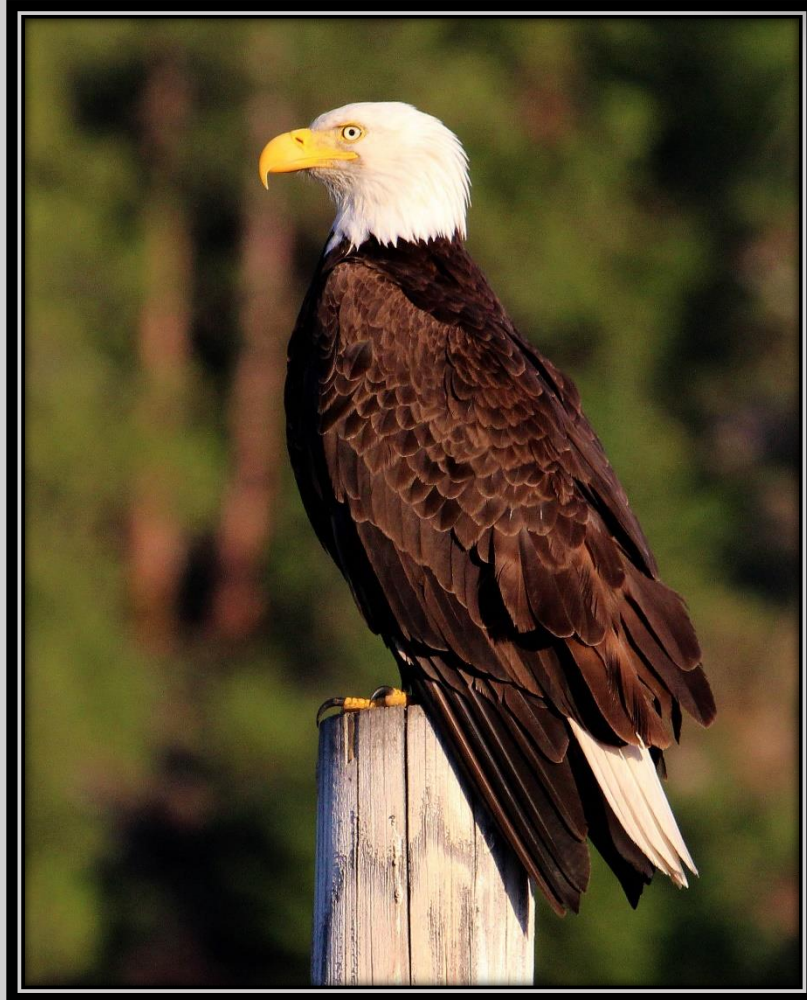


NOWA FIELD NOTES



FEBRUARY/MARCH 2021



*MEMBERSHIP DIRECTORY AVAILABLE ONLINE – CRAFT IMPROVEMENT
(EVERGREEN ARTICLES AND BOOK MARKETING ADVICE) – AN ALASKA
FISHING PHOTO ESSAY – SUPPORTING MEMBER NEWS – GREAT PHOTOS –
NEWS FROM YOUR FELLOW NOWA MEMBERS AND MORE!*

NOWA FIELD NOTES – FEBRUARY/MARCH 2021

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:

NOWA NEWSLETTER EDITOR - John Kruse

PO Box 4269, Wenatchee, WA 98807

Tel. 509-670-8826 - Email: john@northwesternoutdoors.com

THIS MONTH'S COVER PHOTO – John McFarland III....Bald Eagle in Klamath County, Oregon

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/



OFFICERS

PRESIDENT – Dave Kilhefner

VICE PRESIDENT – Matt Liere

2ND VICE PRESIDENT – Vacant

SECRETARY/TREASURER – Risa Wyatt/Dave Kilhefner

CHAIRMAN OF THE BOARD – Robert Mottram

DIRECTORS

EXPIRING MAY 2021 – Greg Gulbrandsen, Bert Gildert, Harold Pfeiffer

EXPIRING 2022 – Dave Vedder, Dennis Dauble, Alan Liere

EXPIRING 2023 – Joe Warren, Risa Wyatt, Janie Gildart

SUPPORTING MEMBER LIASON – Michelle Peters

PRESIDENT'S MESSAGE



Hi Everyone, hope you have noticed the days are getting longer and that it brings you some joy. With all the stuff going on these days that makes good people take sides against other good people, longer days are a welcome change!

Before going further with this Presidents message it's probably important to mention that technically I am not the President because that requires an election. Until that happens, I am determined to do a good job. Someone has to do it so I volunteered, which probably qualifies me for some sort of an IQ penalty. At this time, I am unopposed on the ballot so it's a pretty safe bet that I will be elected. While nothing in life is certain, I'd bet we would all like those odds on the next Powerball lottery.

The first time I was President of NOWA was in 2009. By coincidence, this was the same year I posted my first picture on Facebook. I mention this as my first President's message was titled "The New Face of NOWA" where I attempted to broach the subject of the digital communications revolution. Basically, everyone ignored it which is understandable. Many of us recognized things were changing but had absolutely no idea what direction to take, me included. It was like flying into a cloud.

This brings me to the Excellence in Craft Contest which is going really well. Last year Matt Liere and I decided to go 100% digital and not to brag, but the change is on par with selling sliced bread and beer in cans. More people are entering, there have been no disqualifications and we've saved hundreds of dollars in postage costs. Next year it will be possible to simplify the submission guidelines. We probably could have done that this year but we wanted to maintain the old format for one more year just to make sure we were on the right track and it seems like we really are.

With all this emphasis on new technology, it's still fine to go "old school" and talk on the phone. I've enjoyed several recent phone calls from NOWA members on a variety of subjects. While most of us are required to write lengthy articles, I've become a firm believer in the rule that if you can't get your email point across in 3 sentences or less you should make a phone call. It's rare these days that I'll write a long email reply so when a long answer is required, it's so much more productive to write back "good points, let's talk. Call me at XXX-XXX-XXX". Just be sure to include your number for the all-important thumb tap, that's an important detail. Have a great month!

Dave Kilhefner

FROM THE EDITOR



Call it the “Lost Year”. That’s what I’ve thought of the last 12 months living through the COVID-19 pandemic. A year ago, I was scheduled to go fishing with a guide at Neah Bay in May, attend the Outdoor Writer’s Association of America conference in Vermont in June, head back to Alaska to fish out of a lodge with my daughter in July and go to the north end of Vancouver Island for another guided fishing trip in August. Following that on the calendar was Fish Camp in September and a bass tournament in October.

As you might imagine, every one of these events were cancelled due to COVID-19 pandemic restrictions. It would have been easy to have curled up in my office with a bottle of whiskey for twelve months but I decided to make some lemonade out of this shower of lemons. I went fishing...a lot! In doing so, I mastered some new techniques and caught more and bigger bass and walleye than I have in any other single year. On top of that, I finally learned how to trailer a boat down a boat ramp (albeit a wide one) without hitting the dock or jack-knifing the truck and trailer halfway down. Heck.... I even went online and got my Washington State Boater’s Education Card!

As for travel, I did a bucket list trip. I drove solo to Southwest Montana in September to fish several rivers for trout before camping in Yellowstone National Park where I hiked to a lake my father worked at for the US Fish and Wildlife Service back in the 1950’s. There I did some more fishing and enjoyed some great wildlife watching to include seeing wolves in the wild for the first time. Better still, with no dog and no passengers, it was all about me! I literally got to do what I wanted to, when I wanted to, with the exception of a few interview appointments for my radio show. It was one of the best trips of my life and it was wonderful to catch brown trout again!

This year it looks like things are slowly, oh so slowly, getting back to something approaching normal. Several of our members have received COVID-19 vaccines and it looks like a few sportsmen’s shows will be happening this March in Boise, Puyallup and Portland. I know I’ll be attending the latter two events, not so much to mingle with the masked masses but to see my friends in the outdoors industry again.

The bottom line? Don’t let the restrictions surrounding the Covid pandemic get you down. Adjust, make new plans, set new goals, enjoy new adventures and come away better for the experience.

John Kruse

CRAFT IMPROVEMENT

EVERGREENS

by Peter Schroeder

No, this article has nothing to do with conifers in the high country. I'm talking about "evergreen" articles: stories and images that are always green and never go out of date. Tropical beaches don't change over time. Neither do natural landscapes, happy faces, or beautiful sunsets. And I'll explain how they can make you more money as a freelance writer.

In my early years as a freelance writer and photographer I covered sailing regattas, following the racing fleet in a chase boat and photographing from every possible angle. After the story and images appeared in print, my notes and photos were worthless because regattas in subsequent years featured different competitors, new boat designs, and different winners. Even when I had multiple assignments and made reasonable income by covering the event, I was disappointed not to be able to make further use of the work I had invested. (Continued next page)

This same problem kept coming up when I was writing articles about Mexico and the build-out of the country's West Coast marinas mainly for Norte Americanos as a base for sport-fishing boats, motor cruisers, and sailing yachts. For several years I received assignments to travel up and down the coast to report on and photograph the progress, but within a few weeks of my return home the information was out of date.



I soon woke up to the fact that my images and articles could be investments if I were more intelligent in my choice of assignments. That's when I began to write evergreen articles.

My story about cruising in Tahiti has been published perhaps a dozen times since I made the initial cruise. Each time before I send it out to a new publication, I make a few phone calls to freshen quotes, update facts, and renew my perspective. Otherwise, this original article has changed little since I first wrote it more than 20 years ago.

Sometimes I visit a destination that I will not likely repeat, so I approach the subject in a different way to make it an evergreen article. Such a trip was to Italy's two most famous ski resorts, Cortina d'Ampezzo and Val Gardena, in the Dolomites. When interviewing the principals of the ski area, I collected telephone numbers and email addresses and said they would be hearing from an American journalist in the years ahead as I updated my information. I photographed the five towers of the famous Cinque Torri group and stayed on the mountain late into the afternoon to catch the setting sun illuminating the rose-tinted mountains. I photographed happy skiers at outdoor restaurants enjoying their lunch and wine. Some of the restaurants are more than 100 years old, so I'm confident the images will be current well into the future. Years later I'm refreshing the quotes and still recycling this article.

When offering an article to a publication, I have to be clear I'm selling only one-time print rights, not reprint rights and certainly not for posting on its website. The heart of my business model is selling the article multiple times as an evergreen, but if it's online, I can't resell it. If later they post my article on their website, I protest. On a few occasions, discussions have become testy, at which point we agree to something like posting for only three months and then taking it down.

Writing evergreen articles is simple: avoid dated subjects and events; avoid stories that are still unfolding; and avoid photos of dated styles and work in progress. Today I have 25 to 30 such articles that I continually send out, enough to keep me busy even if I never write another new article.

CRAFT IMPROVEMENT

PROMOTE YOUR NON-FICTION BOOK TO GET THE ATTENTION AND SALES IT DESERVES!

By Lynda O'Connor



Give the media what they want to know:

Advertising guarantees exposure because you pay for it. However, it has less credibility than mentions in the news and feature sections of print media, being the guest on a radio or TV show, or getting exposure on websites and blogs.

Reporters and program producers want to know what helpful or interesting information you have that their readers or audiences can use. Position yourself as an expert, and identify key facts and lessons from your book.

Develop news pegs that make your topic timely. Tie into current events, trends in society, holidays or seasons, public events that will be covered by the media. Consider making predictions related to the subject of your book.

Notify the media well in advance of your events: a party in a public venue to launch your book, book signings, speaking engagements, panel discussions, workshops, etc. Afterwards, issue press releases on significant things you said in speeches or at events.

When you travel for business or pleasure, schedule book signings or speeches and inform the media about your topic and when you will be available for interviews.

Create a website that has endorsements, a synopsis of the book, a fact sheet about your topic, a backgrounder, a professional photo, your credentials, your media coverage, upcoming events, etc. and mention this site in all of your marketing materials.

Who to contact and how:

Create an informative press release with your bio, a professional photo of you, a photo of the book cover, some good testimonials, a fact sheet which summarizes interesting facts from your book, the publisher, numbered pages, and the ISBN number.

Target reporters/editors/columnists/show producers likely to be interested in your topic. You might find them and their contact information on newspaper/radio/TV websites. If not, call the main number and ask for names, email addresses, phone numbers. Some libraries have media directories. A great way to find what you need to contact newspapers is to **go to USNPL**, a newspaper directory with links to over 4000 newspapers in the US. It's a great place to look for who you want at newspapers. It also has links associated with the newspapers to their Facebook and Twitter accounts, editors' names, addresses and phone numbers. Whether you call, email or use snail mail, be succinct. Explain why they should care. If you call first, have something in writing to email or mail. Offer to send your book.

Libraries are wonderful places to speak and they will pay you. In small towns, libraries are the social center of the community and they are utilized a lot. The local paper will cover you when you speak at the library.

Prepare yourself for scheduled interviews:

Anticipate every possible question and have answers that are pertinent, to the point, and possibly clever or memorable. Create a list of questions that the interviewer can ask you so that you make his job easier. You will then know what the interviewer will be asking you so you can relax.

Know what you want to say, and mention that you elaborate in your book (say the title) Send your book to the interviewer in advance and autograph it for the interviewer. After the interview, send a handwritten note to the interviewer.

Other ways to use the media:

Offer to write a guest editorial based on your expertise. Your book will be mentioned in the brief bio at the end. Most papers pay for editorials.

Write letters to the editor on current topics related to your expertise. Offer consumer magazines or trade journals excerpts from your book, or write articles based on a key issue in your book. Depending on the magazine, you will get paid.

Arrange a book tour of libraries, bookstores, sporting goods stores, outdoor adventure stores, Outdoor Camping World, and other stores relative to your book and notify the media. If they can't attend the book signings, ask if you can come to their offices or stations for an interview. Contact a university or

professional group and suggest a forum or panel discussion with you and other experts or authors. Offer to help generate attendance and to inform the media.

Get into Holiday Gift Guides OR Connect to a current news trend or create a controversy OR
Create a celebrity angle – the media love a connection to someone famous OR
Conduct a survey and give the media the results of your survey

Create a special event and invite the media as well as friends and family. If you can invite a celebrity or create a charity tie-in, that creates more buzz. Try to find some sponsors who can donate liquor, food, or cash and be sure to thank them for all their help. Join forces with other authors – offer to help them, give them a testimonial for their book, offer your house if they are doing a book tour, or work with them on a group event or panel discussion.

Enter book contests and try to win them. Let others know what awards you've won and put them on your email signature. Put out a press release about your successes. There are hundreds of book conferences, festivals, and book fairs. Contact the organizers to see if you can speak there and then have the media do a story on you. Go to Writers Festival for a directory of fairs around the world. www.mwf.com.au/litlinks2.html.

Provide interesting visuals for the press. If you get on TV, make sure that there are visuals like photos, live animals, videos, or interesting clothing which will make your story more exciting to the viewer.

Make Yourself an Expert

Advertise in the Yearbook of Experts, Authorities & Spokespersons. This is a credible expert resource for journalists. Go to www.yearbook.com to order package or call 202-333-4904. The prestigious National Press Club in Washington, D.C. offers a News Source Directory that lists experts at www.npc.press.org/newssources/index.shtml. A 100-word directory listing costs about \$460.

Use Online Expert Directories

Web sites linking talk show producers and journalists with experts include the National Talk Show Registry. Apply to the online directory at www.talkshowregistry.com for just \$32. Another web-based resource is www.authorsandexperts.com which positions itself as a resource for authors and experts seeking media interviews and speaking engagements. A six-month listing costs \$125; twelve months is \$198 and the database is searchable by anyone.

Become an “Ask the Expert” Volunteer by signing up with the “ask the experts” websites so that you can answer questions on your area of expertise. Sites such

as www.experts.com, www.expertcentral.com, www.askme.com and www.allexperts.com allow people to enhance their credentials by answering questions on a specific topic via email or telephone.

Writing and issuing press releases:

Most members of the media prefer being pitched a story by email or phone call if it is tailored to their readers or audience. However, press releases can be used to reach a large number of media simultaneously—locally or nationally—with general news or information related to your book or topic. PR agencies can handle releases for you, but you can also use online services such www.prweb.com and www.ereleases.com

You can and should quote yourself, but you cannot use self-promotional adjectives anywhere in the release—just the facts. The exception is in a quote from a noted or qualified person stating why your book is helpful or informative.

Most releases are news events, such as the launch of a book. These releases should include the who, what, when, where, why and how.

Releases can also be used for promoting your book and your expertise if you can:

- Comment on current events or a hot topic, especially if a celebrity is involved
- Provide evidence of trends and say why they are significant
- Announce facts based on research or surveys
- Provide helpful information (e.g., the five most important things to know or do)
- Offer a solution to a common problem or current crisis
- Announce genuine news about yourself or your book, such as an award, book of the month selection, huge sales to a corporation or government agency, etc.

Suggested Reading:

“1001 Ways to Market Your Books,” by John Kremer and “Complete Publicity Plans: Create Publicity that will Spark Media Exposure and Excitement” by Sandra Beckwith

O’Connor Communications is a multiple award-winning book and author public relations company. We get authors into the news.

Lynda O’Connor

Co-Owner, O’Connor Communications, Inc.

E-mail: lyndao@oconnorpr.com

Website: www.oconnorpr.com

HAVE YOU RENEWED YOUR MEMBERSHIP FOR 2021?

By Dave Kilhefner

Just a reminder that NOWA has lowered the Regular Membership fee to \$25 per year for 2021. We have a PayPal account set up, below are links. If you don't trust links, you can log into your PayPal account and send the money to Davenowaoutdoors@gmail.com

Regular, Apprentice & Retired (\$25)

https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=PAFW76QD75FUW

Supporting Members (\$100)

https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=9PJVERYM6Z26C

If you want a paper or PDF renewal invoice, just let us know and we'll get one to you ASAP.

You can also mail in your membership dues to: **NOWA, PO Box 888, Tualatin, OR 97062**

Thank you for your continued support of the Northwest Outdoor Writers Association, it is sincerely appreciated! [NOWA Supporting Member Application](#).

NOWA NEWS

NOWA'S DIRECTORY IS NOW AVAILABLE ONLINE!



The NOWA directory is now available online. Need to get in touch with one or our members or supporting members? Just go to <https://nowaoutdoors.com/nowa-members/>

Because this is not password protected phone numbers and addresses are not included but email addresses and websites are!

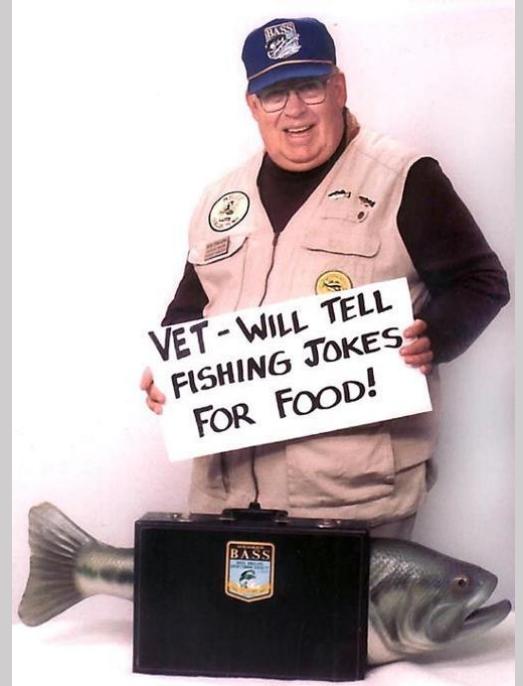
MEMBER UPDATES

DICK STREATER HAS GOT A DEAL FOR YOU!

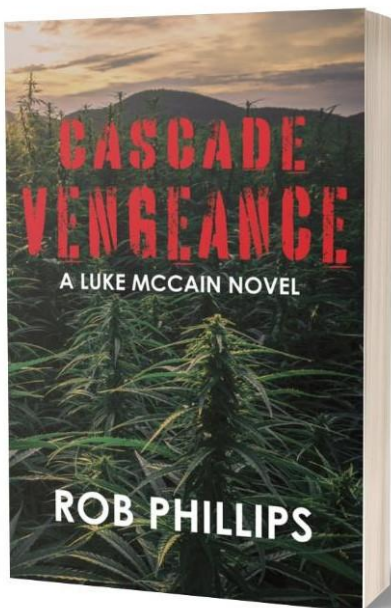
Dick Streater has been treating audiences to his one man show, "Fishing Can Be Funny" for decades but at the tender age of 89 he's ready to sell the show and the props that go with it.

In Dick's words "There can be no sports clubs meetings now, so that means the audience is dormant until the COVID is fixed. A member that wanted to acquire it should be out of the Seattle area as most of them have already heard it. I have a video of this, so the talk is already established. I recieved payments ranging from \$50 to \$300 for the talk."

Interested? Contact Dick Streater! Tel. 206-232-9060/ email: lureguru@aol.com



ROB PHILLIPS HAS ANOTHER BOOK OUT!



The next novel in the popular Luke McCain mystery series, "*Cascade Vengeance*," written by Yakima author and NOWA member Rob Phillips, was released on February 1st. The new novel follows on the heels of "*The Cascade Killer*" and again features Washington Department of Fish and Wildlife officer Luke McCain and his yellow Lab Jack as they try to figure out who is killing workers in the illegal pot fields in the Cascade Mountains of Central Washington. McCain again teams up with FBI agent Sara Sinclair, following the trail of dead bodies to corral the killer.

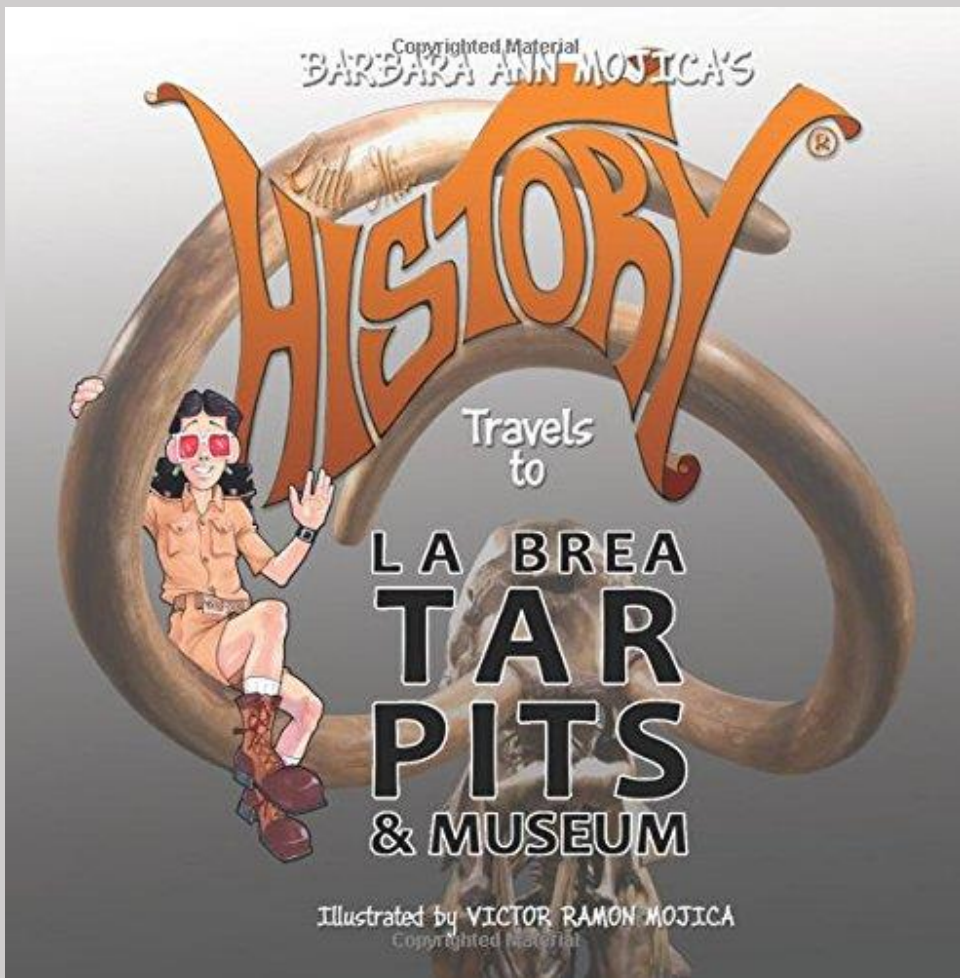
Cascade Vengeance is available on Amazon, and at books stores around the Northwest.

PHOTO ESSAY – ALASKA FISHING!



There's good fish pics and then there's great fish pictures! That's what George Krumm managed to provide and capture during two DIY fishing trips to Sitka, Alaska last summer. George, the Editor of *Fish Alaska Magazine*, is holding the salmon and halibut while Austin Moser shows off a toothy lingcod!

SUPPORTING MEMBER NEWS



Lynda O'Connor, who operates O'Connor Communications in Lake Forest, Illinois, specializes in promoting books and authors. She is working with a new client who's teaching parents and children about the importance of American history through a clever new book series. When young kids learn that history is stranger than fiction, they get inspired and want to learn more.

The author of this new book series, Barbara Ann Mojica, is an historian, former educator, and blogger who's showing children through her Little Miss HISTORY Series, that the

world is filled with fantastic but real things - magical mountains carved with faces, mysterious murders, giant trees – things that come to life through Little Miss HISTORY's adventures.

This entertaining *Little Miss HISTORY* series of 13 books including *Little Miss HISTORY Travels to ELLIS ISLAND, SEQUOIA, THE STATUE OF LIBERTY, THE HOME of FRANKLIN DELANO ROOSEVELT*, and *THE LA BREA TAR PITS*, makes reading nonfiction a fun-filled adventure for young readers. Not only are the stories compelling, but the illustrations mixed with real photos keep readers intrigued. Dressed like a wannabe Park Ranger character, Little Miss HISTORY takes kids on whirlwind adventures around America showing them iconic American places that we all treasure and telling them

little known fun facts. Barbara Ann’s newest book about Tombstone, AZ just won the best 2020 Juvenile Book by the Independent Author’s Network Association.

The Little Miss HISTORY book series has garnered two dozen awards including B.R.A.G. Medallions, International Book Excellence Awards, International Readers' Favorite Awards, Eric Hoffer, and another Independent Author Network Awards. <https://LittleMisshistory.com>.

Author Barbara Ann Mojica, M.A. S.A.S., S.D.A., had a career that spanned forty years serving as a teacher, special educator, principal, and school district administrator. Barbara writes monthly historical articles for the Columbia Insider under the banner "Passages" and maintains that literacy is the heart of knowledge. Her illustrator and husband, Victor Ramon Mojica, is an award - winning illustrator, cartoonist, writer, poet, screenwriter and publisher, who was born and raised in Manhattan, and now lives in the Hudson River Valley. Look for Little Miss HISTORY books at your local bookstore or online at Amazon.com

MORE SUPPORTING MEMBER NEWS

Mack’s Lure has a special program for any angler who catches a state record fish. If you do it with a Mack’s Lure product, you can have a replica trophy mount made of that fish for free! Find out more at

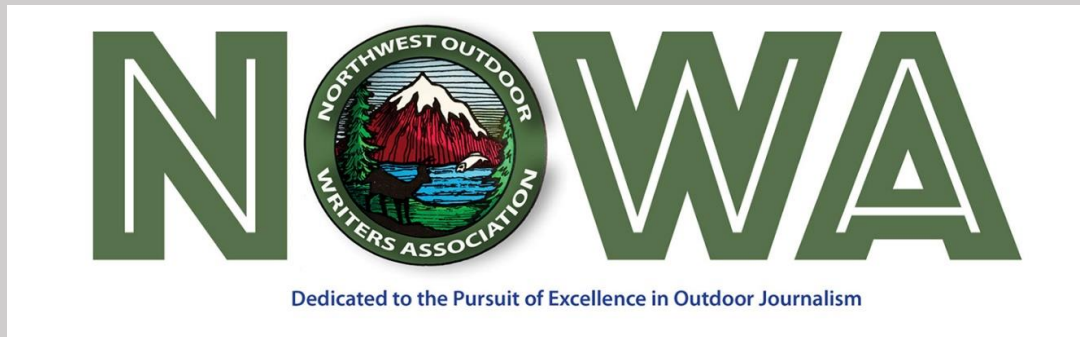
<https://www.mackslure.com/free-stuff/free-replica-trophy/>



NOWA FIELD NOTES – FEBRUARY/MARCH 2021

BOARD MEETING MINUTES

Here are the minutes from the November and December NOWA Board meetings, provided by Secretary Risa Wyatt:



NOWA Board of Directors Teleconference

November 18, 2020

6:06 pm — Call to Order by Bob Mottram, Chairman.

1. Roll Call

Board Members Present

Chairman — Bob Mottram

1st VP — Matt Liere

BOD — Dennis Dauble

BOD — Greg Gulbrandsen

BOD — Alan Liere

BOD — Dave Vedder

BOD — Joe Warren

BOD — Risa Wyatt

Board Members Not in Attendance

President — Vacant

2nd VP — Vacant

BOD — Bert Gildart

BOD — Janie Gildart

BOD — Harold Pfeiffer

Acting Recording Secretary — Risa Wyatt

=====

1. Approval of Minutes from October 28, 2020

Motion by Greg Gulbrandsen: To approve the minutes

Second: Joe Warren

PASSED [Unanimous]

2. Committee Reports — Finances and Investments / Website & Newsletter

From Dave Kilhefner, Chair:

2021 Press Cards:

[Same as last month]: I’m in the process of issuing 2021 Press Cards. The plan is to do a dozen or so a week until they are done. Given the press card numbers, membership appears to be holding steady but at the same time, I haven’t asked anyone for renewal payments yet.

Checking Account:

We have a checking account balance of 3,651.05 (\$50 higher than last month). We received \$50 from Rob Phillips rejoining NOWA.

PayPal Account

As of 11/16/2020 we have a PayPal balance is \$1,611.98; On Sept 27th; we had a new member join (Mike Willis) and last week we had another new member join (Mark Alexander).

Investments

Per the attached statement for Sept 2020; below are the particulars:

- The total account value is \$44,470.10. It decreased by \$1,330.86 from last month. On a positive note, when I was pulling the report on 11/16, I noticed the current balance was just over \$50,000.
- We received \$168.53 in dividends.
- The annual projected dividend income is \$3,034.
- The remaining cash balance is \$1,060.22.

Budget:

[Same as last month]: An updated budget is attached—revised on 4/9/2020.

Website & Newsletter Report

We have 609 Facebook Followers and 200 Blog Followers. In June I also established a NOWA Instagram account.

I curtailed my Blog posts this summer so as not to overshadow the Newsletter. John McFarland sent in a nice craft improvement piece that was published Sept 8th and I have some new member news to release very soon.

Motion by Risa Wyatt: To accept the Financial Committee Report for October 2020.

Second: Greg Gulbrandsen

PASSED [Unanimous]

3. Business Arising from the Minutes / Election of Officers and Board Members

Bob Mottram reported that he had talked with Ron Kerr that morning and he is recovering from his medical treatments and is doing very well health-wise. Risa Wyatt read an email she received that morning from Ron Kerr: *“This is my official notice to you and the Board: I hereby resign my position as NOWA President and any and all committees, effective immediately.”*

Dave Vedder added that Ron had discussed with him that he does not want the added stress of running NOWA.

Bob Mottram said that according to the NOWA Constitution and Bylaws, under this situation the Vice President becomes President. Matt Liere confirmed that is willing to serve as President until someone with more experience with the organization can step into the position.

Mottram explained that this is the time of year when NOWA looks for candidates to serve as Officers and Directors. He proposed establishing a search committee to look for potential nominees. There will also be outreach to NOWA members see if anyone is interested in the positions.

Discussion about whether to reduce the number of members on the Board of Directors (currently nine) to six. This would require an amendment to the Constitution and Bylaws, which would need to be ratified by a vote of the entire membership, with a two-thirds majority of the people who vote. Discussion about whether to also reduce the number of Officers.

Motion [Amended] by Dennis Dauble: To put a vote out to NOWA membership to reduce the number of Directors to six, and to eliminate the position of Second Vice President.

Second: Dave Vedder

PASSED [Unanimous]

Priority will be the vote to amend the Constitution and Bylaws (sometime in early January), with a subsequent vote to elect people to the vacant positions.

The search committee for candidates is: Bob Mottram and Dennis Dauble. Membership will be informed about the search for candidates and upcoming elections in the Newsletter and website.

4. EIC Awards

Matt Liere and Alan Liere will run the awards, and Dave Kilhefner will supervise procedures for running the contest online.

5. NOWA Annual Conference 2021

Discussion regarding whether to hold an in-person meeting given the uncertainties of the COVID-19 pandemic, along with consideration of holding Annual Business Meeting virtually.

Motion [Amended] by Risa Wyatt: To cancel the NOWA in-person annual conference for 2021.

Second: Dennis Dauble

PASSED [Unanimous]

Motion by Greg Gulbrandsen: To adjoin.

Second: Risa Wyatt

PASSED [Unanimous]

ADJOURNED: 7:22 pm

NOWA FIELD NOTES – FEBRUARY/MARCH 2021

BOARD MEETING MINUTES

NOWA Board of Directors Teleconference

December 16, 2020

6:02 pm — Call to Order by Bob Mottram, Chairman.

1. Roll Call

Board Members Present

Chairman — Bob Mottram

1st VP — Matt Liere

BOD — Dennis Dauble

BOD — Alan Liere

BOD — Harold Pfeiffer

BOD — Dave Vedder

BOD — Joe Warren

BOD — Risa Wyatt

Board Members Not in Attendance

President — Vacant

2nd VP — Vacant

BOD — Bert Gildart

BOD — Janie Gildart (resigned)

BOD — Greg Gulbrandsen

Acting Recording Secretary — Risa Wyatt

1. Approval of Minutes from November 18, 2020

Motion by Alan Liere: To approve the minutes

Second: Joe Warren

PASSED [Unanimous]

2. Committee Reports — Finances and Investments / Website & Newsletter

From Dave Kilhefner, Chair:

2021 Press Cards:

Earlier this month I sent out an email asking for 2021 renewal dues. I've received a good number of PayPal payments and checks. In the last 30 days we've had 14 dues payments by PayPal and 15 by check. These are not reflected on the November checking account statement.

New & Rejoining Members:

Good news: In the last 30 days we have had four new members join and three past members re-join.

Checking Account:

We have a checking account balance of \$3,301.05—\$350 lower than last month. That \$350 was paid to John Kruse for the fall newsletter.

PayPal Account

As of 12/14/2020, the PayPal balance is \$1,947.19. In the last 30 days we've receive \$335.21 in dues payments (14 renewals via PayPal).

Investments

Per the attached statement for Sept 2020; below are the particulars:

- The total account value is \$50,538.90. It increased by \$6,068.80 from last month.
- We received \$278.54 in dividends.
- The annual projected dividend income is \$3,046.
- The remaining cash balance is \$1,338.76

Soon Peter Schroeder and I will make recommendations on repositioning our portfolio for 2021.

Budget:

[Same as last report] An updated budget is attached—revised on 4/9/2020.

Website & Newsletter Report

We have 632 Facebook Followers and 156 email subscribers on our Mailchimp account. In June I also established a NOWA Instagram account but have only posted a couple things on it.

I curtailed my Blog posts this summer so as not to overshadow the Newsletter. I plan on doing three to four Blog posts per month in 2021 and will do my best to coordinate with the newsletter/John Kruse.

John Kruse has advised producing a 2021 PDF version of the NOWA will not be forthcoming. Given this I've made one that can be displayed on the website. As this is in the public domain (not password protected) I've removed everyone's personal address & phone numbers. Here is the link for your review.

I would like to go live with this very soon: <https://nowaoutdoors.com/nowa-members>

Motion by Matt Liere: To accept the Financial Committee Report for November 2020.

Second: Dennis Dauble *-PASSED [Unanimous]*

3. Old Business: 2021 Conference / Virtual Conference

Discussion about running a multi-day virtual conference in 2021. Consensus was that it is more realistic to offer one or two virtual seminars over the coming months to keep members engaged and offer them value. Dave Kilhefner will announce a Doodle Poll for members about what topics interest them and what times are best for the seminars.

Motion by Risa Wyatt: That the Board has decided that NOWA will not run a virtual conference in 2021.

Second: Alan Liere - *PASSED [Unanimous]*

Motion by Dave Kilhefner: To survey members about what professional development topics interest them for seminars.

Second: Harold Pfeiffer -*PASSED [Unanimous]*

4. Old Business: Annual Business Meeting (AGM)

Discussion about whether NOWA should hold an online Annual Business Meeting/AGM in Spring 2021. At that meeting, new NOWA officers and board members would assume their positions.

Motion by Risa Wyatt: To hold a virtual NOWA Annual Business Meeting (AGM) in 2021

Second: Dennis Dauble - *PASSED [Unanimous]*

5. Old Business: Method of holding online election for NOWA officers and board members

Risa Wyatt has researched different systems that list candidates, tabulate ballots, and assure voter anonymity. She recommends the platform ElectionBuddy (\$19 per election) and has set up a test ballot. Dave Kilhefner said that the most realistic time for an updated roster of valid 2021 NOWA members is February/March. Bob Mottram noted that the current NOWA Constitution and Bylaws requires members to receive ballots by 30 days before the voting deadline.

Motion by Joe Warren: To send to the email list an announcement that people have to be 2021 NOWA members by January 15, 2021 in order be eligible to vote for officers and board members, and to ratify revisions to the Constitution and Bylaws.

Second: Dennis Dauble

PASSED [Unanimous]

6. Old Business: EIC Contest

From Matt Liere, Chair: Entry form has been sent to Dave Kilhefner. Deadline has been extended to February 1. Dave Kilhefner can convert entries to pdf (for a fee) if they are not already in that format. Dave Kilhefner will send EIC information to the mailing list.

7. New Business: Online Membership Directory

Discussion about whether or not to include phone numbers, since this is not a password-protected document. Advantage of having directory available to everyone is that editors can then research and contact members for assignments.

8. New Business: Nominations for Officers and Board Members

From Dennis Dauble and Bob Mottram: Of the six outgoing board members, two have agreed to stay on; a new person has also agreed to run for the board. That means that six positions would be filled, which accords with the new, proposed composition for the future board. One person has agreed to accept the nomination as president; they are still looking for a vice president nominee. Ballots will be distributed in mid-January, for an election in February (30-day notice required).

Motion by Matt Liere: To adjourn.

Second: Harold Pfeiffer

PASSED [Unanimous]

ADJOURNED: 7:15 pm

FINAL SHOT



Joe Warren captured this picture of a trophy mule deer hunkered down on a day where sunshine mixed with rain here in the Northwest.