

**2010 OWAA Conference Agenda
83rd Annual OWAA Conference
Rochester, Minnesota
June 10-13, 2010**

***All conference sessions, meals and hospitality suites take place at the
Kahler Grand Hotel unless otherwise noted.***

Please check the OWAA Web site for updates and changes to the agenda.

Registration open Wednesday, 3:30 – 5 p.m.;
Thursday – Saturday, 7 a.m. to 6 p.m.;
Sunday, 7 a.m. to 3 p.m.
Mezzanine Lounge

Wednesday, June 9

OWAA Board Meeting

8 a.m. – 5 p.m.
Members welcome to attend

Early Registration

3:30 – 5 p.m.
Mezzanine Lounge

Hospitality Suites

7:30 – 9:30 p.m.

Thursday, June 10

Supporting Groups Breakfast and Business Meeting

7:30 – 8:45 a.m.
Employees of supporting groups, agencies and businesses are invited to a business breakfast hosted by the supporting group liaison to the board, Mark Taylor.

Becoming an Outdoors Communicator

8 a.m. – Noon
Speakers: TBA
Moderator: Pat Wray
This free, four-hour workshop will feature some of OWAA's most prolific and best-known communicators giving presentations about their specialties from "Writing for Magazines" to "Outdoor Television" and everything in between. Please join Pat Wray and fellow OWAA members for this popular staple of the OWAA conference.

Opening Day Displays

9:30 a.m. – 3:30 p.m.
Meet OWAA's supporting groups, agencies and businesses. See what's new. Learn about their products and causes.

Industry Supporter News Conferences

10:30 a.m. – 5 p.m.

Spouse Welcome Party

11 a.m. - Noon

Past Presidents Meeting

11 a.m. - Noon
Moderator: Phil Bloom

OWAA Welcomes New Conference Attendees – Green Ribbon Orientation

12:15 – 12:35 p.m.
Speakers: Robin Giner, Mike Walker and John Beath

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Mentor Meeting

12:40 – 1 p.m.

Speakers: Robin Giner, Mike Walker and Terry Lewis

Circle of Chiefs Meeting

1 – 2 p.m.

Moderator: Jim Low

One-on-One: Meet the Editors/Publishers

1 – 4 p.m.

Speakers: TBA

Meet with book publishers and acquisitions editors of outdoors publications to discuss their editorial needs and sell your work. This is a tremendous opportunity to meet face-to-face, build relationships and sell yourself to prospective buyers.

Disappearing Ink: The New Reality of Public Relations

1:30 – 2:30 p.m.

Speakers: Mike Walker and Noel Vick

“Disappearing ink” refers to the disappearing assignments in outdoor writing. This is a real problem not only for the writers, but also for industry PR people who need to publicize their new products and to keep their brand names in the media. Join us for a discussion on what to do about this situation. Bring your ideas, too!

Sponsored Blogs and Innovative Web Opportunities

1:30 – 2:30 p.m.

Speakers: Kim Kavin, president, Boat Writers International

Longtime marine journalist Kim Kavin launched CharterWave.com in October 2006 as the leading online editorial resource for yacht charter information. She created sponsored blogs in 2007, allowing charter brokers worldwide to contribute clearly labeled advertorial content. In November 2009, Kim broadened her concept by enlisting 11 additional marine journalists to create BoaterMouth.com, which combines editorial and sponsored blogs in new formats. In February 2010, she announced a partnership for BoaterMouth with Boats.com and YachtWorld.com, giving BoaterMouth’s editorial and sponsored blogs a monthly readership of 3.5 million boating enthusiasts—more than every U.S. marine magazine, combined.

YouTube Editing Made Easy

2:45 – 3:45 p.m.

Speaker: John Beath

Learn how to quickly and easily edit YouTube videos on your PC. This seminar will show how to incorporate text, photos, audio, music and picture-in-picture videos.

Having a radio program is not enough you need more!

2:45 – 4:15 p.m.

Speaker: Jim Ferguson

We’ll delve into syndication, creating newsletters, booking guests and networking.

The Radio Business Meeting will be held at the conclusion of this session.

High Tech Fishing

2:45 – 4:15 p.m.

Speaker: Presented by Bruce Samson, M.D.

No one knows more about the new generation of fish-finding technology than professional angler, Bruce Samson. Join Bruce in discovering side-scan and down-scan. Use underwater cameras to help understand sonar. Create your own lake contour maps. Learn about linking high-tech trolling motors with marine electronics. Find and catch more fish!

Hospitality Suites

9:30 – 11:30 p.m.

Friday, June 11

First bus leaves for Gamehaven Scout Camp

8:30 a.m.

Breakout and Shooting Day

9 a.m. – 3:30 p.m.

Gamehaven Scout Camp

Firing lines open from 9 a.m. to Noon

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Black Powder Demonstration

Black powder and round ball are as relevant today as they were to our forefathers over two centuries ago. Visit the camp of John W. Hayes, attired in the 18th century clothing of a Virginia farmer/hunter, as he demonstrates flintlocks, from the 18th and 19th centuries. Attendees may want to try their hand at these venerable firearms which continue in the 21st century to "bring home the meat."

Lunch

12:15 – 1:15 p.m.

Gamehaven Pavilion

Sponsored by the National Shooting Sports Foundation

Last bus leaves Gamehaven Scout Camp

4:30 p.m.

Welcoming Festivities

6:30 – 9:30 p.m.

Sponsored by Rochester CVB & Kahler Grand Hotel

Join us on Downtown Rochester's Peace Plaza for a Walleye fish fry dinner and special guests, the Riverbottom Ramblers bluegrass band. The Riverbottom Ramblers are a touring bluegrass band from Swisher, Iowa and welcome any members who are musically inclined to bring their guitars, banjos, mandolins, fiddles or any other instrument that fits into the country/bluegrass format and play along. Their first set will consist of only the Riverbottom Ramblers performing some of their covers of popular bluegrass songs. For the second set until the last dog dies, or we get kicked off the stage, members are invited to play and sing some of their favorite country and bluegrass songs with the band. Additional microphones will be set up for guest musicians. You will be required to bring your own instruments. For more information, contact Tim Lesmeister at tim@lesmonster.com.

Hospitality Suites

9:30 – 11:30 p.m.

Saturday, June 12

Breakfast

7:15 – 8:15 a.m.

Sponsored by Clam Corporation and Outdoor News

Asian Carp and Nonnative Crayfish: Coming Soon to a Lake Near You?

8:30 – 9:30 a.m.

Speakers: Phil Moy, University of Wisconsin Sea Grant; Bob DiStefano, Missouri Department of Conservation

As Asian carp continue to advance toward the Great Lakes, fisheries scientists debate whether anything else can be done to stop them and what the effects to sport fishing and the overall ecology of the Great Lakes will be if they succeed in becoming established. Meanwhile, anglers are the prime suspects in an insidious invasion of nonnative crayfish spreading across the Midwest, displacing local species and changing aquatic environments. Is a ban on crayfish as bait the only solution?

National Parks Second Century Commission Recommendations: A New Vision for the National Parks

8:30 – 9:30 a.m.

Speakers: Ron Tipton, National Parks Conservation Association

An overview of recommendations, presenting a clear picture of what this vision might mean for the individual park visitor, the Park Service, and NPCA and its allies in terms of implementation and the future of our national parks.

The Driftless Area

9:45 – 10:45 a.m.

Speaker: John "Duke" Welter, Trout Unlimited

John Welter, trustee of Wisconsin Trout Unlimited, will discuss restoration plans and progress of the 24,000-square-mile region known as the Driftless Area.

The Philosophy of Outdoor Writing in the 21st Century

9:45 – 10:45 a.m.

Speaker: Galen Geer

Outdoor communications is taking on a new face in the 21st Century. Galen Geer will discuss the philosophy of outdoor writing for the 21st Century. He'll also cover a definition of what literature is and why outdoor communication media is part of a body of literature; Social Group Theory and how it impacts the outdoor communicator; and the existence of the three truths of outdoor writing, and how these truths support the 21st Century's philosophy of outdoor writing.

State Parks: Opening Doors to the Outdoors

9:45 – 10:45 a.m.

Speakers: Joe Elton, President of the National Association of State Park Directors, and Courtland Nelson, Director of Minnesota State Parks & NASPD Board member.

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More than 727 million Americans visited state parks in 2009, demonstrating strong demand for budget-friendly outdoor recreation and cultural tourism within easy access to home. Those visitors helped create \$20 billion worth of economic impact, a great return on investment given that the overall budget expenditure nationwide on State Parks is \$2.2 billion. State parks also play a pivotal role in providing health benefits to citizens, including helping to combat obesity. Learn more about the benefits of State Parks and the challenges they face as states cut Park funding in an attempt to deal with their severe budget issues, and the launch of the America's State Parks Alliance aimed at advocating for the economic and healthful benefits of State Parks.

Understanding and Negotiating Online/Electronic Rights

11 a.m. - Noon

Speaker: Bill Powell

OWAA's Legal Counsel, Bill Powell, author of the recently published *Legal Handbook for Freelancers*, will give an up-to-date analysis of how copyright laws operate with respect to online publication and will respond to audience questions.

The Big Three: USFWS, USFS and BLM

11 a.m. – Noon

Representatives from the Big Three Federal land and resources management agencies will give their perspective on land-use policies on our public lands.

Lunch

12:15 – 1:15 p.m.

Sponsored by Toyota Motor Sales, USA

How to Talk to the Camera

1:30 – 2:30 p.m.

Speaker: Lisa Densmore

This seminar is for anyone who might be in front of television camera, whether hosting, interviewing or as a guest. A three-time Emmy winner and OWAA Board member, Lisa Densmore will cover the basics of being on camera, including where to look, how to sit or stand, what to do with your hands, and what to wear. She will cover effective word usage and scripting, when a script is helpful (or critical), how to ask and how to answer questions to give the right impression on-camera. She will also touch on how to be an effective narrator. You'll learn how to leave a credible, personable impression with viewers regardless of your role.

Travel Photography: Going Beyond the Cliché

1:30 – 2:30 p.m.

Speaker: Colleen Miniuk-Sperry

Drawing from her experience as an Artist-in-Residence at Acadia National Park, travel photographer and writer Colleen Miniuk-Sperry will share 10 techniques for turning seemingly hopeless photographic situations into the "right place at the right time" every time. In this presentation, attendees will learn how to pre-visualize photos before arriving on location, actively engage with their subjects and environment on location, and capture one-of-kind photographs anywhere, any place and in any light.

In Defense of the Small Independent Publisher

1:30 – 2:30 p.m.

Speakers: Mary Nickum, Michael Furtman, Dennis Dunn

Designed as an introduction to independent publishing. You'll learn what an independent publisher is and is not; information geared to help you make a decision when choosing a publisher. Learn about the benefits to self-publishing your book for profit, and the most important things you need to consider when deciding to go it alone or hire a publishing company.

How to profit from YouTube videos you create

2:45 – 3:45 p.m.

Speaker: John Beath

Learn why and how to produce your own YouTube videos for your Web sites. This seminar will cover how to profit, when and why to have YouTube videos, equipment, techniques and tricks to making a better YouTube video.

Social Networking 101

2:45 – 3:45 p.m.

Speaker: Ashley Schroeder, OWAA Publications Editor

Moderator: Paul Queneau, Conservation Editor, Bugle

"Social Networking 101" is for those who are eager (or not so eager) to try online social networks. This is a session geared toward all outdoors communicators, whether you are a photographer, writer or broadcaster. Learn more about Facebook, Twitter, LinkedIn, Flickr and others. How to use social networking sites as reporting tools, promotional tools and how to balance your personal and professional images. Bring your own laptop if you wish to participate and set up your own social network at this workshop!

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Better photos for writers

2:45 – 3:45 p.m.

Speakers: Mark Taylor and Brent Frazee

Moderator: Bill Graham

Necessity makes photographers out of people trained to be newspaper and magazine writers, who often have staff photographers to call on but not always. Mark Taylor and Brent Frazee will be sharing tips on how the writing pros can better support their stories with pictures that make them look like photo pros.

Television Storytelling: Techniques of telling the story on TV

4 – 5 p.m.

Speakers: Dave Carlson, Tim Lesmeister and Dan Small

This panel discussion features some of the best storytellers in outdoor television. You'll learn the craft secrets for creating a compelling television show from a variety of perspectives, including host, producer, writer, cameraman and editor. Each panel member will impart tips for telling a good on-air story guaranteed to keep viewer attention.

Outdoor Radio: The Last Frontier for the Outdoor Writer?

4 – 5 p.m.

Speaker: Ty Stockton

Hosting a radio program began as an accident for Ty Stockton. He still sees himself primarily as a writer, but finds himself increasingly in the radio world. Don't overlook the radio format – join Ty and find out how-to, how-not-to, places to get ideas and the formats to use. Radio 101 for the outdoor writer looking to explore the realm of radio.

Composing A Photo That Will Sell - People-Places-Things

4 – 5:30 p.m.

Speaker: Jim Foster

Com-po-sition - not to be confused with compost. Learning how to use the camera as a cropping tool and save digital darkroom time. And, if you do need to crop in Photoshop, how to accomplish the job without loss of quality. ***The Photography Business Meeting will be held at the conclusion of this session.***

Dinner

There are no officially planned meals this evening. Take the time to catch up with friends and enjoy some of the local restaurants within walking distance of the hotel!

iTech – Weebly Drag and Drop Web Site Creation

6:30 – 8:30 p.m.

Speaker: John Beath

Explore new technology to quickly and easily build your Web site and online store. Bring your laptop and build your site during this workshop!

Photo Critique

7 – 8 p.m.

Speaker: Chris Madson and Jack Ballard

Submit your best photos for a look by our photo experts! Send your 300 dpi digital photographs to OWAA headquarters by May 21 to be included in the presentation.

Left-Over Luau

8:30 – 11 p.m.

Join your fellow OWAAers in the Pool Area of the Kahler Grand for a casual gathering for fun and friendship. Bring a bottle of wine or your beverage of choice to share.

Sunday, June 13

Breakfast

7:30 – 8:30 a.m.

OWAA Membership Business Meeting

8:45 – 10 a.m.

Blogs: What are they? How to create one and profit from it.

10:15 – 11:30 a.m.

Speaker: Matthew Miller

Have you wanted a blog to promote your writing or photography? This hands-on session will walk you through the steps of setting up a professional blog, even if you have a difficult time turning on your computer. Bring your laptop and you'll leave this session with a fully operational blog!

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Using Basic PR Tools to Help Sell Your Work

10:15 – 11:30 a.m.

Speaker: Mike Walker

It's ironic that when members want to promote their new books, photos or videos, they fail to do anything more than tell a few friends in the media. They are missing huge opportunities to get the word out. Attend this session to find out how to more effectively publicize your new works.

TV Critique

10:15 – 11:45 a.m.

Moderators: Lisa Densmore and Dan Small

Get direct feedback on your television and film work! Find out how to turn your production into an award-winning, highly rated show! See samples of other member's television work and learn what's effective and what isn't in a most entertaining way. ***The TV/Video Business Meeting will be held at the conclusion of this session.***

Lunch

Noon – 1:15

OWAA Board Meeting

1:30 – 5 p.m.

Members welcome to attend

Educating the Non-Hunter

1:30 – 2:30 p.m.

Speaker: Dennis Dunn

With the November, 2004, merger of the Humane Society and Cleveland Amory's Fund for Animals, strategies have emerged for outlawing all hunting. What can we in the outdoor media do about it? Non-Hunters make up 77% of the population - they are the citizens we need to focus on educating against anti-hunting legislation, which may be coming at us in all 50 states, via the ballot box, over the next decade.

Internet Marketing

1:30 – 2:30 p.m.

Speaker: Peter Awad

We all have a product to sell and the best place to sell it these days is on the Internet. Peter Awad, an e-commerce consultant with a decade of experience selling online, will discuss how to set up an e-commerce site, how to promote it, and most

importantly, how to generate substantial sales. Books, images, articles or hard goods all have a marketplace on the Internet, but most individuals are not aware of the logistics needed to make this a successful venture. Come and learn how to make it happen.

Spouses/Partners “Goodbye” Tea

2 – 3:30 p.m.

Photo Scavenger Hunt Contest

2:45 – 3:45 p.m.

Moderators: Jack Ballard and Ron Bennett

Sponsored by Hunt's Photo and Video

At this entertaining event, the on-the-spot, creative interpretation of photography subject matter is presented, photos are critiqued and winners are announced.

The New Magazine Section Business Meeting: What it means for OWAAers?

2:45 – 3:45 p.m.

What should the new section focus on? How can we make this section relevant and valuable for OWAA members? Come get acquainted with other OWAA magazine writers, shape the focus of OWAA's newest section, and help brainstorm ideas for next year's conference sessions.

Newspaper Section Business Meeting

2:45 – 3:45 p.m.

EIC Reception and Winners Display

5 – 6 p.m.

Heritage Ballroom Foyer

OWAA EIC and Honorary Awards Banquet

6:15 – 9:30 p.m.

Heritage Ballroom

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