

**2011 OWAA Conference Agenda
84th Annual OWAA Conference
Salt Lake City, Utah
July 9-11, 2011**

***All conference sessions, meals and hospitality suites take place at the
Snowbird Ski and Summer Resort unless otherwise noted.***

Please check the OWAA website for updates and changes to the agenda.

Registration open Friday, 1 to 9 p.m.;
Saturday & Sunday, 7 a.m. to 6 p.m.;
Monday, 7 a.m. to 3 p.m.
Lobby/Atrium Overlook

Friday, July 8

OWAA Board Meeting

8 a.m. – 5 p.m.

Members welcome to attend

Registration

1 – 9 p.m.

Becoming an Outdoors Communicator

3 – 6 p.m.

Speakers: TBA

Moderator: Pat Wray

This free, three-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. Speaker presentations will be followed by an informal Q&A reception.

Welcome BBQ Dinner

6 – 9 p.m.

Amphitheater Lobby Patio

Join the OWAA Board in kicking off our 84th annual conference! Grab a burger and catch-up with friends old and new against the beautiful backdrop of Snowbird Mountain. Also help us welcome first time conference attendees.

Saturday, July 9

Breakfast

7:15 – 8 a.m.

Keynote

8:15 – 9 a.m.

Speaker: Hank Shaw

A pro journalist with 20 years in the business, Shaw launched the popular Hunter Angler Gardener Cook blog in 2007, and has quickly established himself as one of preeminent voices of the honest food movement. His book *Hunt, Gather, Cook* is being released in May by Rodale Press. While catching, killing and gathering his food, writing about it, and exchanging ideas with his thousands of readers, Shaw has developed important insight into how the local, sustainable food movement has the potential to deeply affect the larger hunting and fishing communities, as well as the communicators who work in the industry.

Going Local: How and why to cover the local food movement

9:15 – 10:15 a.m.

Speakers: Hank Shaw; Jackson Landers

The local, sustainable food movement has begun probing into the worlds of hunting, fishing and gardening. How and why should outdoor communicators be covering this trend? And are state fish and wildlife agencies, as well as members of the fishing and hunting industry, paying enough attention to the movement? Or is this just a passing phase that warrants little attention?

On the Prowl: Western Wolves

9:15 – 10:15 a.m.

Speakers: Anna Seidman, Safari Club International, director of litigation; M. David

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Allen, president/CEO, Rocky Mountain Elk Foundation; USFWS Representative; Mike Leahy, rocky mountain region director, Defenders of Wildlife

Past Presidents Meeting

9:15 – 10:15 a.m.

Moderator: John Beath

Your Name Here LLC: Treating Outdoors Communication Like a Business

10:30 – 11:30 a.m.

Speakers: Bill Powell, OWAA Legal Counsel; Wayne van Zwoil

Professional writers will discuss the importance to treating your outdoors communication like a business, not simply a hobby. OWAA legal counsel Bill Powell will offer critical legal advice on avoiding challenges with taxes and other aspects of the profession.

Building Your Brand

10:30 – 11:30 a.m.

Speakers: Michelle Scheuermann, Sportsman Channel Inc.; Mark Taylor

Successful outdoors communicators must not only be skilled at writing, photography and other elements of the job, they must be able to market themselves and be comfortable being in the spotlight. Well-known pros in the field will discuss techniques for increasing your profile, and how that will increase your income.

Survival Myths and Misconceptions

10:30 – 11:30 a.m.

Speaker: Peter Kummerfeldt, Outdoorsafe Inc.

What's true and what's not? What works and what doesn't? The literature is full of misleading, erroneous, questionable advice, and recommendations that have little or no practical value to the typical person in trouble. The survival techniques shown on TV survival programs may work well for the tough young men who are featured, but could the more typical survivor employ them in a real world survival experience? This presentation separates fact from fiction.

Circle of Chiefs Meeting

10:30 – 11:30 a.m.

Moderator: Terry Brady

Spouse Welcome Party

10:30 – 11:30 a.m.

Eagle's Nest

Supporting Groups Business Meeting

10:30 – 11:30 a.m.

Employees of supporting groups, agencies and businesses are invited to a business meeting hosted by the supporting group liaison to the board, Bill Graham. An open forum for general discussion is welcome.

Roundtable Small Discussion Lunch

11:45 a.m. – 2:00 p.m.

Sponsored by The Nature Conservancy

Choose a small group discussion table on a range of business and news topics. The list of topics will be available in your registration packet and in the ballroom at lunch. Sack lunches will be available to pick up and take to the session of your choice

Macro Photography Workshop – Part 1

2:15 – 4:15 p.m.

Instructor: Sam Dean

Award-winning photographer Sam Dean of The Roanoke Times will discuss the making of stronger macro photos. The session will start with 30 minutes of classroom instruction, followed by 90 minutes of field work. Bring your camera, a tripod and your best macro lens!

iMovie Video Editing Workshop

2:15 – 4:15 p.m.

Instructor: Paul Queneau

HD Video is becoming as standard component of story packages. But just like photos, video needs editing. Bugle Magazine conservation editor Paul Queneau will lead a workshop showing how to use Apple's iMovie to import video from cameras, edit it, watermark it and get it onto the web in short order. Mac users can bring in their video camera and laptops to work along.

The TV/Video Business Meeting will be held at the conclusion of this session.

How to Talk to the Camera - Part II: Getting Interviewed

2:15 – 4:15 p.m.

Instructor: Lisa Densmore

Everyone ends up in front of a television camera at some point in their career. Building upon the "How to Talk to Camera" session at the 2010 Rochester conference, this session will teach you consummate professional, both in your field and on-camera. Emmy-winning television host, Lisa Densmore, will cover all aspects of appearing on-camera whether giving an informative soundbite, announcing news, giving tips or co-hosting an entire show - in a studio and outdoors. You'll learn where

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to look, what to do with your hands, what to wear and other on-camera basics as well as how to be sure your message gets on the air.

The Bright Side of the “Dark Side”

4:30 – 5:30 p.m.

Speakers: Jodi Stemler, Jodi Stemler Consulting; Bill Graham, Missouri Department of Conservation

All kidding aside, public relations remains an important element in the outdoors communication field. Longtime PR pro Jodi Stemler and newcomer to the field Bill Graham, now working in public affairs after a long newspaper career, will discuss how to become established and thrive in the PR world.

How to Do More with Your Radio Show - Discussion

4:30 – 5:45 p.m.

Moderator: Ty Stockton

Join the discussion! Don't settle for a traditional, terrestrial radio station's listening audience. Add dynamic elements to your radio show with a home on the World-Wide Web. Use photos, videos and other tools to keep your audience engaged. And with any luck, you'll be able to add income, as well as listeners.

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

Standing Out: Professionalism Makes a Difference

4:30 — 5:45 p.m.

Speakers: Glenn Sapir, NSSF, Ron Bice, Wildlife Research Center; Wayne van Zwoll
In today's competitive world of magazine writing, communicators are competing for limited assignments. Successful industry veterans will discuss how professionalism can help writers separate themselves from the masses and keep the assignments coming.

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

Opening Night Dinner & Festivities

6 – 9 p.m.

Sponsored by Salt Lake Convention & Visitors Bureau, Snowbird Ski & Summer Resort and the Utah Office of Tourism

Conference Center Tent

Fairbanks 2012 Conference Planning Meeting

7 – 10 p.m.

Members & Supporters welcome to attend

Hospitality Suites

9:30 – 11:30 p.m.

Sunday, July 10

Breakfast & Membership Meeting

7:30 – 9:45 a.m.

Sponsored by Ram Trucks

Alaska conference presentation to begin at 8:00 a.m.

Membership meeting to begin at 8:15 a.m.

Five-star Reviews: Writing Better Product Reviews – Part 1

10 – 11 a.m.

Speakers: Jill Adler

Readers want to know what gear works, and what gear doesn't. Workshop participants will learn the keys to writing better product reviews, then get to put their new-found skills to work by reviewing a product at Demo Day.

Macro Photography Workshop – Part 1

10 – 11 a.m.

Instructor: Sam Dean

Participants will get an opportunity to discuss and critique the photos they produced after part one of the workshop.

Lead vs. Copper: Separating fact from fiction

10 a.m. – Noon

Speakers: Tom Franklin, Past President, The Wildlife Society; Gordon Robertson, VP American Sportfishing Association; Lawrence Keane, National Shooting Sports Foundation; Bryan Bedrosian, Avian Project Manager, Craighead Beringia South
Moderator: Paul Hansen, Past Executive Director, Izaak Walton League of America.
Two decades after lead shot was banned for use in waterfowl hunting, some are calling for a more widespread shift to other materials, including copper, for other types of shooting and hunting, as well as for limiting the use of lead in fishing. Does science, research and the presence of alternatives support moving from lead to other materials?

Spider Bull Elk Panel

11:15 a.m. – 12:15 p.m.

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Speakers: Doyle Moss, Mossback Guides & Outfitters, Wayne van Zwoll, Boone & Crockett Official Measurer; Anis Aoude, Utah Division of Wildlife Resources

Shooting on the Go: Better action photos – Part 1

11:15 a.m. – 12:15 p.m.

Instructor: Sam Dean

Award-winning photographer Sam Dean of The Roanoke Times will cover aspects of getting better action photos, including the importance of building a narrative and storyline into a photo package. Session starts with 30 minutes of classroom instruction followed by 90 minutes of field time. Bring your camera and wide and telephoto lenses

Lunch

12:30 – 1:30 p.m.

Sponsored by Toyota Motor Sales USA

Demo Day (formerly Breakout Day)

1:30 - 5:30 p.m.

Conference Center Tent & Terrace

Dinner

6 – 6:45 p.m.

Sponsored by Mule Deer Foundation/Prois Hunting Apparel, Browning

Prep Session for Smith & Wesson Ladies Shoot

7 - 8 p.m.

Required for all Smith & Wesson Ladies Shoot participants. See “Smith & Wesson Ladies Shoot” on Monday, July 11 for more details.

Meet/Ask the Editors

7 – 8 p.m.

Speakers: Tom Bie, The Drake; Kirk Deeter, Field & Stream; Steve Kinsella, Trout; Paul Queneau, Bugle Magazine; others TBA

Hear book publishers and acquisitions editors of outdoors publications discuss their editorial needs and how to sell your work. Then we will open the floor to questions from you! This Q&A style session will be followed by a Meet & Greet to meet our panel of editors and publishers face-to-face.

Editors Meet & Greet

8 – 9 p.m.

After our editor and publisher panel introduces their publications and fields your questions, get some face time! This is a tremendous opportunity to talk in a less formal environment, build relationships and sell yourself to prospective buyers. *Clip boxes will be available for you to leave samples for any of our editors or publishers.*

Hospitality Suites

9:30 – 11:30 p.m.

Monday, July 11

First bus leaves for Lee Kay Shooting Range

7:15 a.m.

Smith & Wesson Ladies Shoot

7:30 – 9 a.m.

Lee Kay Shooting Range

Smith & Wesson would like to welcome some of our women attendees, including writers and spouses of OWAA members and supporters to a Ladies Only shooting event before the range opens for Shooting Day. Open to first-time lady shooters only. Transportation to the range will be provided. Limited to 12 participants. Coffee and bagels provided by Smith & Wesson.

To sign-up for the Smith & Wesson’s Beginner’s Shoot, please contact Jessica Pollett at jpollett@owaa.org.

Breakfast

8:15 – 9 a.m.

Sponsored & prepared by Camp Chef

Lee Kay Shooting Range

Shooting Day

9 a.m. – Noon

Lee Kay Shooting Range

Lunch

12:45 – 1:45 p.m.

Sponsored by National Shooting Sports Foundation

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OWAA Board Meeting

2 – 5 p.m.

Members welcome to attend

Utah's Conservation Permit Program

2 – 3:15 p.m.

Speakers: Don Peay, Sportsmen for Fish and Wildlife; Alan Clark, Assistant Director Utah Division of Wildlife Resources

Utah's conservation hunting permit program raises more than \$2 million each year by selling special opportunity tags to the highest bidder. The money has become a vital component of the state wildlife agency's efforts to acquire, preserve and restore habitat in Utah. While the money has become the envy of wildlife agencies across the country, it also has its critics. Some feel the high-bid tags are elitist and fear the program ignores the average hunter. Don Peay, founder of Sportsmen for Fish and Wildlife, was one of the leading proponents of the program. His group auctions many of the tags. Alan Clark, assistant director for the Utah Division of Wildlife Resources, will talk about projects funded by the conservation permit program and why it is important at a time when state agencies are continually being cut.

Back to the Basics: Computer Skills for your OWAA membership

2 – 3:15 p.m.

Speaker: Ashley Schroeder, OWAA Editor

Did you struggle to meet the requirements for the digital EIC contest? Want to submit your photo portfolio, but have trouble uploading your photos? Come get how-to, step-by-step instructions on a variety of different computer tasks, all tasks will be demonstrated without using purchased software!

Shooting on the Go: Better action photos – Part 2

2 – 3:15 p.m.

Instructor: Sam Dean

Participants will get an opportunity to discuss and critique the photos they produced after part one of the workshop.

The Photography Business Meeting held at the conclusion of this session.

Spouse Tea

3 – 4 p.m.

Writing Better Product Reviews – Part 2

3:30 – 4:30 p.m.

Speakers: Jill Adler

Participants will discuss the reviews generated from Demo Day.

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

How to Start your Own TV Show

3:30 – 4:30 p.m.

Speakers: Michelle Scheuermann, Sportsman Channel Inc., Max Rowe, "Just Killin' Time"

Many of the popular hunting and fishing television shows on the air today weren't started with the backing of deep-pocketed investors. Instead, the shows were built by hard work from the ground up by individuals and small teams. Industry veterans will offer a frank and realistic look at what it takes to build a television show from an idea into a finished product with a regular time slot on a national network.

Multimedia Maestros: Why it pays to be able to do it all

3:30 – 4:30 p.m.

Speaker: Kirk Deeter, Field & Stream, Fly Talk Blog, Angling Trade magazine
Today's most successful outdoor communicators need to be able to do it all, from writing for print and the Web, to shooting photos and videos. Successful pros such as Kirk Deeter, who is the editor of Angling Trade Magazine and also a blogger with Field and Stream's Fly Talk, will discuss the techniques for taking your communication to the next level.

Photo Scavenger Hunt Contest

4:45 – 5:45 p.m.

Moderators: Lisa Densmore, Colleen Miniuk-Sperry

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

Humor Writing for Boring Stiffs: Even You Can Be Funny.

4:45 – 5:45 p.m.

Speaker: Bruce Cochran

Award-winning satirist Bruce Cochran will discuss elements and techniques of humor writing. Bring your notebook and a carefree attitude to this fun workshop. Also bring an example of your own work if you would like.

EIC Reception and Winners Display

6 – 7 p.m.

OWAA EIC and Honorary Awards Banquet

7 – 9:30 p.m.

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