

NORTHWEST OUTDOOR WRITERS ASSOCIATION

NOWA FIELD NOTES

NOWA News | March 2018



SIGN UP NOW FOR PRE AND POST CONFERENCE TRIPS!

HUMOR IN ART: Meet Alaska's Sandy Jamieson

JOB OPPORTUNITIES AVAILABLE

REGISTER NOW FOR THE CHOTEAU CONFERENCE

BOOK YOUR ROOM RESERVATION BY MARCH 20

To preview the conference click here: <https://spark.adobe.com/>



Photo Left: Gambles Quail
Below: Tundra Swan
Right: Elk
All photos by Jim Foster.



CAST YOUR VOTE

BY JIM FOSTER, NOWA PRESIDENT

It is my hope that all of NOWA had a good winter. I had a few experiences that will stay with me for years, for example, the ice-fishing trip. I was quite lucky I took the first invitation because the weather took a turn to the warm side, most of the snow and ice left quickly. I did catch a fish.

All the ice left on the larger lakes was thinner ice with snow ledges along the rivers edge. This ended the ice fishing for me. Thin ice and the thought of ice cold water was enough to keep me on dry land.

NOWA active, retired active and Life members received ballots in the mail to vote for the three board members for the NOWA board of directors. It is very important the ballots are returned within the time allotted. Ballots should be post-marked by March 1 or received by headquarters no later than March 15.

If you missed last years' conference in Sandpoint, Idaho you missed a great chance to experience and be exposed to several great article leads. The information was invaluable and a great asset for writing a profitable article.

This year's conference (2018) in Choteau, Montana is shaping up to be one of those 'don't miss' opportunities, especially with all the great story and photo ops that will be available at the conference. Sandy Jamieson, well-known Alaskan artist and hunting guide will be available for interviews. Sandy is currently working on a Montana painting.

Read the conference article to get all the latest information and sign up for one of the pre/post conference trips. A new trip was added in this issue. Also remember to book your hotel room by March 20.

When you make the drive through Great Falls be sure to stop at the Charlie Russell museum and see a good bit of Charlie's paintings and his house and studio.



President Jim Foster

Let's hope the weather holds for the get together and the mildness of the last few weeks continues. I do hope to see all NOWA members in Montana in April.



Elk Camp to Feature World Class Entertainment, Mahoney, Zinke, Film Premieres

MISSOULA, Mont.—A world-renowned conservationist, the U.S. Secretary of the Interior, the world premiere of high-end hunting films and four musicians who know their way around the country music charts highlight the Rocky Mountain Elk Foundation's 2018 Elk Camp. RMEF's annual national convention takes place March 15-18 in Phoenix, Arizona.

"This may be the most diverse and knowledgeable lineup we've ever had at Elk Camp," said Steve Decker, RMEF vice president of Marketing. "We are honored to host Secretary Ryan Zinke and excited to welcome back Shane Mahoney who left us with an inspiring message a year ago."

Mahoney will serve as Thursday evening's keynote speaker for the second year in a row. Heading up research on his Wild Harvest Initiative, Mahoney is also the president and CEO of Conservation Visions, a global wildlife initiative focused on international conservation issues.

Also on Thursday, RMEF will premiere Jason Matzinger's "Both Sides of the Fence #PrivateOrPublic," a film documenting what it takes to hunt on both private and public land. Additionally, RMEF will unveil several Elk Network original productions.

A lifelong hunter, angler and a fifth-generation Montanan,

Ryan Zinke became the 52nd Secretary of the Interior in March of 2017. Since then, he issued orders prioritizing conservation, public access and big game migration corridors, among others. (If Zinke's schedule makes him unavailable, Deputy Interior Secretary David Bernhardt will address Friday attendees.)

Host Chuck Wicks along with Craig Campbell and Glen Templeton will cap Friday's festivities with the always popular guitar pull. Wicks has five top 40 hits and serves as co-host of NASH-FM's "America's Morning Show." Campbell has five consecutive charted hits and wrote a song recorded by Garth Brooks. Templeton has three songs that hit the charts and portrayed Conway Twitty in a touring musical. Mark Chesnutt will take the stage on Saturday at the always-popular Volunteer Fun Night. Over a career that spans nearly three decades, he has 14 number-one hits, 23 top ten singles, four platinum albums and five gold records. Go [here for more Elk Camp information](#).

Founded over 30 years ago, fueled by hunters and a membership of more than 227,000 strong, the Rocky Mountain Elk Foundation has conserved more than 7.3 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.

NORTHWEST OUTDOOR WRITERS ASSOCIATION

MARCH 2018

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 PHOTO

Spring Breakup. Illustration by Sandy Jamieson. Copyright 2018



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"Nature never deceives us; it's we who deceive ourselves." – Jean-Jacques Rousseau. *Texas ice storm. Photos copyright 2018 Adela Jackson*

WEATHER OR NOT?

BY ADELA JACKSON, EXECUTIVE DIRECTOR

Oh I just love Texas weather! Not! Yesterday morning the temperature was a balmy 75. This morning I awoke to 30 degrees and snow. Oh yes, you might retort! Much better than -30 degrees below in Alaska. In Alaska, however, if there's snow on the ground today, I can almost guarantee there will be snow on the ground tomorrow. There is something very reassuring about predictability and consistency. It makes it easier to plan and take care of business. I've been a member of NOWA since the '80s and what I've enjoyed most is the consistency of members coming to the conference. In fact I look forward to seeing those same members each year, because it fosters ongoing relationships, builds trust and encourages interaction through activities and conversation. With that said it's also very exciting to experience new things and grow. Over the last 45 years since NOWA was established a lot of things have changed, mostly for the better. Despite the economic climate we continue to survive and thrive! We've weathered several storms. It's important to have consistency in leadership. That happens when we share the same values and goals. Predictability comes into play when we have a structure that works and we are committed to operating within that structure. All organizations must have a structure.



Adela Jackson with her Moluccan Cockatoo, "Angel".

I see my job as Executive Director of NOWA as an overseer, with a pulse on the organization and the responsibility to report where there may be a weakness or where more emphasis should be placed. In addition the Executive Director is primarily responsible for maintaining good financial records, providing the board with a balanced budget, answering a multitude of email inquiries and phone calls, membership renewals, recruiting members in cooperation with the membership committee, soliciting and negotiating conference sites, maintaining membership records, work with committee chairs to provide information and do follow-up paperwork, and more. **In addition I have the jobs** of Webmaster and Newsletter Editor, Conference Planner and Facilitator, with many other tasks assigned by the Board of Directors or not taken care of by the Board or Committees. **My point in telling you all this?** Several board members commented that they weren't sure what I do as ED. One thing for sure, I do have a commitment to NOWA to maintain consistency, despite the unpredictability of officers and board members changing, resigning and such. **The ED also serves as a lighthouse**, to help guide the way for members who are weathering the storm of misunderstandings and disagreements that occur everywhere we find people. If we don't handle our differences in a healthy way, they can harden into divisions and loss of good members. Growth brings challenges, in part because it increases interactions across traditional barriers. Together let's find creative solutions to turn potential problems into opportunities for NOWA's successful growth. Join me in Choteau, Montana to celebrate 45 years of NOWA's success.

Hobie's Mirage Compass Points in a New Direction

BY JERRY MCBRIDE

As Americans have literally gotten bigger and demanded more toys, kayak dimensions have generally expanded to match their appetites. The Hobie Compass accommodates those realities, yet takes a step back toward the original concept behind kayak fishing—simplicity.

Simplicity with a really nice seat and MirageDrive. The new Hobie Mirage Compass matches the standup capabilities of much bulkier boats, but is far more athletic. At first glance, her sharp entry, low gunwales and angular lines disguise a 34-inch width, and the no-nonsense kayak hull weighs in at a svelte 70 pounds.

That kind of width typically condemns a paddle kayak to the slow lane. However, I had no problem hitting 5.5 mph despite the added weight of an H-Crate, four fishing rods, drink cooler, electronics battery and a typical load of fishing gear. Even more impressive, I managed 4.95 with a paddle. The lightweight boat has very impressive acceleration, right up to the point when the wide stern suddenly digs in around five knots.

For anglers, the speed and stability don't come at the expense of stealth. Pedaling into a moderate 10-knot chop, the Compass hull generated little cockpit spray; fishing the flats, hull slap was virtually nonexistent, even with the significant stern weight of a Pole-Pole Micro Anchor and loaded H-Crate lifting the bow slightly.

It is offered with the MirageDrive with Glide Technology. Standard amenities consist of two molded-in rod holders behind the seat, a molded deck cupholder, two recessed H-Track gear tracks and a single 8-inch Twist-and-Seal hatch forward of the seat.



Hobie's designers settled on an optimal midlevel seat position. The mounting setup is interesting in its simplicity—two bungee cords lock the seat onto a raised pedestal, while two adjustable straps determine the seatback position.

The Compass will be a welcome addition to the Hobie fleet. Quiet, lightweight, stable, fast—there's always room in my garage for a kayak with those qualities.

<https://www.hobie.com/kayaks/mirage-compass/>
Contact: Katie Hand – khand@hobiecat.com



Glide Technology: How Does It Work?

Paddling is replaced by the sheer efficiency of the MirageDrive pedal. With the largest human muscle group now in play, fishing from a kayak becomes easier than ever. It's a no-brainer for the angler who enjoys the quiet simplicity of fishing from a kayak.

Click on the following link - the user id is Hobie and the password is PR - https://www.hobie.com/press/products/mirage-compass/?audience_id=1

Hobie Fishing World Championship 7 Invitations Sent

Hobie, the worldwide leader of personal watersport products, announced today that the invitations to the invited and qualified anglers have gone out.

The lakeside community of Åmål, Sweden, will play host to the 7th Hobie Fishing Worlds presented by Rhino Rack, this May. Hobie Fishing Worlds is the premier global kayak fishing competition, with expert anglers from over 20 countries vying for the grand prize.

Åmål is a picturesque town on the shores of Lake Vänern, Western Europe's largest lake with over 22,000 scenic islands, islets and reefs. It's an amazing place to showcase the abilities of our Mirage Pro Angler 14' kayaks, and the skills of the talented anglers that will pilot them.

Over 45 kayak anglers have been selected to compete at Hobie Fishing Worlds 7 by winning an official qualifying event or series in the preceding months. The Worlds features a multi-day tournament structure, with a catch-photograph-release competition. In Åmål, kayak anglers will be vying to catch the greatest three-day aggregate of European perch and the predatory Pike, submitting up to three of each species per day.

Since its inception in 2011, anglers from all over the world with similar interests not only compete but share expertise, knowledge, and skills. In the end, there is one World Champion, but everyone goes home with new friends, new

skills, and having had an unforgettable cultural experience.

Professional angler Steve Lessard, from Louisiana, won automatic entry and a free trip to the Hobie Fishing Worlds in Sweden with his win at the Hobie Fishing Worlds in 2016. Brendan Bayard, who won last year's Rhino Rack Angler's Choice Award, also won a wild card entry and a free trip to Sweden. Ma Xiaohong from China, winner of the 2015 Hobie Fishing Worlds, and 2014 Champion, Richard Somerton, have also received wildcard entry as past champions.

Hobie Fishing Worlds presented by Rhino Rack is sponsored by Gerber, Lowrance, Power-Pole, Aftco, Daiwa, Yakattack, Lurefan, Hobie Polarized, OMEALS, and Mustad.

For more information about the competition, visit www.hobiefishingworlds.com.

About Hobie

Since 1950, Hobie has been in the business of shaping a unique lifestyle based around fun, water and quality products. From their headquarters in Oceanside, California, Hobie Cat Company manufactures, distributes and markets an impressive collection of watercraft worldwide. These include an ever-expanding line of recreation and racing sailboats, pedal-driven and paddle sit-on-top recreation and fishing kayaks, inflatable kayaks and fishing boats, plus a complementary array of parts and accessories.

WELCOME NEW MEMBERS -



Randy Bauman

Randy Bauman
10303 Meadowbrook Road, Yakima,
WA 98903. 509-961-3440.

rsbauman454@gmail.com

Randy grew up in North Idaho where hunting was a way of life. By the time Randy had earned his Eagle Scout Award he had spent over a year's worth of nights in camping all around the Northwest. Growing up reading O'Connor, Charmichel and Keith led to

a fascination with firearms, shooting and reloading. Of course hunting was important as well, and two trips to S Africa and many DIY backcountry adventures have provided a wealth of knowledge and wilderness experience. Randy is a Life Member of the NRA and Safari Club International.

Sponsor Adela Jackson



John Beath

John Beath
PO Box 1060, Carlsborg, WA 98324.
360-808-0029

John Beath is Past President of OWAA and currently works as a sport fishing guide in Southeast Alaska. He hosts a successful Youtube Channel, Let's Talk Outdoors and has over 3,000 subscribers and 3 million views.

His two blogs, HalibutChronicles.com and SalmonChronicles.com provide

valuable information and maps to his online readers. He also owns SquidPro Tackle and Sensi Flex Rod Company.

Sponsor: Chris Batin

JOB OPPORTUNITIES -

WASHINGTON TRAILS ASSOCIATION

Advocacy Associate

WTA is looking for an exceptional persuasive writer with strong interpersonal and digital communications skills who can collaborate with staff on a variety of public lands and trails issues. As a member of WTA's advocacy team, the Advocacy Associate will help enhance advocacy communications across the organization, using the magazine, website, email newsletters, social media and other platforms to engage WTA members and supporters. This position will also provide assistance on a variety of advocacy issues and projects. The ideal candidate will be a strategic thinker who enjoys engaging with people and who can communicate enthusiasm for hiking. The position reports to the Advocacy Director. <http://wta.org>



BACKCOUNTRY HUNTERS & ANGLERS

Website and Digital Media Coordinator

Position: Website and Digital Media Coordinator, Full-time (40 hours)

Location: Missoula, MT. Reports to: Communications Director. Starting Salary: Competitive salary plus a comprehensive benefits package

Application Review Date: March 1, 2018

Anticipated Start Date: April 2018

This position will manage BHA's strategies around use of a wide range of website, social media, email, digital media online advertising and other communication duties. The goal of this position is to deliver timely and engaging content to BHA's members and supporters through a synchronized multi-channel communication strategy, which utilizes BHA's social media channels, email system and website. The ideal applicant will work with a team of BHA staff and chapter leaders to use BHA's communication tools to highlight BHA's grassroots advocacy efforts while educating and engaging members in a way that will influence decision makers and donors. The ideal candidate must be able collaborate with a wide variety of staff members across the organization. He or she also must be able to work with little supervision as well as be flexible and organized in a fast-paced work environment. This position requires good judgment, analytical thinking, close attention to detail, preparation of timely and complete reports, adherence to standards of confidentiality and effective communications techniques.

Need creative and technical writers/copywriters who are avid Northwest fishermen and outdoorsmen.

I'm looking for writers who are fully familiar with the Northwest fisheries, and expert writers on current NW fishing techniques, rigging and tips.

Vaunt Marketing is a full-service marketing, advertising and design agency located in the Portland area. We represent several local and national fishing brands.

My immediate need is for Rapala's Luhr-Jensen brand.

They have several Tech Reports and Tech Sheets that need review, updating and proofing. These documents are provided to Luhr-Jensen customers through the product pages on the luhrjensen.com website. In most instances the documents are 2-pages and there are about 27 that need updating.

Many of the reports have not been updated for 10 to 20 years. We are looking for someone who can review the documents and rewrite them as needed to make them currently relevant. This includes revising techniques, technical informa-

tion, rigging, lure choices/options, etc. There are illustrations included in most of the documents. If the illustrations need to be changed/updated, this information would also need to be provided.

Interested parties can contact: Kris Nelson, Principal, Creative Director Vaunt Marketing, LLC, 503-454-0856 kris@vauntmarketing.com

Thanks to Robert Campbell for sharing NOWA with Kris Nelson so she could share this job opportunity!

Thou Shall Prosper – Ten Commandments for Making Money

BY GARY LEWIS

One of the things I've learned along the way is that life runs contrary to how I thought it should work. For example: The person who sets out to be rich by squeezing every penny often misses out on living a life of abundance. Many misers die wealthy without ever enjoying their money. One business book that made an impact on me was *Thou Shall Prosper – Ten Commandments for Making Money* by Rabbi Daniel Lapin. The Rabbi wrote this book from a biblical perspective, directed at the secular world of business, giving the reader a glimpse into the mindset of the Old Testament teachings on money. Rabbi Lapin laid out ten rules that will lead a person toward the goal of making more money. I've had these rules posted on my mirror and have been thinking about how to adapt them to the world of the professional communicator.



Adam Hocking, Gary Lewis and Tiller

1. Believe in the Dignity and Morality of Business.

There is nothing inherently wrong in the exchange of services for profit. Business can be conducted dishonorably, illegally and without morals, but business itself, the exchange of goods or services for money, is good and connects people.

2. Extend the Network of Your Connectedness to Many People.

The more people you are connected to, the better your chances of drawing income from many sources. Membership in NOWA is a good example. Attend the conference every year and go to as many industry meetings as you can manage. Tackle shows, climbing expositions, publishers events, banquets and benefits are all venues where you can make business contacts that will pay off next week, next month or next year.

3. Get to Know Yourself.

Figure out what you do well and do it as often as you can. And every time you get a chance to try something new, try it, especially if it stretches you. You'll find several ways of communicating that will pay off, generating several streams of income as long as you produce.

BUGLE MAGAZINE

Bugle magazine is looking for new freelance writers to add to its coverage of women in elk country. The magazine is looking for feature stories and shorter profiles on women who live and work in elk country including outfitters, guides and scientists, and feature length hunting stories by women. Send queries to krahn@remef.org

Our thanks to OWAA for letting us know about this!

4. Do Not Pursue Perfection.

Do your job to the best of your ability, but don't get bogged down in the minutiae or worrying about making the project perfect. Keep moving.

5. Lead Consistently and Constantly

Take leadership roles in your projects. If the work stretches you then that's what you should be doing. Need places to lead? Volunteer for board membership in NOWA, or with your local Trout Unlimited group, or another conservation organization. Get involved and find places to lead then stay out in front.

6. Constantly Change the Changeable, while Steadfastly Clinging to the Unchangeable.

The only thing that is certain is change. Adjust to technological change sooner rather than later. And change yourself from within, while sticking to your core values.

7. Learn to Foretell the Future.

What are the trends in our industry? Today, it's digital, it's connectedness and it's accessibility via the Internet. What will it be tomorrow? Look at the past for clues to the future.

8. Know Your Money.

I learned from owning a collection agency that someone will control your money. Better it be you than someone else. Know how to use money as a tool and where to best use that tool to create more of it.

9. Act Rich: Give Away 10 Percent of Your After-Tax Income.

This is one of those contrarian quirks of life. The people that live the best are the ones that find ways to enrich the lives of other people by giving to the poor, by helping widows, by giving to churches or charities. The exchange of money can be equated to streams flowing in and out of a lake. Be a big, deep lake that collects many streams and waters many valleys below.

10. Never Retire.

Worried about how you'll live in retirement? Avoid it. This list of commandments has changed the way I look at money and confirmed the freedom I've found in my chosen career. Because, contrary to the way I used to believe, we are made to work and we are happiest when our lives are productive and moving ahead.

Branding You

BY ADELA JACKSON

What do you think of when I mention the word 'brand'? Is it a good brand or bad brand? What is the product behind the name? Is it quality or junk? Is it a good value? Is it reliable? What's in a brand? Brands reflect a combination of personality, character and reputation. The younger generation its all about brands. They draw their identity from the brands they choose to wear. Those brands represent an ideal way of thinking, behaving or living. (i.e. "Life is Good" brand). Your professionalism, the way you present yourself, the quality of your work or product, says who you are and creates the brand that is you. Would you walk into a job interview sloppily dressed, or neatly attired? This is what branding is all about: leaving an impression in the mind of your audience so they remember who you are and associate it with what they want or need. Its what they think of when they hear your name. It exists only in their mind. Their perception.



When making a submission to an editor, would you send in a crumpled manuscript filled with misspelled words, the paper stained with this morning's coffee? That editor will remember you, but in a negative context. He probably won't contact you for another story because your manuscript was sloppy and might require extra work on his part. Think reputation.

CHOOSE YOUR WORDS CAREFULLY

After they're out of your mouth and chewed on by everyone else you'll be hard pressed to take them back! What you say and do reflects who you are. Want to make a bad impression, go ahead. I guarantee you won't get a good return for your efforts. (i.e. cheap garbage bags, "impossible to hold a sharp edge" knives and bargain-priced tools). What's the common denominator? Quality or the lack of. If you're going hunting in Alaska buy a storm-proof tent, right? Who would you think to be most knowledgeable to advise you on your purchase? Walmart or Alaska Tent and Tarp?

YOUR BRAND SAYS WHO YOU ARE AND WHAT YOU DO

As a graphic designer I've designed logos for numerous businesses, corporations and non-profits. In order to design a logo, (a visual symbol that identifies a brand) I need to know what the business is about, how they see themselves and how their customers see them, the "feel" they want to visually convey.

Our work is a type of consumable. Articles once published can be recycled as evergreen articles and continue to pay a dividend. We recycle things that still have value. Make sure your brand represents value and your work will continue to be in demand. Your brand speaks for itself.



Photo far left: Over a hundred years ago cattle ranchers used branding irons on their cattle for identification. Today placing identification on objects is alot less painful. Photos by Adela Jackson



Where Did You Put Yours?

When members renewed their dues for 2018, they received a new NOWA vinyl decal. What did you do with your vinyl decal? I'd envisioned members using the decal on a name badge, camera bag, notebook, laptop, gun stock, luggage tag, car window or camera lens cover.

NOWA By Laws place restrictions on how the logo is used. "No member shall use the NOWA insigne to imply endorsement of any action, product, idea or event sponsored by said member without the express written consent of NOWA. This does not restrict or prohibit members from displaying the insigne as a means of exhibiting their affiliation with NOWA. Proper use of the insigne on stationery or by-lines is with the accompanying designation of membership class" *Canon V- Code of Ethics.*

CONTEST - ENTER NOW! Deadline March 20

CONTEST: How did you use your new vinyl NOWA Logo?

Send in a photo of how you used your NOWA vinyl decal. One entry per person. The entries will be judged by a totally subjective judge, our Executive Director.

Deadline: March 20. Email your digital submission to: executivedirector@nwoutdoorwriters.org
Send a high quality tif or jpeg, no larger than 3 meg

The top three entries will be published in the April newsletter and 1st Place wins a prize.

REMEMBER TO SEND IN YOUR BALLOT. EVEN THOUGH WE ONLY HAVE THREE CANDIDATES AND THREE POSITIONS, VOTES STILL NEED TO BE CAST. EVERY VOTE COUNTS!! IF YOU STILL HAVEN'T PAID YOUR DUES, PLEASE SEND IN YOUR DUES IN ORDER FOR YOUR BALLOT TO BE VALID. Thank You!



Trolling for Stories at the Trade Show

BY GARY LEWIS

We call it show season and it kicks off in earnest in early January. Trade shows, industry shows, sportsman's shows, travel conferences and more. Whatever you call them, they are a gift to the writer, photographer or blogger. Here, in one room, are gathered the people that make things happen.

Go on your favorite social media platforms and connect with companies you plan to meet. Follow them, Friend them, Like them. Then wait a suitable amount of time for them to notice and Follow, Friend and Like you. Then proclaim your excitement about the upcoming event on social media. While you are at the show, continue the social media campaign and mention the show again. After the show, go back on social media and mention the show and maybe mention some of the companies and individuals you met. The challenge for the traveling communicator is to make the most of the time on the show floor.

In your schedule book, write out the goals. Some goals might be as follows: Meet three magazine editors; meet five tackle designers; meet ten lure designers; identify ten potential sponsors; invite a company president on a steelhead trip; score a speaking market; connect with five media pros in the press room. A list of goals will keep you on task. That stack of business cards is like a tackle box full of lures on a trip to Alaska. This is no time to skimp, no time to save a tree. Bring a fistful of cards then throw in extras.

If you have your name on a shirt, wear that shirt. Don't go in wearing a ball cap and shorts. You are better off with slacks and a sport coat. These events are your best opportunity to meet potential sponsors, clients and benefactors and you have an opportunity to make a powerful impression.

When you take a break for lunch, check back with your list of goals and start checking them off. It feels good. You're making progress.

After the show closes for the evening, don't think the work is over. Write a column about the new products you found at the show. Such a column can not only go a long way toward paying for your travel expenses, it can also serve as a foundation for future magazine, television and radio features.

On the way home, summarize what was important, then list a few action items to advance possible projects. **A few days afterward, follow up with a personal email to each important contact.**

While you are working the show to your advantage, think about how the contacts you make can be valuable to NOWA as well. The trade shows are full of potential members and supporting members. The contacts you make in three or four days at a trade show can be of mutual benefit to every person and company you meet for years to come.

NOWA Pre & Post Offerings: **Sign up now! Space is limited**

To register contact Gayle Fisher by phone 406-761-5036 or gfisher@bresnan.net

Thursday, April 26 all day

"History of Conservation along the Rocky Mountain Front"

10 people maximum, trip length from Choteau 5 ½ hours

Join Dropstone Outfitting and several local experts for a hike exploring the Rocky Mountain Front and delving into the rich conservation history of the area. This hike will take you up Clary Coulee, sitting as the transition zone between the Northern Great Plains and the Sawtooth Mountains along the Front. The vista from the bench above the coulee offers the perfect location to see the vast landscape unfold while discussing its history of conservation and collaboration. The outing will be around 6 miles long with a 1,500 foot elevation gain. We will leave Choteau at 9 AM Thursday and return between 2:30 and 3 PM. Please bring water, snacks, camera and layers.

Friday, April 27 afternoon and Sunday afternoon

"Trail Ride with A Lazy H Outfitters"

6 people maximum, trip length from Choteau 3-4 hours

Take an afternoon horseback trail ride along Montana's majestic Rocky Mountain front. The Front is unmatched in scenery, scale, and grandeur. We will ride through the jackpine covered foothills and up to ridges with spectacular views of the Great Plains to the east and the Rockies to the west. This is an excursion you and your camera won't want to miss!

Friday afternoon and Sunday, April 29 afternoon

"Can you dig it?"

10 people maximum, trip length from Choteau 4 hours

Step into a world of giants for an afternoon with Two Medicine Dinosaur Center. In the shadow of Pine Butte we will investigate the rich, paleontological history of the area; searching for dinosaur eggs, fossilized bones, ancient plants, and everything in between. This will be our first time into this area since last summer, so who knows what 75-million year old fossils the winter storms uncovered. We'll bring the water, you bring hiking shoes, warm clothes, and a camera!"

Thursday, April 26, 2018

Biking on River's Edge Trail, Great Falls, Montana

Space available for 8 riders needing bike rentals. Bike rentals are included with registration, 3.5 hours on the trail

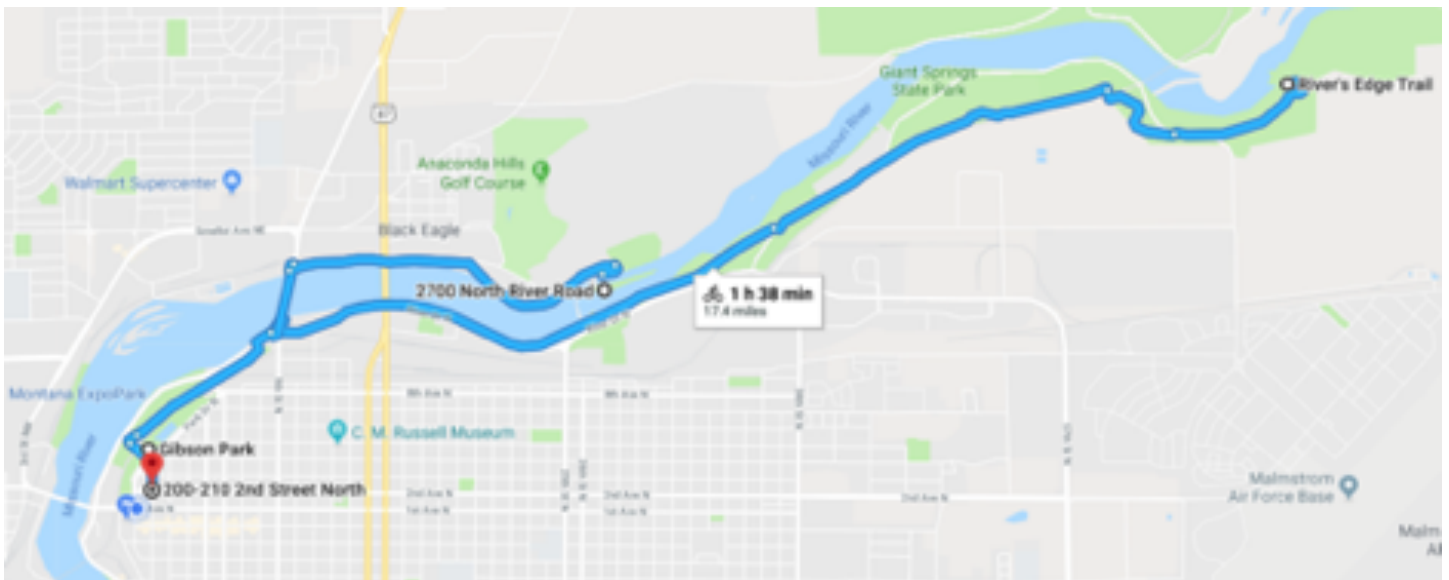
Join local bicycle champion John Juras in Great Falls, Montana for a 17-mile guided group cycle on the River's Edge Trail. Featuring panoramic views, riverfront access, a state park, an interpretive center and nearly 60 miles of paved and single-track trail along the Missouri River, River's Edge Trail provides for the perfect Montana cycling adventure. The excursion kicks off at Knicker Biker Bike Rentals in downtown Great Falls Montana, Montana's Basecamp from Art and Adventure. See map below.

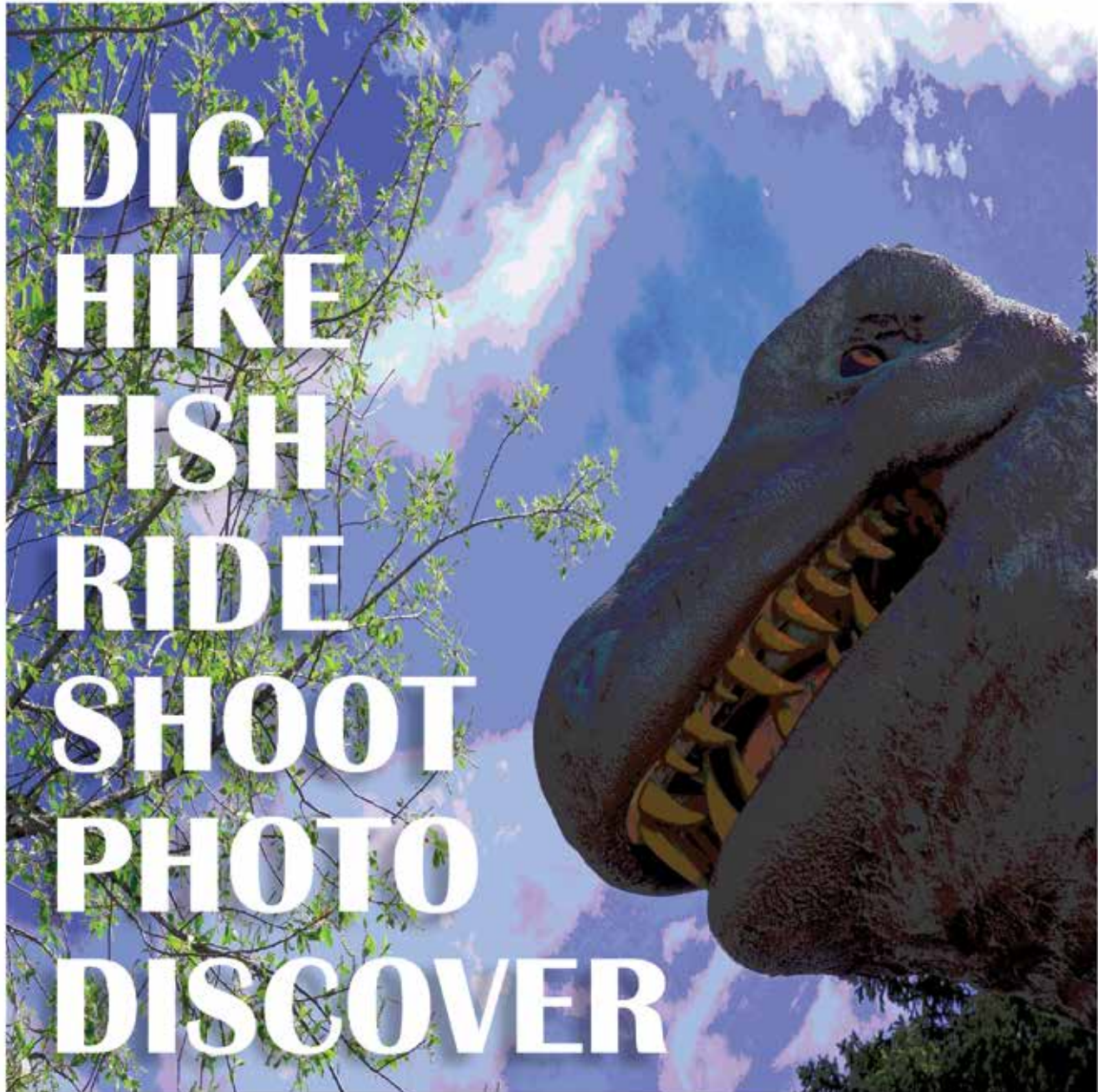
Once outfitted we will hit the trail at Gibson Park, just a few blocks away. Look forward to biking along the 24-piece Outdoor Urban Art Display, the cliffs of the Missouri River, Black Eagle Falls, and the Lewis and Clark Interpretive Center before making our first stop at Giant Springs State Park, Montana's #1 Visited State Park. We will make our way along the Missouri River past Rainbow Falls and will stop for a snack break at Crooked Falls Overlook. We will then cross the river and head to Black Eagle Memorial Island before returning to our starting point.

Meet at 1 pm | Knicker Biker, 117 2nd Ave. N. Great Falls, MT 59401. Registration is Free | Registration space is unlimited for cyclists bringing their own equipment. Snacks will be provided 17 miles total | Estimated 3.5 hours on the trail

Registration:

To register please email Jake Bash, jake@visitgreatfalls.org or Gayle Fisher, gfisher@bresnan.net
Registration is open until April 20, 2018.





Do it all in Choteau

Montana

NOWA Conference, April 26-29, 2018
Register today: www.NWoutdoorwriters.org



45TH ANNUAL NORTHWEST OUTDOOR WRITERS ASSOCIATION CONFERENCE

Pre/Post Conference Trips - Thursday, April 27, 28, 30
See page 12 for trip descriptions and sign up info.

Thursday, April 27

- 7 am Free Breakfast at hotel
- 8-9:30 am Board Orientation
- 9:30-4 pm **Board Meeting**
- 5-7 pm Registration for Conference - Lobby area of Hotel
- 6 pm Photo Shootout Contest - *Pick up contest rules at registration desk*
- 7-9 pm **Wine Social and T-Shirt Swap** - Two Medicine Dinosaur Center. *Transportation will be provided from Stage Stop Inn. Members and Guests need to wear name badges.*

Friday, April 28 - Supporting Member Day

- 7 am Free Breakfast at hotel
- 8-11 am Registration for Conference – Conference Center
- 8 am-1 pm Raffle Room
People's Choice Photos on display for voting
- 8 am Welcome by President Jim Foster
- 8:15 am Announcements by Chris Batin, Conference Chairman
- 8:30 am Field Trips and Activities Preview and Sign-Up
- 9-11 am **Presentations by Supporting Members**
Supporting Member displays and press materials in Conference Center Friday and Saturday all day
- 11:30 - 12:30 Lunch sponsored by the National Shooting Sports Foundation
- 1 - 5 pm **Field Trips and Activities**
 1. Muzzleloading Shooting Event (Outdoor Shooting Range) sponsored by NSSF and Central MT Tourism
 2. Fishing Derby at Reservoir: Sponsored by Macks Lure
 3. Off-Road Test Drives with Ram Trucks
 4. Spouse Shopping Tour at Lattigo and Lace, Augusta
 5. "Can You Dig It?" dinosaur fossil tour
 6. "Trail Ride with Lazy H Outfitters"
- 6 - 8 pm **Welcome to Montana! Community Night Dinner**
sponsored by Central Montana Tourism, featuring local community businesses, US Forest Service, Fish & Game, Local artists/writers/authors
Program: NOWA's Legacy Awards

Don't miss this rare opportunity to meet and interview Alaska's famous wildlife artist Sandy Jamieson at the Chateau conference. A Montana boy, Sandy graduated from Great Falls, Montana highschool and then migrated to Alaska where he spent the next forty years exploring the state as a bush pilot and Alaska brown bear guide. Sandy is well-known for his humorous 'Wild' life art and is donating one of his signed prints to NOWA's Silent Auction. Visit his website at <https://sandyjamieson.com/>



Tentative Schedule

Saturday, April 28 - Seminars

- 7 am Free Breakfast at hotel
- 7:45 am Announcements by Chris Batin, Conference Chairman
- 8-4 pm Raffle Room open all day
- 8-9 am Turn in Photo Shootout entries - *Hotel registration desk*
- 8-noon **Grizzlies at your Doorstep:** *Bert Gildart, National Park Service, Montana Fish and Game Guest Speakers, Sandy Jamison*
Creative Use of Aperture and Shutter Speed: *Keith Szafranski*
How to Write Profitable, Award-Winning Sentences: *Chris Batin*
- 12 - 1 pm Lunch: On Your Own
- 1-5 pm **Good Editing Starts in the Camera:** *Keith Szafranski*
Diving Down the Social Media Rabbit Hole: Exploring the Philosophy of Social Networking and How these Hidden Secrets Will Help You: *Heather Batin, Doctoral Candidate, Ohio University, Scripps College of Communication*
Make Money from Your Life's Work: Panel
NOWA Symposium
- 6-9 pm **Awards Banquet** sponsored by RAM Trucks
"What the Heck is This?", Photo Shootout Winners, People's Choice Photo Winners, Silent Auction, Excellence in Craft Awards

Sunday, April 29

- 7 am Free Breakfast at hotel
- 8-9:30 am **Membership Meeting**
Mid-morning coffee/tea/cookie break, provided by NOWA
- 10-11:30am Raffle: *Coordinator Jo Wilson*
- Noon Hotel Check Out
- 1 pm **Post Conference Trips**
"Can You Dig It"
"Trail Ride with Lazy H Outfitters"

COORDINATOR CONTACT INFORMATION

- Conference:** Chris Batin, 907.707.9846, <http://batinchrisc@gmail.com>
- Conference Hotel:** Stage Stop Inn, Manager Beth Barlow, 406-466-5900, <http://www.stagestopinn.com>
- Central Montana Tourism:** Gayle Fisher, 406.761.5036, <http://gfisher@bresnan.net>
- Fishing Derby:** Gary Lewis, 541.420.1371, <http://garylewisoutdoors@gmail.com>
- Grizzly Bear Panel:** Bert Gildart, 406.249.9058, <http://bertgil@cyberport.net>
- People's Choice Photo Contest:** Jackie McNeel, 509.939.2661, http://tita_48@msn.com
- Photo Shootout Contest:** Need volunteer coordinator
- Raffle and Silent Auction:** Jo Wilson, 503.390.4557, <http://gijowilson@g.com>
- Shooting Event:** Greg Gulbrandsen, 541.280.3035, <http://cascade@bendcable.com>
- Supporting Member Displays:** Adela Jackson, 907.322.8000, <http://executivedirector@NWoutdoorwriters.org>

Less than two months until the conference. Sign up today!!
March 20 deadline for booking your room. April 1 deadline for no-late-fee registration.



Buckskin and Ball Shoot

The annual shooting event on Friday, April 28 at the 2018 NOWA conference in Choteau, Montana will focus on muzzleloaders. A variety of muzzleloaders will be provided by the Lewis & Clark Honor Guard based in Great Falls and members of that organization will be on hand to assist shooters. This will also be a great shooting event for photographers as the Honor Guard will be dressed in period attire. The shooting range is about 10 minutes out of Choteau and if transportation is needed to and from the range, community volunteers will provide it. The Muzzleloading Shooting Event is sponsored by the **National Shooting Sports Foundation** and **Central Montana Tourism**. Thanks to Greg Gulbrandsen who organizes a different theme for our shooting event each year. This one promises to be a "blast"!

NOWA Fishing Derby

To register contact Gary Lewis garylewisoutdoors@gmail.com

At this year's conference in Choteau, Montana, NOWA will hold a fishing derby open to anglers who are either NOWA members or guests of NOWA members.

The site of the derby is Eureka Reservoir, about 8 miles from Choteau.

Access: Fishing dock, boat launch, shoreline

Derby start 12:30pm

Derby end 4:30pm

(angler and fish must be present at the boat launch)

To qualify for the derby, the angler must be registered for attendance at the Saturday night banquet. The derby starts at 12:30 pm on Friday, April 27.

Entry fee: \$10 check payable to NOWA

(due at conference registration by Friday morning)

ENTER the "People's Choice" Photo Contest at the conference

Do you have an awesome photo you took this year, but it wasn't published? This contest is for you, whether you are an amateur or professional. Here's the opportunity to share your special image with conference attendees.

Some members are not professional photographers but like taking pictures. It's nice to see what the pros have to say about their photos and just maybe it might inspire them to take the next step.

Anyone can enter just **be in attendance and registered for the conference**. Plus you could win a neat prize at the banquet dinner. So please consider taking part in this year's "People choice". Just follow a few guidelines and see what happens.

1. Photo must have been taken since the last NOWA conference.
2. Print may be in color or B&W. ONE photo only please! No digital, only prints will be accepted.
3. Photo must be mounted on poster board, (no frames please) No larger than 8"x10".
4. Two categories: Amateur and Professional. Any subject matter. Definition of professional: you get paid for any photos.
5. Turn it in to Jackie McNeel Saturday morning by 9 am. Everyone who attends the conference will receive two ballots to vote.

Jackie McNeel
See you in Choteau, Montana



Truckin' to Choteau

Spring is just around the corner and you need to clean out that closet, garage, shop, etc. Those treasures you no longer need could be of interest to someone else!

NOWA's raffle and silent auction are always so much fun at the annual conference. Fun because of these treasures you no longer want. Filling up the truck and bringing us those items you can donate will help us create a "fantastic collection." (And, since you are bringing so many things, please make us a list—thanks.)

This is our major fundraiser, so come prepared to buy lots of tickets! (Cash or check only.)

Contact Jo Wilson, 503-390-4557 or gijowilson@q.com

Photo above: Jackie McNeel with her raffle treasure: a photograph donated by Keith Szafranski. Photo by Larry Jackson

These are the Days of Change for NOWA, but not the ones you might be hearing about.

BY CHRIS BATIN, Vice President, Conference Chairman

I recently cleared my Vice President's message with President Jim Foster, because I didn't want to usurp the chain of command with details of my upcoming presidency, while he is still running his. The savvy leader that he is, he enthusiastically said "Go for it, Guy!"

So, here we go. The Choteau conference is a symbolic location because it is where NOWA returns to its roots. Magic things—like transformation and nourishment—happen in roots. Cicadas also come to mind. After a 17-year sleep deep among tree roots, Cicadas emerge to sing their songs that fill the woodland air with a music like no other. I also like Cicadas because they remind me so much of myself and NOWA members: We can be loud, noisy, persistent, and bug-eyed after working on long projects. When we also want to cling to something, it's hard to let go! Now it's up to me to cling to my promise to pay it forward, the intangibles that I received from NOWA during my career and give my first bit of advice, which is a bit painful to write:

I am not going to tell you to attend conference.

Rather, I am going to tell you how disappointed you'll be if you don't attend, especially when you hear what took place at conference, when you weren't a part of this historic event for NOWA.

Choteau is a magical place once you get to know it. It just happens, just as our conference is happening more and more each day. It's Bert Gildart and I ranting in mountain man talk each time we converse on the phone. Our conference also mirrors how Choteau helped to grow this country from its ancient history, where the Land of Dinosaurs evolved into the Land of the Free and Home of the Brave that we enjoy today.

So, ask yourself: Are you brave enough to attend the Choteau conference? You can say no, and forget about the organization and turn your back on it if you can attend—and won't—for situational justification reasons. The NOWA I know and have grown to cherish over the years is an organization where its members don't turn their backs on each other. The Choteau conference is a Change-Maker: It's about Honor. Legacy. Learning. Fun. Camaraderie. Supporting Spouses and Supporting Members. NOWA is about who are, professionally, collectively and individually. It's something we forget all too often, yet it is something I feel pride in each time I look at the NOWA awards on my wall, but most of all, when I talk to our members.

I promised a new NOWA when I take over the gavel from President Jim Foster, and I'm bringing it about at the start of this conference. Why? Because my career has been one where I make things happen, and I'm darn good at it. This isn't lip service. I have been blessed with the time, skills, and resources



After a 17-year sleep deep among tree roots, Cicadas emerge to sing their songs that fill the woodland air with a music like no other. Photo by Chris Batin

in my career to turning ideas into successes. I know where we need to go, and what we need to do, as an organization, and I have the ability to get us there. You trust me to lead this organization because I was elected to represent each of you, not me. I will not betray that trust. And while I may lead by example and effort, I am reminded by the shouts of my military non-commissioned officer training captain over 40 years ago, that no leader can achieve such a thing alone.

Ok, what will you have us do, you ask?

I have already begun to assemble my committee members for my term. I am still looking for more members to help with this transition. The tasks are simple: I ask that you spend no more than 30 minutes to at most, TWO hours a month, having fun with the things I'll be asking you to do. Committees are important, because they are the life blood of NOWA. Board meetings, likewise, will be scheduled as required, to conduct business, and I'm hoping for a larger, mid-winter board meeting.

If everyone gave up to two hours a month to NOWA, just TWO HOURS, the time it takes to watch a movie, we can help NOWA make money, generate new programs for current and new members, and bring to the forefront what this organization should be! I know it, because I see it before us! We can do this because NOWA is fueled by a hard-charging, leadership-centric Executive Director, Adela Jackson. She is one of the best assets this organization has had for myriad reasons. She continues to work with me on a nearly day-by-day basis, planning and brainstorming ideas that will transform NOWA, and provide more benefits to our members. It will also help make us more money and become better at doing what we do best: Communicating the Outdoors.

There are a ton of new projects and opportunities awaiting us. We must act on these opportunities now, because If we don't grow with the times, we will perish with the times. I am so committed that there will be no delay in this presidency that I am going to make this bold, but effective promise. You voted me in to act, and this is my pledge to all of you.

During my presidency, if NOWA board of directors will not allocate the funds, or there are no funds for special projects I'll be presenting at Choteau, or there is a delay in funding, I will use my own personal funds to finance these projects. In fact, I don't intend to ask NOWA's Board of Directors for funds to finance the projects I propose. I will pay for them, and initiate them, and the committees will get them done. I will allow my leadership, and its impact, to speak for itself. Next year, if the membership deems that these projects were helpful and enhanced the organization in any way, then the membership can decide whether or not to reimburse me.

It is a 100 percent, money-back guarantee that I always offered in my business! If as a customer, you didn't like any of my DVDs or books you purchased, or even the seminars, all that was required was to explain why and I'd refund your money.

As the incoming President of this organization, I believe fully in the vision I have for this organization, what my committee members can accomplish, and what the EXCOM, the Board, and Executive Director can do for NOWA under this plan. There is no risk to NOWA, no grab for its investments. It's a goal that takes vision and the belief, or FAITH, or as Uncle Homer Circle once told me while we were fishing one of his bass ponds near Ocala Florida. "Chris," he said, "you gotta believe; you gotta have faith, and it will happen!" Keywords to an up-and-coming writer who was determined to make it in this business in the 80s. The rest is history.

I am also going to focus on what NOWA has neglected for far too long: **our Legacy Members**. This is someone who has been a NOWA member for over 30 years, or is over 65 years of age. At Choteau, we will have a special program that honors NOWA's Legacy members. Our program is based on our Legacy members attending conference, and everyone who attends will be included, so there is a special place for all Legacy members in our program at the NOWA conference this year. Sign up for conference and email me or Adela for more details. We already have a good list of participants, but we need more.

I cherish our Legacy members, which is the reason I planned this segment of our program. I was talking to Milt Keizer recently. I have never had a chance to get to know Milt very well, other than seeing him at a few conferences, where we chatted a bit. But it wasn't until I received my Enos Bradner award, when Milt came up and insisted that we get a photo together. He was the only previous Enos Bradner recipient to do so and it is a photo that I cherish greatly. I asked Milt to be an advisor in my presidency because he brings a valuable perspective. No conference would be complete without something from Milt Keizer, who has produced a special conference presentation that you don't want to miss. Bert Gildart has produced a super newsmaker seminar that I look forward to attending.

I encourage you to attend conference to give thanks to these members and honor them for their contributions to NOWA. I'll detail my NOWA projects at the upcoming General Membership meeting in Choteau, along with a few interesting surprises you don't want to miss. So register for the NOWA conference, come early, have fun and visit with old and new friends before the events begin. We'll keep the campfire burnin' for ya.—

And speaking of Legacy members, here's a note from Tom Knight, a NOWA LIFE member.

"Perhaps you know the following...but, here goes anyway:

In 1968 I became the new PIO of then "Washington GAME DEPARTMENT". I soon became friends with Enos Bradner (he introduced me to summer-run steelheading on the Stilly), and quickly thereafter Howard Gray. My duties included writing the weekly Monday News Release sent that afternoon to all outdoor writers in WA, OR, ID and BC. Additionally, I wrote and edited the department's monthly Newsletter and other informational material. I then started WASHINGTON WILDLIFE magazine, which I edited and wrote most of its contents.

In the early '70s I also became interested in joining OWAA. Howard (then OWAA President) urged me to apply. I did. Shortly thereafter I received a stinging and very rude rebuttal letter from someone on the Membership Committee. It basically stated something to the effect that OWAA "does not accept members from fish and wildlife departments who are too incompetent to find information for themselves"...and something about me being just a 'state mouthpiece'".

Needless to say, I was incensed. I knew OWAA had a certain number of weekly columns a newspaper outdoor writer had to produce in order to qualify for yearly membership. I also had a clipping service, which provided me with weekly newspaper clips that mentioned key "fish/wildlife/etc." words.

I went through a couple month's worth of clips, sorting out those outdoor writers I knew to be members of OWAA. You know what I found? I already knew.!! That more than just "a few" used my weekly news release VERBATIM as copy to justify the OWAA requirements.

I then phoned both Enos and Howard informing them of the above, telling them they would soon be getting a package. It contained OWAA's nasty letter and copies of my news releases clipped to the "outdoor writer" guilty party's weekly columns, copied verbatim from my news releases.!!!

It didn't take long for both of them to call me back and inform me that OWAA had been advised. I got a very apologetic letter from OWAA headquarters, a membership card with a year's paid membership, and they informed me of a policy change regarding membership for ALL STATE/NATIONAL wildlife agency PIOs...!!! I attended one conference and did not renew my membership.!!!

It was then I suggested to Enos, Howard and others we form NOWA. I was invited to attend the 1973 meeting when NOWA came into being. I couldn't attend as my boss, the director, had me babysitting some VIP.

So, there it is. The untold story of the "why and how" NOWA was born."



Thanks to Gary Lewis for sending in these photos of Enos Bradner at work.



2018 NOWA Conference Registration

April 26 – April 29, 2018, Choteau, Montana

- Wine Social & T-Shirt and Cap Exchange: Thursday evening, April 26
- Supporting Member Day, Friday, April 27
- Seminars & Awards Banquet, Saturday, April 28
- Raffle & General Meeting, Sunday, April 29

Stage Stop Inn • 1005 Main Avenue North, Choteau, Montana 59422

NOWA's Conference Rate: \$65 for single/double, additional person in room \$4.50

Please book your room by March 20, 2018

Reservations: 406-466-5900 • Manager: Beth Barlow <http://www.stagestopinn.com>

Room Share: Are you interested in sharing accommodations/cost? _____

Phone number to contact: _____

Book Display: Do you have a book(s) to bring to the conference for display? _____

Your Name(s) _____

New Member

Address/City/State/Zip _____

1st Conference

Guest or Spouse Name(s) _____

Guest Name(s) _____

Conference Registration – Member: _____ people x \$ 115. = \$ _____

Conference Registration – Guest and/or Spouse: _____ people x \$ 115. = \$ _____

Saturday Banquet Only (see Notes) – Guest and/or Spouse _____ people x \$ 60. = \$ _____

Non-member Registration: _____ people x \$ 175. = \$ _____

If a non-member joins NOWA within 30 days of the conference the membership dues will be waived for the current year

Registration After April 1, 2018: _____ Late Fee x \$ 10. = \$ _____

Please add a \$10 late fee per person

Credit Card # _____ **TOTAL (US funds) \$** _____

Name on Card _____ Exp. _____ CV _____

Signature _____ **Enclosed CHECK #** _____

Notes: Banquet only applies to guests and/or spouses who are not attending any other function than the Banquet on Saturday evening. All members are subject to the Registration Fee. Full Registration Fee includes the banquet plus break refreshments plus hosted meals.

Registration Deadline: Conference Registration must be received at NOWA headquarters by **April 1, 2018.**

After April 1: Your registration fee is \$125. If registering after April 1, email adelajackson@hotmail.com to indicate you will be attending. Please bring your registration form and payment to the conference.

Cancellation / Refund Policy: Refunds of conference registration fees will be made on the following basis:

30 days prior to the conference date of April 26, 2018 Full refund

15 days prior to the conference date of April 26, 2018 50% refund

7 days prior to the conference date of April 26, 2018 No refund

Conference registration **late fees are non-refundable.**

Make check payable in US funds to NOWA and send with this form to:

NOWA HQ • PO Box 82222 • Fairbanks, AK 99708

907-322-8000 • adelajackson@hotmail.com