. Create a timeline with deliverables and due dates.
- E. Identify common problems and issues in project management, such as scope creep (when the project gets bigger than originally planned) and overly ambitious plans within time constraints.
- F. Make sure all teammates are following up and following through on roles and responsibilities.
- G. **Team communication:** Decide how the team will communicate. Spend time brainstorming with your team to identify constructive comments and words.

4. Communicate and collaborate for success.

- A. Make sure to collaborate with board members as required to provide feedback or assistance.
- B. Board members should fulfill assigned board roles and contribute equally to work.
- C. Working collaboratively means board members will consult with members on major decisions.
- D. Board members should make an effort to help each other succeed and build skills.
- E. When working in a team, make sure you are doing a good job individually while also contributing to team goals, working to solve any conflicts, and collaborating with teammates to adopt successful practices.

Project management and teamwork are often referred to as “soft skills”. It’s not so much about technical knowledge as communication, delivery, and satisfaction. **Communicate with committee members and board members** to deliver a final product and enjoy the satisfaction that the final product does what it’s intended to do.

To summarize: Keep the best practices in mind, communicate, work as a team and play by the rules.

By practicing thoughtful consideration, with a touch of humility, you just might see that your fellow NOWA members are fun to be around!



Dennis is still working on a memoir about his Grandpa Harry (shown here with a bull trout, c. 1930) titled, "Grandpa's Fish Box."

Getting Past a False Summit

BY DENNIS DAUBLE

I like to backpack into high mountain lakes. Not because it gets my endorphins up (which it does), but because I like to fish surrounded by beautiful scenery. More than once, I have encountered a false summit along the way. A false summit is when you think you have reached the highpoint of your trip only to realize you have more work to complete before reaching your goal.

Writing can also lead to a false summit. It happened to me with my first book, a natural history guidebook to fishes of the Columbia Basin. I spent three years writing and organiz-

ing 60,000+ words of piscatorial text, and fine-tuning content to prepare the manuscript for publication. Confident I had reached my goal, I passed the manuscript off to an editor-writer friend for a final look-see. An editor-writer is someone who does more than shuffle your words and count commas. They have insight into the writing process. One thing this friend preaches is the need to tell a story in all of your writing.

I passed the "telling story" part of her review but flunked the part about consistency in voice. The failure was easy to reconstruct. I taught a class in fish biology at a regional branch campus. Result: voice of a teacher. I had been a practicing researcher for over 30 years. Result: voice of a scientist. I am also an avid angler. Result: voice of a fisherman. Although the common theme was fish, each voice competed for space on nearly every page of my book. I treated my dissociative identity disorder and the book got published with a consistent voice.

A second false summit in writing took place with another book manuscript, this one a collection of essays about events that took place in my life over a period of 30 or so years. I organized these essays in chronological order and gave the collection to several friends to review. I received insightful comments on style and word choice (no competing voices here), but the overall outline remained intact. It wasn't until a fellow NOWA member reviewed the manuscript and informed me my so-called fishing memoir was actually a bunch of essays strung together did I realize that I was far from finished! The revelation was painful but true. The arrangement of chapters made perfect sense to me because my ability to be self-critical was masked by familiarity with the topic. Meanwhile, back to the drawing board. Head slaps can be useful.

In lieu of signing up for an on-line English class or hanging out with other writers having credentials along the line of an M.F.A., what can you do to reduce the number of false summits encountered in your writing projects? Rigorous peer review is the answer but don't limit these reviews to friends and family. My best comments come from people who read books, are critical thinkers and have opinion. It's not essential that you incorporate every comment received. Some opinions are merely opinion. What's important is that you listen to

those people who keep you on the trail leading to your planned summit.



Board member, Dennis Dauble's scientific background includes the behavior and ecology of Columbia River fishes. He is a member of the American Fisheries Society and has Fellow status in the American Institute of Fishery Research Biologists. He teaches Biology and Management of Fishes at WSU TriCities, writes on natural history of fishes for local newspapers and

Social Pages and Points to Ponder

BY GARY LEWIS

A recent conversation with the sales manager of an auto dealership stuck with me. He had just returned from a sales conference. He said that in a recent survey, 17 percent of auto purchases were influenced by social media.

Going by those numbers, one out of every six car buyers is getting some input on their buying decision from Facebook, Instagram, Twitter or another social media platform. When millennials are doing the buying, the numbers go way up. A Google search reveals various levels of influence based on who is doing the surveying.

1. “A study of director-level decision makers found over 80% resorting to social media to support their purchases, being sensitive to trends, news and service reviews posted on Facebook and LinkedIn.” *Understanding The Influence Of Social Media On Purchase Decisions*, Will Williamson, January 23, 2017
“The Deloitte report found that 47 percent of millennials are influenced in their purchases by social media, compared to 19 percent for all other age groups.”

How social media influences consumer buying decisions, Peter Roesler, May 29, 2015

2. “They (millennials) are 29% more likely to make a purchase on the same day when using social media to make purchase decisions.”

How Does Social Media Influence Millennials’ Shopping Decisions? Jimmy Rohampton, May 3, 2017

Why does this matter to an outdoor communicator?

We all have to sell our work, one way or another, and every year that goes by, the buyers of our work are more likely to be millennials. Think about it. Let’s say that a millennial is someone born in the early 1990s. It follows that many of the people we will be selling to in the next few years will be in their mid-to late 20s. Millennials.

Who will buy your book idea, your column idea, your cover shot next year? Who will make the decision on sponsorship of your blog or podcast or radio show? Who will buy your product or hire you for a speaking engagement? It could be a millennial. Believe it or not, these are the people that are going to be making buying decisions for your work. **And they make decisions differently than their predecessors.**



Gary Lewis pondering at Jesse James farm.

That’s why your business strategy needs to include a social media plan that is focused, intentional and leads to connection with your fan base and potential buyers.

A millennial reading this article might not even remember a time when the film vs. digital argument was first seen in these pages and in other professional communication journals, but trust me – the people that embraced digital moved forward while the operators that stuck with film were left in the dust. In a matter of two years, film was so obsolete that no one would take a negative or a slide in support of a magazine article.

Thinking about this, sitting in the Portland Airport, headed to Missouri to shoot a TV show, I took a look at my Instagram followers. At my account (@garylewisoutdoors) I find that 80 percent of followers are male, 20 percent female. The primary age range is 25-34, which, incidentally, is Instagram’s sweet spot right now. Most followers are from the United States, and the next group is from Canada. Lower down I find followers from Spain, Sweden and Mexico. They are most active on Instagram on Saturdays and Sundays.

A similar search of the Gary Lewis Outdoors Facebook account reveals the same gender distribution, but the age skews toward the 35-44-year-old category. And that helps to illustrate to me, that, while I might prefer one social media platform or another, I have to be active where my potential buyers, whoever they might be, are the most active.

“Chain Up” For Better Articles

BY MILT KEIZER

A well-organized article should be fun to write, flow smoothly, draw your readers into it, and lead them to the kernels you intend them to digest. If you choose to visualize your paragraphs in concrete objects, think of “daisy chains” we all learned to make out of dandelion stems. You remember how it works...pop the dandelion head off, insert small end of stem into larger end and loop the links together. (Similar “chains” can be made with office supplies such as paper clips or loose-leaf paper rings.

I enjoyed constructing such a string for a piece “*Gone Fishing*” magazine printed long ago (January/February 1985) as “BLUEGILL BASICS” and earned \$100. My first words were intended to hook the # 1 reader, my editor, and the introductory line of, “Bluegills are to blame for my outstanding lack of success in High School track” and the unorthodox “whatinthehell?” lead piqued his interest.

My next paragraph linked how my High School angling partner and I would ‘detour’ from our Spring track period’s required three warm-up laps around a city block by slipping over a railroad grade to the gravel pit on the far side from our start point and fish for 10 minutes with willow poles and bait kept hidden there. (You DO recall the best bluegill fishing also happens in Spring...right?)

Next, I drew a verbal picture of a fat, frisky ‘gill in my hand and told a little about nationwide distribution, habits, size, weight and coloration of our target species. And, of course “daisy-chained” more paragraphs of: choices of fishing tackle and lures and other baits than the dough balls we kept stashed in a flat, shirt pocket-size Prince Albert tobacco can hidden

with our poles; the known current records for bluegills; how they would turn sideways when hooked, which made them briefly feel like much larger fish, and how to clean and cook ‘gills you kept.

My last link in the “daisy chained” article was to reconnect all that information to my lead paragraph. To do that, I suggested to readers that perhaps I HAD found my kind of success from High School track...due to taking those “detour” loops.

Wanted - Craft Improvement Articles for NOWA Field Notes

BY GARY LEWIS

One of NOWA's best resources to help a storyteller in any medium improve his or her craft is this membership. We all do better in our businesses when we help each other. That is the spirit of the Craft Improvement pieces that we share in this newsletter every issue. Recently, Dennis Dauble and Milt Keizer contributed articles that explore various facets of this crazy world of communication. Thanks Dennis. Thanks Milt. We appreciate your commitment to the art.

If you have been edified by the Craft Improvement articles in this publication, if you have learned a little bit along the way that can help your fellow communicators, put your pen to paper, put your digits to the keyboard and pass it along. We value your insights.

For word count: 500 to 700 words. Please include a digital photo. Craft Improvement pieces can be submitted to Gary Lewis at garylewisoutdoors@gmail.com

Thank you,
Gary Lewis

Also Wanted - Cover Photos for Field Notes

We would love to see more photos from members and I know there's a bunch of awesome images out there! Please send in your favorites, your best, your published, your unpublished. These can be scenics, activities, conference photos or your latest fishing or hunting trip. We're also looking for photos to use for fillers. You've heard it said a photo is worth a thousand words, and photos truly enhance our newsletter.

Please send high-quality digital images, 300 dpi resolution at 7x9 inches as a jpg or tif. Include a photo caption and photo credit. Have an image that's won an award? We'd like to see it!

Please send your images to: adelajackson@hotmail.com



Milt Keizer laying it out.

Choteau Seminars Not To Be Missed

BY CHRISTOPHER BATIN

2018 Montana Conference Chairman

Throughout my 43-year career, I attended numerous NOWA conferences, and over 30 consecutive OWAA conferences, flying from Alaska each year to wherever the conference was held. Shelling out \$1500-plus dollars to attend a conference was money I could have used elsewhere, but didn't. I always allocated in my budget money to attend conference. I refused assignments at conference time because I knew I would earn back exponentially more in wisdom and long-term assignments that would surpass my conference expenses. I recall saltwater TV legend Mark Sosin saying, "If you don't get back what you spent on conference 10 times over, you are not applying yourself." Norm Strung said his involvement in OWAA had earned him substantially more money as he progressed through the ranks. NOWA members Stan Jones and Ed Park encouraged me to contribute to NOWA and that I'd learn from its members, who were eager to help. Since I admired the greats in our business, it was only wise to trust their words, even though I was an independent Alaskan who was going to do it my way.

I'm glad I did both.

In retrospect, conferences provided the equivalent of a master's course in outdoor communication, and taught me far more than universities or established academia. So forgive me for being perplexed when members state that they may not attend conference because they'll have to drive 200 miles, or spend \$60 for an extra hotel night, or don't know if they can take time off work to fly to Choteau.

For some of you on a limited budget, I can understand the necessity of saving money you don't have or spending it on the necessities like food and utilities. I can only say, don't embrace false economy. You'll save \$200 now, but you'll lose money in the long run if you don't attend conference. A conference is an investment in yourself, and a savvy writer will work to ensure a return on that investment. Sometimes that investment takes time to grow. Sometimes, attending conference and visiting with other members is just plain fun, and seeing for yourself, at least for a weekend, that all is right with NOWA.

But each conference should be part of a bigger plan for yourself, whether you are just starting out in this profession or in retirement, but still keep your computer ready to type. Early in my career, I focused on being the best outdoor writer in Alaska. I



Chris Batin (left) with Life Member Milt Keizer

recall traveling to New York each year to meet with the editors of the Big Three magazines, not so much to land quick assignments, but to keep showing my face, and telling them what I was doing in Alaska. Over lunch, which they'd buy, they'd listen to my stories of the state's great fishing or hunting, and they appreciated my indirect approach by not hieng them up with queries.

Unlike many editors today, editors back then had the wisdom to realize if anyone spent the time and money to see them in person, and if the writer could write somewhat coherently, they would keep that writer in mind for future assignments. Those editors remembered me, which is how I was able to get my foot in the door and contribute the many features that appeared in those magazines, eventu-

ally landing a slot on the masthead of one of them and appearing on the covers of over 23 magazines. But better yet, one of the copy editors I had met only once, but who knew my work and my visits to NYC, eventually moved to Los Angeles, and became editor-in-chief of a major travel magazine. He encouraged the publisher to hire me on. Over 15 years later, I have been honored to be on the masthead of *TravelAge West* magazine, and have traveled the world on assignment, hiking the Great Wall in China to exploring the jungles of the upper Amazon. So you see, one connection, one visit to conference, one trip has the potential to set the path of your life into a world of adventures beyond your wildest dreams.

Working conferences pays dividends, but only if you apply yourself at conference and ask questions, as I did. Talk to the greats such as Bob Mottram, Milt Keizer, and Doug Wilson and many others who influenced and assisted me by reviewing books I had written, and answering questions on the minutiae of the profession.

Professional development aside, conference is also about camaraderie. As an Enos Bradner recipient, I remember Milt Keizer coming up to me to congratulate me in person, and we took a photo together. It was and still is one of my most cherished NOWA photos. You don't get those from staying at home.

Perhaps many of you don't feel you need to attend conference any longer. A number of you are happy with the retirement you've earned in civil service, and dabble with blogs or photographs online or perhaps garden and hike. Outdoor communication is a hobby now, rather than a full-time profession. But now, more than ever, with opportunity and time at your feet, is when you should be focusing on what NOWA has to offer. You have the time and the skills now to produce your magnum opus. Attend the conference in Choteau, and we'll show you how to do

that, and make some money in the process. If you want a reality check, read Paul Vang's blog entitled, "Lefty Kreh Retires...at Age 92" and what Kreh is doing now in retirement. http://writingoutdoors.com/?page_id=196

I remember Lefty as larger than life, a force that never diminished since I first met him in the late 70s. I will keep remembering him in that light because he, too, listened, but did it his way, all his life.

Check your feelings. Maybe you are happy with who you are and what you are doing. But I urge you to see the potential that is within. You know what it is. You are meant to be a part of something bigger, someone who makes a splash in this life by gearing up to do your best work, or to help others of like mind and interests to also succeed. This is why NOWA was started, to share among those of us with like beliefs, goals, and values to communicate to the public the northwest outdoors in our writings, broadcasts and photos. No matter your age, break the shackles that are holding you in Plato's cave and emerge to see the light. When you shine, NOWA likewise shines. And to help you shine, the conference seminars will help you cope with the needs and trends of today's outdoor communicator.

For our annual newsmaker, nothing generates more interest than bears, and few NOWA members know bruins better than Bert Gildart, the moderator of the panel.

Grizzlies at Your Doorstep

This seminar will have regional experts discuss the problems that exist between ranchers, grizzlies, the public, and the National Park Service. Will the grizzly mauplings continue, and grizzlies continue to eat cattle in which the government reimburses the rancher? How will the National Park Service and regional agencies handle the buildup of bear-attracting trash accumulating in backcountry areas? Learn about the proposal to open up select lands to grizzly hunting in the Lower 48. Registered guide, artist and painter Sandy Jamieson will offer the Alaska perspective on grizzlies, and how Alaskans are handling the grizzly and brown bear scenario there. Can man and grizzly truly coexist? It's a hot topic. Be ready for it with interviews and insights into this issue.



Forgotten Photography Secrets and The Ins and Outs of Camera Photo Editing

This two-hour photo seminar has something for everyone. Over several years in the making, the presentation will begin by focusing on modern DSLRs as complex tools, and knowing for instance, the intricacies of shutter speed and aperture settings, compared to using Program. What you can do with a camera set on manual, and why it's critical you learn

to shoot manual, over aperture priority or shutter priority. You'll learn inside secrets, as to why it's important to keep your vibrancy settings at zero, or when it's important to shoot final results in the camera. You'll learn the simple edits of post-production, using affordable and just-as-good non-Photoshop software, and much, much more.

The Ills and Thrills of Social Media: Your Guide to Online Health and Prosperity

Learn social media from the people who are profiting from it in personal and professional ways. Discover the inside secrets to using Facebook, LinkedIn, and other professional social media sites and what you should post, and not post. A panel expert who is specializing in social media studies will draw on numerous case studies and describe the dangers of social media that these big companies, and society, would rather keep hidden from you.

The Phoenix Factor: Making Money from Your Life's Work

You are retired, and you've spent a lifetime collecting columns, images and material. What about those 100,000 Kodachromes in the attic, or the 20 terabytes of digital photos? How do you scan all the papers you have in filing cabinets? What about all the fishing tackle, lures and firearms you have collected? What do you do with it all, and how do you make money from work you've already done? This seminar will focus on how to convert them into additional cash, or repackage them to create a legacy for future generations to enjoy. Our panel will show you how to make money from work you've already done, so you'll have more time to do what you love, without putting the burden of disposing of your life gems in another's hands.

Writing Profitable, Award-Winning Sentences

Every story, every column, even a query, begins and ends with a sentence, the foundation upon which all excellent writing is built. But not all sentences are alike. While most of us can write a simple sentence, do you know how to create specialized sentences, and the process of weaving them together to create award-winning work?

In these hands-on exercises, attendees will be working with samples from national and award-winning work, in which the sentences will be dissected, and analyzed to discover why they were a hit with readers and judges. Learn about alliteration, how to balance your sentences with rhythm, the mechanics of delay and pacing, and other pointers. If time and interest allows, there will a short primer on how to write copy to sell your own product, service, book or yourself! Forget writing the "tombstone copy," which you see in most catalogs and advertising. Learn to write a bio or a product description and how to write ad copy that produces results. Learn the techniques great marketers use to make great profits.

Public Access Dispute Solved in Central Oregon Alpen Optics Ops Out

MISSOULA, Mont.—The public will continue to have access to 43,000 acres of central Oregon's prime elk country thanks to a group effort including the Rocky Mountain Elk Foundation, Bureau of Land Management, Crook County, Oregon Hunters Association (OHA) and the Waibel Ranches, LLC.

"We are pleased that all parties could come together to provide continued access to a part of Oregon revered by elk hunters and others," said Blake Henning, RMEF chief conservation officer. "Opening or improving access to our public lands lies at the core of our conservation mission. We hear time and time again from our members how important it is that we carry out this public access work."

At issue was what was thought to be a public road through private land south of Prineville in the Crooked River drainage that provided access to the southern end of Ochoco National Forest. RMEF provided titlework and research that showed continuous public use of the road since the late 1800s. Waibel Ranches, LLC facilitated the construction of the new road at their own expense and at their own initiative. They did so in order to provide access to the same public lands as a means to reduce the liability, trespass, poaching and littering associated with public travel along the old Teaters Road.

"It's great to have a partner like RMEF to help find solutions to public land access issues," said Dennis Teitzel, Prineville BLM district manager.

"This project provides access for hunters and all others that could have been lost without the cooperation and efforts of several organizations. The landowners should be thanked for their willingness to work to solve a problem for the benefit for all," said Richard Nelson, OHA Bend Chapter past president. "It shows what can be accomplished when all work on a solution instead of locking in to an adversary position."

Since 1986, RMEF and its partners completed 875 conservation and hunting heritage outreach projects in Oregon with a combined value of more than \$57.4 million. These projects protected or enhanced 793,317 acres of habitat and opened or secured public access to 90,073 acres.

About the Rocky Mountain Elk Foundation:

Founded over 30 years ago, fueled by hunters and a membership of more than 222,000 strong, RMEF has conserved more than 7.1 million acres for elk and other wildlife. RMEF also works to open and improve public access, fund and advocate for science-based resource management, and ensure the future of America's hunting heritage. Discover why "Hunting Is Conservation™" at www.rmef.org, www.elknetwork.com or 800-CALL ELK.

"Dear Adela and all my friends at NOWA,

Although I've so enjoyed my time and friendships while being involved with NOWA, business and family situations have limited my volunteer time. Alpen won't be renewing our supporting memberships this year. Please know that all is well but we're moving in a different marketing direction for 2018.

I will always treasure the friendships I've made with our NOWA members and hope this will continue."

Blessings and love,
Vickie Gardner
Alpen Optics
V.P. of STUFF and Marketing
10329 Dorset St., Rancho Cucamonga, CA, 91759
Office: 909-987-8370, Cell: 909-239-0130, Fax: 909-987-8661
Alpenoptics.com



Alpen Optics Sport 8x25 Waterproof Monocular

BY ADELA JACKSON

While many folks lug around a pair of binoculars, I prefer the wonderful little Alpen Optic monocular in all my outdoor adventures. It's small, lightweight (only five ounces), yet built to endure the tough weather conditions of Alaska.



There's no excuse for not including it in your arsenal of weapons, whether spotting whales in Hawaii, birding in Texas or searching for caribou across the tundra of Alaska.

This monocular is constructed with smaller prisms and objective

lenses to reduce weight, but is bright and easy to use and focus with the eye piece. Most optical prisms are made from borosilicate (BK-7) glass or barium crown (BAK-4) glass. Alpen Optics feature the BAK-4 prism. BAK-4 is the higher quality glass yielding brighter images and high edge sharpness. The Alpen model 120 is waterproof, fogproof and the first-class optics are fully multi-coated. MSRP \$130, however the current web price is just \$62.95.

This little gem also comes in a 10x magnification, Model 124. <http://www.alpenoptics.com/Monoculars.htm>

A HOT NORTHWEST MARKET OPPORTUNITY!

North 40 Outfitters' media efforts support 10 retail locations in the Pacific Northwest. Our efforts cover four main categories—Fly Fishing; Conventional Fishing; Hunting; Lifestyle. North 40 seeks professional freelance writers, bloggers and vloggers who harbor deep experience in one or more of these categories—fly fishing, hunting, conventional fishing (think bass, walleye, pike and muskie), and Northwest lifestyle, including gardening, farm and ranch, food, camping, backpacking, and general fun.

North 40 always is on the lookout for quality people and business profiles, so feel free to pitch. Currently, we run four blogs per week, plus fishing reports, and we produce eight e-mags a year serving the aforementioned categories. Please visit our landing pages for a sense of what we offer and what you might produce for us. —<https://north40.com/n40-blogs>
Pay: \$100 to \$500

Contact: Greg Thomas at greg.thomas@north40.com

**Our thanks to OWAA for originally posting this!*

JOB OPPORTUNITY - MEDIA RELATIONS MANAGER FOR SIG SAUER

Our thanks to our friends and supporting member, the National Shooting Sports Foundation, for sharing this!

Responsible for overseeing communications to the media, including preparation of: articles, press kits, press releases, and other content initiatives. Cultivates and manages relationships with media reps.

PRIMARY RESPONSIBILITIES:

- Create compelling, engaging, and brand-right marketing copy and content for emails, web assets, in-store signage, seasonal campaigns, social, and printed collateral, as well as product copy and affiliate marketing pieces
- Develop monthly content themes, long-term content plans that support and enhance brand marketing campaigns.
- Develop dynamic content features both online and print, and strategically incorporate these stories into overall marketing campaigns and social media messaging while maintaining the brand voice throughout.
- Research, pitch, produce, write and edit blog stories and features that represent and elevate the spirit of the SIG SAUER brand.
- Ensure consistency and adherence to the brand copy standards.
- Prepare articles and press releases for the media.
- Ensure the company protects and promotes its image in a

proper, coordinated, and consistent manner.

- Cultivate and enhance collaborative working relationships within both the endemic and non-endemic media spaces.
- Gather and disseminate timely information to press and staff.
- Develop relationships with national and regional press contacts to ensure the company reputation is promoted and to deflect criticism.
- Plan and oversee press events including writer shoots, hunts, and company tours
- Detect public relations issues as they emerge and address them directly
- Research and write briefing materials.
- Compose and edit press releases, company literature, and articles for internal and external use.
- Manage the execution of the blog content on the company website
- Manage the strategy and content of the company newsletter
- Create and disseminate the public relations editorial report to upper management
- Create and manage an editorial relationship budget
- Create and manage a writer relationship scorecard

- Bachelor's Degree in English/Marketing or related discipline or equivalent experience.
- 5+ plus years of copywriting / editorial experience for marketing, communications, advertising, public relations or related field(s).
- Strong experience copywriting and proofreading for various communication channels, including print, web and social media.
- Must possess the ability to understand dynamic programs and promotions clearly in order to deliver persuasive, compelling copy that motivates audiences to act.
- Must be well-versed in various writing styles including: promotional, interactive web, web promotions, email, editorial, training, letters and technical forms, etc.
- Demonstrated ability to meet tight deadlines.
- Previous experience managing press events.
- Firearms industry knowledge and experience are highly preferred.
- Maintain safe operations and work area by adhering to all safety, health and quality programs, procedures and quality initiatives.
- Comfortable using Personal Protective Equipment (PPE) which is required for specified activities.

SIG SAUER, Inc. is an EO Employer-M/F/Veteran/Disability. All qualified applicants will receive consideration for employment without regard to race, color religion, sex, national origin, disability, protected veteran status, or any other protected class.

Web Content Editor Candidates

Location: Newington, NH

Position Summary:

The Website Content Editor works with all business units and internal stakeholders to maintain content updates to internal and external web properties including sigsauer.com and the company intranet.

Job Duties & Responsibilities:

Monitor and maintain complete lifecycle of product content on sigsauer.com; manage all content changes

(add, edit, or remove products, press releases, blogs, stories);

design and manage all photo and video

assets and related content using WordPress, Magneto,

Photoshop, Final Cut, Digital Asset Management

(DAM) tool and other content applications.

Be responsible for data integrity of all sellable and non-sellable

items as well as maintenance of dealer

contact information via the dealer locator.

Design and develop regular email promotions while

maintaining proper QA control of HTML and imagery

for all user interfaces (mobile and desktop); supply internal

stakeholders with email analytics.

QA all content for all devices (mobile and desktop) and adjust where needed.

Regular reporting of site analytics for sellable as well as non-sellable content

Create, update and maintain Web content in DAM (digital asset management) system.

Manage process for content reviews and site audits.

Provide digital graphic support as needed.

Manage the calendar of website events including scheduling homepage and email updates.

Manage promotion implementation on website to drive sales volume, acquisition and profitability.

Collaborate with Merchants, Marketing and Creative Services teams to ensure products featured in email

or web assets are properly merchandised online to optimize sales results.

Monitor the product selection, product cross sells, pricing and positioning of competitors websites and

recommend plans to improve the competitive position;

understands customer needs and competitors'

strategies to promote merchandise.

Review customer feedback and analytics and provide reports on findings.

Job Requirements, Education and/or Experience:

Bachelor's Degree in Marketing related field and/or equivalent experience.

2-3 years web development experience in an e-commerce environment

Solid Understanding of HTML required

MARKET OPPORTUNITY TO SELL IMAGES

I'm the author/publisher of the book *Fishing in Oregon*, a directory to Oregon's recreational fisheries. I'm just beginning work on the Twelfth Edition, which I hope to publish Fall 2018. I wonder if NOWA might help me get the word out that I'm looking for photos to illustrate the new edition.

I usually purchase about 100 images, plus a cover photo. For this edition I'm offering \$40 per text photo, and \$500 for the cover photo. Submissions will be accepted for consideration between January 1 and July 30 (the sooner the better for cover submissions). Folks can email me at maddysheehan5@gmail.com for a list of subject matter. Let me know if you'd like me to send you a pdf of the photo list.

Fishing in Oregon, is a venerable guide to Oregon sport fishing, first published in 1964 by Henning Helstrom (as "Henning's Guide"). I purchased the rights from Henning and published my first edition as "Fishing in Oregon" in 1985. I've updated it every five years or so since then. The previous edition was released in May, 2013. If contributors would like to see what *Fishing in Oregon* looks like and the kinds of photos I've used in the past, they may use the "look inside the book" feature at amazon.com. FYI, though we've sold out of the current edition, it will continue to be available as a digital book for Kindle and Nook through amazon.com and barnesandnoble.com.

By the way, as I update this edition, I'm also trying to let folks know that this will probably be my last edition (I'm 71 and beginning to feel my age), and looking for someone who might be interested in taking it over. I know Oregon anglers will be disappointed if I just let it go, as they (as well as the Oregon Department of Fish and Wildlife) have come to depend on it as a "bedrock" resource. Folks who are seriously interested can email or call me for a prospectus.

Maddy Sheehan

Author/Publisher

maddysheehan5@gmail.com

NEW MEMBER APPLICATIONS THIS MONTH

Matt Liere, Associate member sponsored by Alan Liere

John Graham, Active member sponsored by Adela Jackson

Kyle Wilkinson, Student Apprentice member sponsored by Dennis Dauble

THANKS FOR YOUR EFFORTS!

Dennis Dauble & Wayne Heinz will staff a NOWA PR & Recruiting Booth @ the Tri-Cities, WA Sports Show 1/19 - 1/21, 2018. They've done this before. Booth's free. Since Wayne is presenting 3 seminars there, he traded his pay for the booth!