

NOWA FIELD NOTES



OCTOBER/NOVEMBER 2020



***A RANT ABOUT PRESS RELEASES - CRAFT IMPROVEMENT (GRAMMAR) -
PHOTO PORTFOLIO - PLANNING FOR WINTER SHOWS - NEW BOOKS FROM
OUR MEMBERS – MEMBER PHOTOS - SUPPORTING MEMBER NEWS – A NEW
NOWA MEMBER AND MORE!***

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NOWA FIELD NOTES

The NOWA newsletter is published six times a year by the Northwest Outdoor Writers Association, a registered nonprofit, tax-exempt, public supported organization under IRS 501 c3 Code. Newsletter contributions in the form of craft improvement articles, photos, member photo portfolios, news items, letters to the editor and more are welcome but cannot be compensated. Send submissions by email in Microsoft WORD format. Photos can be sent in JPEG Format. The Deadline for submissions is the 15th day of the month prior to the next edition being published. Send them to:

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THIS MONTH'S COVER PHOTO – By Guy Miner – Yellowstone Bison

NOWA OFFICERS, BOARD MEMBERS AND MORE

The NOWA website can be found at <http://nowaoutdoors.com>

Website Editor - Dave Kilhefner Email: Dave@kbi-ins.com

The NOWA Facebook Page can be found at www.facebook.com/NorthwestOutdoorWritersAssociation/



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PRESIDENT'S MESSAGE



Well, things have certainly not changed much since my last message--Western States are burning up and Covid numbers keep climbing. I generally consider myself a realist but lately, when it comes to NOWA, reality tells me that we as an organization will have to make some serious decisions about next year's conference and the positive steps that will help NOWA move forwards.

I say, "We as an organization" because if nothing else I am a firm believer in listening to what the members have to say.

In my own defence of trying to be positive about NOWA, I've been involved since NOWA was chartered in 1973, honored with lifetime membership (as all Charter Members were); Executive Director/Secretary/Treasurer/Newsletter Editor for 10 years; Honoured as Executive Director Emeritus.

I do appreciate the accolades, but really, all that and maybe \$4, I can get a Starbucks latte.

None of what I accomplished was possible without membership support and commitment and their willingness to get involved. NOWA grew because the members made commitments and recommended changes. Members volunteered for committees and to serve as board members, all of which contributed to a growing membership; shared experiences to help others gain new experiences to enhance their careers; balanced budgets; and in essence built an organization that was financially stable and had membership pride and the respect of OWAA and many other regional groups.

So here we are scrambling to keep the general membership and supporting members interested in NOWA while lives and careers are being shattered and supporting member businesses are crumbling. And that is a reality. But it is not the end.

The Board will be meeting this month to discuss a number of issues relative to how to keep the organization together and move forward. If all goes well there may be good news in my next message.

Meanwhile, don't be shy about suggesting ideas that we, as a Board, should be considering.

Stay safe.

Ron Kerr
NOWA President

FROM THE EDITOR – A RANT ABOUT PRESS RELEASES



I've got to share a pet peeve with you, one many of you as fellow outdoors media professionals may be familiar with. The topic? Press releases. If you are going to publish one, I assume you are looking for coverage of whatever news you want to share whether it's an upcoming event, an award that's been received, or a new product coming to market.

So why is it so hard to actually get an interview or follow up information from so many businesses who send out press releases? I learned a lesson about this as the Public Information Officer for the police department I worked at several years ago. It was a Friday afternoon and my last task of the day was to put out a press release about a case our agency was handling. I did so, shut off my computer, and left work. The next day I got a phone call from a well-known Seattle area TV reporter who was not happy. He read the press release when I sent it, had reasonable questions, and I wasn't available to answer them before his evening news deadline. Not only that, nobody else was able to answer his questions either since I was the one that had the information needed for his news story.

The lesson learned? If you are sending out a press release, provide contact info, be ready for immediate questions and when someone follows up with you, promptly follow up with them. It's a lesson you would think marketing pros would understand but many don't and the worst offenders are some of the largest and well-known companies in the outdoors industry. Here's two examples from the last year:

1. A legendary firearms manufacturer issued a press release about a new rifle. They did provide contact information for two individuals if you wanted more information. Unfortunately, the phone number for one of them was wrong and the email addresses for both of them were too. I eventually got the right information and reached out to both. I never heard back and that story was never told on our radio network.
2. A boat company introduced a new bass boat to celebrate a milestone anniversary. The marketing director listed on the website never returned any emails. Calling the number listed I got a voicemail message for another person. I left a message for that individual who never called back. In desperation, I reached out to their customer service email address and got lucky. I was given a name and number to contact and did. I told that person my problems scheduling an interview and as we were about to go on the air asked him for his title. Turns out he was the President of the company. It also turns out their marketing manager was no longer employed with them and they hadn't filled the position. I was able to share their story but can only imagine how many other media outlets reached out and just gave up after receiving no response.

The bottom line for our supporting members is this: Issuing a press release is step one of a two step process. The first step is to get the information out in print or digital form. The second step is to be easily accessible and available so you can tell the story you want to share in detail. That's how you generate some real publicity!

NOWA NEWS

PLANS UNDERWAY FOR WINTER SHOW SEASON!

Sportsman's show season came to a crashing halt in the Northwest in the middle of March when the Central Oregon Sportsman's Show in Redmond was shut down three hours before the doors were set to open because of Covid-19 concerns. Since then just about every major event involving crowds and conventions has shut down. So what does the future hold for show season in 2021? That's hard to say but show planning is going on and event organizers are working under the premise they will take place.



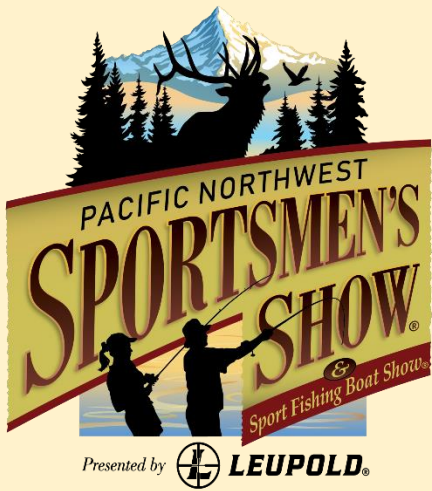
Merle Shuyler, owner of Shuyler Productions, said in an email, "We are starting to promote the 2021 Tri-Cities and Yakima shows with hopes that things will level out by show time". The scheduled dates are January 22 – 24 at the HAPO Center in Pasco for the Tri-Cities Show and February 19 – 21 at the Sun Dome in Yakima for the Central Washington Sportsmen's Show.

O'Loughlin Trade Shows are recruiting exhibitors for their three Pacific Northwest shows too and two of the shows are taking place a week later than usual. The Washington Sportsmen's Show in Puyallup is moving to a January 27 – 31 slot while the Pacific Northwest Sportsmen's Show in Portland is scheduled for February 10 – 14. The Central Oregon Sportsmen's Show in Redmond will stick with the same week it has in the past, with dates of March 11 – 14.

There are shows outside of Washington and Oregon too. The Great Rockies Show is set to go in Billings January 15 -17 but as of now, the Idaho Sportsman's Show in Boise does not have any dates posted for 2021. However, another traditional March event, the Bighorn Outdoor Adventure Show in Spokane, is planning on holding their long-running event from March 18 – 21 after having to cancel their 2020 show.

As for the biggest show in the West? That's not a sportsmen's show but a trade show and that event is SHOT Show. The Shooting Hunting Outdoor Trade Show, put on by our supporting member the National Shooting Sports Foundation, is shaping up to occur January 19 – 22 not only at the Sands Expo Center but also in a new venue, the Caesar's Forum. (Continued on next page)





Will these events go for sure? It's hard to say but promoters are doing everything they can to make them happen and are incorporating measures to protect both guests and exhibitors. Some examples of this can be found from O'Laughlin Trade Shows. They plan to have smaller 8'x10' booths to accommodate wider aisles that will be 14' across. There will be sanitizing stations throughout each facility at their shows and face protection will be mandatory for everyone to include exhibitors, attendees and show staff.

All of these shows are treasure troves as far as story ideas go and they also provide great networking opportunities. Make your (tentative) plans now to attend one or more of these events in 2021!

LAST CALL FOR MEMBERSHIP DIRECTORY UPDATES!

Attached to your email is our last published NOWA membership directory. Please look it over and if any changes need to be made email them to John Kruse at john@northwesternoutdoors.com by October 24th. With any luck we'll have a new Membership Directory out to you with everyone's updated information before Christmas!



CRAFT IMPROVEMENT

TO SPLIT OR TO NOT SPLIT

by Bob Mottrom



This is a conversation only writers would have because who else would give a rip? If you've ever worked for a tough editor, though, as I have, you're already aware that it's more than an academic exercise.

I was just a kid, a newbie at the paper, when my managing editor called me to his desk in the middle of the newsroom and chewed me out publicly for splitting an infinitive in a story destined for our paper's front page. I was threatening to make us look stupid, he said. Everyone in the room sprang nonchalantly to attention, amused to see the cub getting beat up for this gratuitous grammatical gaffe, and the cub

– that's me – was wondering what the heck an infinitive is, anyway. I'd just graduated from J-school, and that was something they must have covered on one of the days I skipped class to shoot pheasants. I wasn't sure I'd ever seen an infinitive, let alone split one, but was too embarrassed to tell the M.E., especially with all those people listening.

So, let's get right to square one on this. In many languages, such as Spanish, French and German, for example, an infinitive consists of a verb in the form of a single word, and splitting is impossible. In English, however, an infinitive is an unconjugated verb (an action word) that always is preceded by the word "to." For example, to live, to love, to die. The pair of words together create the infinitive, and it is these, I found out later, that shouldn't be torn asunder.

Do you know why we call these "infinitives," by the way? It's because like infinity itself, these verbs have slipped the bonds of time. They are not present tense, not past, not future, but like souls dwelling in eternity, exist outside of time-related constraints. (Continued on next page)

We split infinitives a lot in conversation, and also in informal writing. But with the passing of the years, I've grown more and more to resemble my beloved old managing editor, and believe that to split them in formal writing indicates ignorance at least, sloppiness at worst. Yet you see it all the time where you shouldn't.

Let's take a look at some real-life examples. They come from the Northwest Washington daily newspaper to which I regularly turn when in need of egregious grammatical errors:

"In May 2014, Reichardt made the decision to no longer abide by the ICE detainer requests because . . ." (This could have – and should have – been written correctly as "made the decision no longer to abide" or "to abide no longer.")

"During Trump's first week in office, the U.S. Environmental Protection Agency and other federal agencies were directed to temporarily halt external communications . . ." (Should have been "directed to halt temporarily.")

"She soon developed some strong friendships with two other girls. They hiked, played music in the evenings and brought out the best in each other. The three even pledged to never marry and always enjoy their own company." (Should have been "pledged never to marry and always to enjoy their own company.")

During a seminar I gave for a Washington writers' group a few years ago, a woman challenged the sanctity of infinitives, especially when expressing a negative idea. "I split the infinitive when I think a sentence needs some extra oomph," she said. "To say, 'He warned me not to go for my gun' sounds really weak. I think 'to not go' is a lot more emphatic."

Well, nobody was going to show up at her door and haul her to jail because she had split an infinitive. In fact, only a relatively few readers even would be aware she'd done it; those being people who were intelligent and well educated. "But that few would know immediately that the writer was neither of those things," I told her. "And you don't want them to know that."

Did she have a point, though, about oomph? I don't think so. If you start to wonder, think about what's probably the most famous soliloquy in all of English-language theater:

"To be or . . . to not be?"

No, that is NOT the question.

"To be or . . . not to be."

THAT is the question.

A soliloquy, as you know, is a dramatic device whereby an actor shares his thoughts with his audience by speaking them aloud. (Continued on next page)

Virtually every English-speaking adult is familiar with this particular soliloquy. It occurs in the third act of Shakespeare's Hamlet, at a point in the play where Hamlet is trying to make up his mind whether to kill himself. To be or not to be.

It's a pivotal point in the play, and Shakespeare, perhaps the finest writer ever to set pen to parchment or finger to keyboard in the English language, no doubt wanted to milk that moment for all the suspense, all the drama, all the emotion he could draw from it. All the oomph, in other words.

As you know, in good writing nothing happens by accident. Nothing – not a word, not a phrase – is what it is by chance. And Shakespeare decided not to split the infinitive.

So, the moral of the story is, you can go in any direction on this that you want, and maybe even get away with it.

But for me, I'm going with Shakespeare.

MEMBER UPDATES

NOWA WELCOMES A NEW MEMBER – MIKE WILLIS!



Mike Willis is our newest member and enjoys “Relentlessly pursuing life’s adventures in the remote corners of the Inland Northwest.” Mike writes for *Great American Wildlife*, a national digital outlet. As for joining NOWA, Mike says, “I look forward to growing my outdoor writing portfolio with NOWA.” If you want to reach out to Mike you can reach him by email at northidahoooutdoormedia@gmail.com



MEMBER PHOTO PORTFOLIO – THE STEELHEAD



They say pictures can tell a story. That is very true in this case. Dave Kilhefner photographed his friend on the Snake River last fall fly fishing for steelhead and salmon from shore. Here you can see the patient wait, the fight, and the well-earned success of a summer steelhead in hand.



MEMBER PHOTO PORTFOLIO – THE STEELHEAD

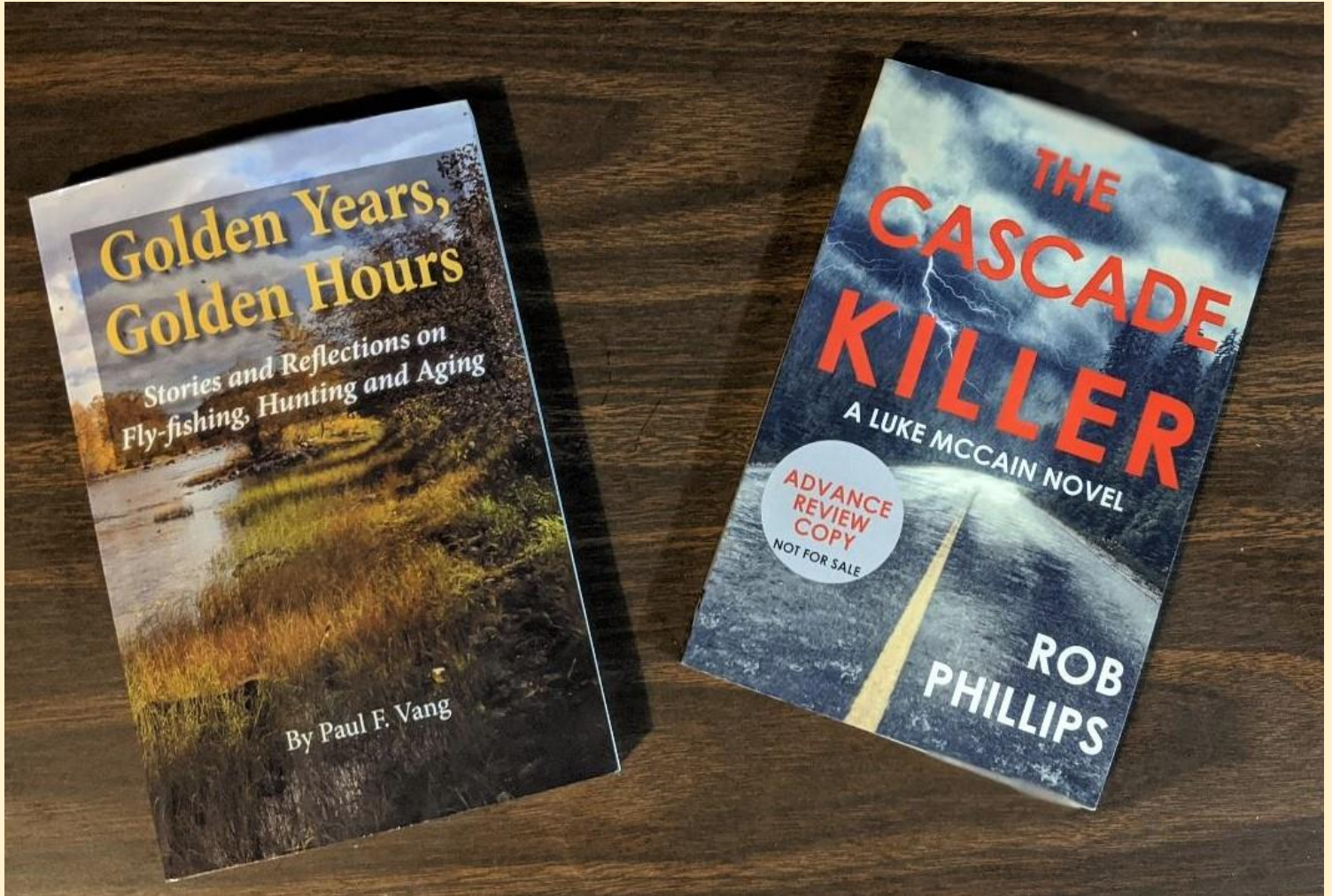


Dave Kilhefner is a long time outdoors writer, our NOWA website administrator, Treasurer, an Enos Bradner Award winner and yes, a dyed in the wool steelhead fisherman!



MEMBER UPDATES

NEW BOOKS FROM NOWA MEMBERS!



Two NOWA members have new books coming out! Paul Vang’s second book, “Golden Years, Golden Hours” is a collection of short stories about fishing, hunting and life. Reviewing the book, NOWA member Alan Liere says the book, “Begs to be read slowly and savored – perhaps just a story a day if you have the will power.”

Rob Phillips has a different sort of outdoors story to share. It’s a murder-mystery novel titled “The Cascade Killer”. This fun, fast-paced read features Washington Department of Fish and Wildlife Officer Luke McCain and his well-trained Labrador retriever on the case of a serial killer who is leaving a trail of bodies in the Cascade Mountains. Rob already has plans for a second book in what could end up being a lengthy series of crime novels.

SUPPORTING MEMBER UPDATES

Karen Mulik Lutto, who represents several of our Supporting Members to include High Mountain Seasonings and Outdoor Edge, enjoyed several days of good fishing at Lake of the Woods, Minnesota last week!



SUPPORTING MEMBER NEWS

Boat Owners Association of The United States

5323 Port Royal Rd, Springfield, VA 22151

BoatUS News Room at <https://www.boatus.com/news-room/>

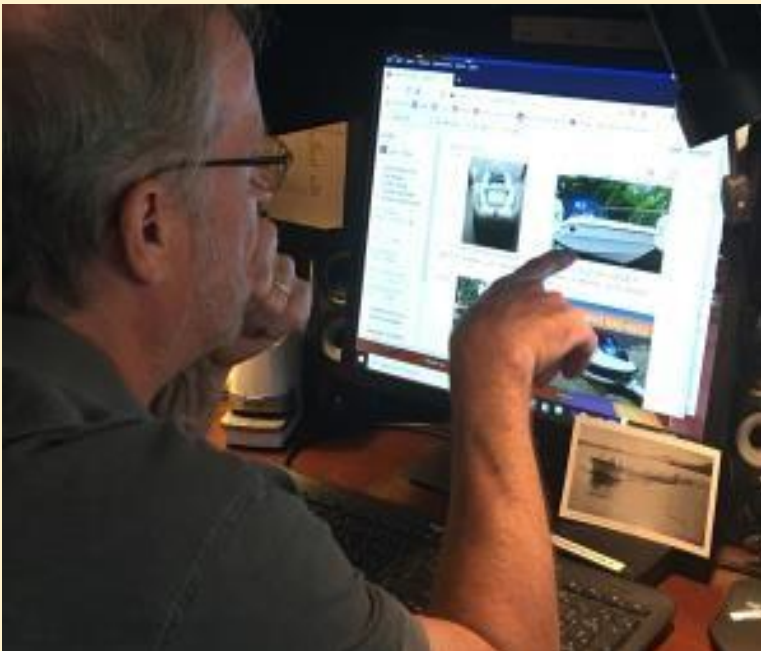
FOR IMMEDIATE RELEASE

Press Contact: D. Scott Croft, Vice President Public Affairs, 703-461-2864, SCroft@BoatUS.com

Boat Buyers and Sellers: Don't Get Scammed

Boating season is drawing to a close, but the cold weather buying season will heat up soon. On snowy nights, potential boat buyers will hunch over computers and cellphones looking at boats for sale, dreaming of sugarplums and their first boat, while current owners with [two-footitis](#) seek a larger boat and look to sell. Nearly all boat buying and selling scams involve emails and they often contain clues to alert you. Boat Owners Association of The United States ([BoatUS](#)) offers these common email warning signs to help prevent you from being scammed.

Warning signs for boat buyers:



1. **The boat is priced well under value.** Despite lots of pictures and a good description (likely swiped from a real ad), the boat doesn't exist. If a boat you're seriously interested in is an out-of-state vessel, send a local [accredited marine surveyor](#) or someone you trust to verify there really is a boat and that the seller has the actual title and registration. Bottom line: If it seems too good to be true, it likely is.
2. **Cobbled-together email addresses.** Scammers constantly change their email addresses to avoid detection, and they may have to get ones with fairly normal-looking names but lots of numbers.

3. **No phone contact.** Scammers will go to great lengths not to talk to you and give reasons ranging from being out of the country to being in the military.
4. **Demands to use a specific business (escrow or shipper) and won't accept an alternate.** If you chose to use an escrow service to settle the transaction, suggest your own after visiting the BBB site and verifying it's a legitimate one.
5. **The buyer wishes to pay a different amount from the selling price.** If any mention is made of paying you anything more than the agreed price (and then typically asking for you to refund the overage or send the money to a third party), walk away.
6. **Showing no concern over title/documents.** If there's no interest in discussing titling the vessel or in verifying the registration information or hull-identification number, the person has no real interest in the transaction.

Warning signs for boat sellers:

1. **No reference to what is being sold.** Scammers create a generic email to send to thousands of people, so they tend to use general language that could apply to anything such as "item," "merchandise," or "what you are selling."
2. **Poor grammar, spelling, punctuation, and language use.** Internet scams usually originate from outside the country. A couple of errors shouldn't worry you because no one is perfect, but a dozen is a red flag.
3. **Changing names and locations in emails.** It can be difficult to keep all the details straight when scammers are working multiple scams. If the person doesn't remember who or where he is supposed to be, or exactly what he's selling, you're being scammed.
4. **No interest in seeing the boat or haggling over the price.** Whether buying or selling, scammers are amazingly unconcerned about the price of the boat. Who wouldn't negotiate? And if buying, they'll often say they accept the boat "as-is," won't mention a survey or inspection, and won't hold you responsible for its condition. Anyone willing to buy a boat sight unseen after a few emails should be regarded with suspicion — and if they're also not concerned about price, it's a good bet you're being scammed.

For more information on buying or selling a boat, visit BoatUS.com/Buying-And-Selling-Advice.



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WE NEED YOUR CONTRIBUTIONS FOR NOWA FIELD NOTES!

- Craft improvement articles
- Member and Supporting Member news
- Member stories
- Photos and/or photo essays
- And more!!!
- Plus...We need help on committees too. If you are willing to serve on a committee contact President Ron Kerr at rcgkerr@gmail.com

WORK IS AVAILABLE!!



Looking for work? You can find it on our NOWA Facebook Page. We have been posting market opportunities there on a regular basis and if you aren't checking that page on a regular basis, you may be missing out on an opportunity to make some money! Be sure to like and follow our Facebook page too so you can keep up not only with market opportunities, but other news too!

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FINAL SHOT



I hit the road in mid-September and spent a week in Southwest Montana and Yellowstone National Park fishing for trout, hiking, exploring cool places and of course, doing my best to shoot quality photos of wildlife. I came back with a couple of hundred photographs of trout, elk, bison and even wolves but I think my favorite was of this little bluebird perched on a post at Lewis and Clark Caverns State Park. Until next time, stay healthy and do your best to share the outdoors with a public that is hungry for content!

- John Kruse

