

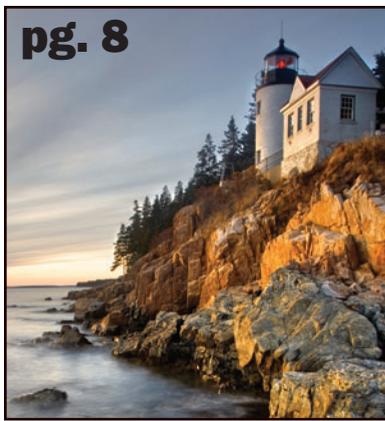
Outdoor Writers Association of America

# OUTDOORS UNLIMITED

The Voice of the Outdoors

Spring 2011





pg. 8

# OUTDOORS UNLIMITED

Spring 2011, Vol. 72, No.1



pg. 27



pg. 28

- 6 Character Sketch: Paula Del Guidice – *by Hannah J. Ryan*
  - 8 Finding the perfect shot – *by Colleen Miniuk-Sperry*
  - 13 Skip the Jump – *by Kris Millgate*
  - 14 Dropbox: Your digital do-it-all duct tape – *by Paul Queneau*
  - 15 Strategically planning for success – *by Steve Budnik*
  - 16 Board candidate profiles
- |                                      |  |
|--------------------------------------|--|
| 4 From the executive director's desk | 20 Proposed bylaws changes                   |
| 5 President's message                | 21 Board of Directors winter meeting minutes |
| 9 Circle of Chiefs                   | 25 2011 Conference Preview                   |
| 10 Departments                       | 28 Portfolio                                 |



## ON THE COVER

By Timothy Flanigan

Pictured is "Feathering the nest." Flanigan is a freelance writer, photographer and lecturer. He is south-central field editor for Pennsylvania Outdoor Times. Flanigan is also a contributing photographer for The Upland Almanac, Buckmaster, Game and Fish Publications, North American Whitetails and Pennsylvania Game News. Contact him at [tim-natureexposure@comcast.net](mailto:tim-natureexposure@comcast.net). Visit [www.NatureExposure.com](http://www.NatureExposure.com).

## OUTDOOR WRITERS ASSOCIATION OF AMERICA

Our mission: improve the professional skills of our members, set the highest ethical and communications standards, encourage public enjoyment and conservation of natural resources and mentor the next generation of professional outdoor communicators.

Copyright Spring 2011 by Outdoor Writers Association of America Inc. Reproduction in whole or in part without permission is prohibited. The contents of Outdoors Unlimited do not necessarily represent the opinion or endorsement of OWAA, its staff, officers, directors or members. Outdoors Unlimited (ISSN 0030-7181) is published quarterly by Outdoor Writers Association of America Inc., 121 Hickory St., Suite 1, Missoula, MT 59801. Periodicals postage paid at Missoula, MT, and additional mailing offices. POSTMASTER: Send address changes to Outdoors Unlimited, Outdoor Writers Association of America Inc., 121 Hickory St., Suite 1, Missoula, MT 59801.

### NATIONAL HEADQUARTERS

121 Hickory St., Ste. 1  
Missoula, MT 59801  
406-728-7434, Fax: 406-728-7445  
[info@owaa.org](mailto:info@owaa.org), [www.owaa.org](http://www.owaa.org)

### STAFF

Executive Director: Robin Giner  
Editor: Ashley Schroeder  
Membership and Conference Services  
Coordinator: Jessica Pollett  
Contest Coordinator: Erin Schmiel  
Journalism Intern: Hannah J. Ryan  
Marketing Intern: Drew Easton

### PRESIDENT

Tony Dolle, Tennessee

### OFFICERS

Vice President: Mike Walker, Arizona  
Vice President: Mark Taylor, Virginia  
Vice President: Bill Graham, Missouri  
Secretary: Katie McKalip, Montana  
Treasurer: Kris Thoenke, Florida

### BOARD OF DIRECTORS

Lisa Densmore, New Hampshire  
Mark Freeman, Oregon  
Bill Hilts Jr., New York

Jason Jenkins, Missouri  
Matthew Miller, Idaho  
Mary Nickum, Arizona  
Brett Prettyman, Utah  
Ty Stockton, Wyoming  
Paul Queneau, Montana

### COUNSELS

Attorney: William Jay Powell, Missouri  
Historian: vacant  
Medical: William W. Forgey, Indiana

(Password: **freelancer**)

Welcome to OU’s Online Exclusives! A part of the redesigned OU, this page features a sneak peek of all the extras we just couldn’t fit into the monthly publication. To check out these bonus features, refer the website links mentioned below. **–ASHLEY SCHROEDER, OU EDITOR**



### Online-only promotions on Facebook and Twitter

OWAA is getting ready to unveil a new online store. To celebrate, OWAA will be offering online promotions, including discounts on limited-edition performance tees commemorating the upcoming 2011 Annual Conference. See page 30 for details.

For future sales and offers, follow OWAA on Facebook ([www.facebook.com/OWAAonline](http://www.facebook.com/OWAAonline)) and Twitter ([www.twitter.com/OWAAonline](http://www.twitter.com/OWAAonline)).

Sales will include free shipping specials and discounts on store merchandise.

### What the FTP?

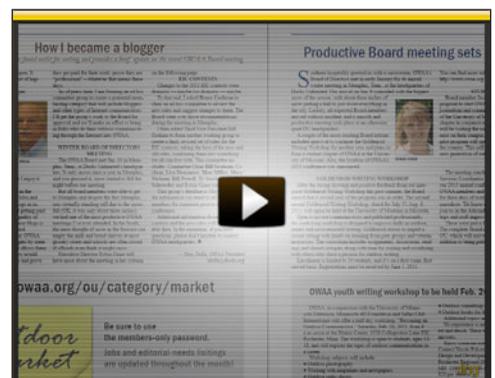
Read [www.owaa.org/ou/2011/01/what-the-ftp](http://www.owaa.org/ou/2011/01/what-the-ftp) to find out more about the what, where, why and how of using FTP to share files. FTP is now OWAA’s preferred way of submitting Portfolio and cover images for possible use in Outdoors Unlimited.

### Tax tips

The Editor’s Blog provides helpful resources for filing your taxes as an outdoor writer/artist/journalist/small-business person. Be sure to check out [www.owaa.org/ou/2011/02/freelance-small-business-tax-advice](http://www.owaa.org/ou/2011/02/freelance-small-business-tax-advice).

### How-to videos

OWAA launched a how-to video series, starting with a tutorial about how to easily access Outdoors Unlimited Online. View the video at [www.owaa.org/ou/2011/02/outdoors-unlimited-demo-video](http://www.owaa.org/ou/2011/02/outdoors-unlimited-demo-video).



## New FAM trips announced

Not sure which pre- or post-conference FAM trip to pick? Two new trips have been provided by **Trout Unlimited**. Fly free to Spring Creek Ranch in Wyoming, or Rico, Colo., to fish, explore and learn more about TU’s work in these areas. To sign up, visit [www.owaa.org/2011conference](http://www.owaa.org/2011conference).

More trips are featured on the conference website. Local Conference Committee members share their two cents about favorite outdoor adventures in Utah. Opportunities include hiking, mountain biking, rafting, ATV or horseback riding, canyoneering, fishing and historical tours.

## The OWAA social network

OWAA has found a home and a following on three of the fastest-moving online social networks: Facebook, Twitter and LinkedIn. Using these new-fangled meeting places allows headquarters to reach out to members in a more timely way, sharing breaking news before the next issue of OU is published. Aside from simply sharing OWAA news, these networks keep HQs in the loop with what members are up to.



ROBIN GINER

With the Internet taking a more permanent place in our everyday communications, it's easy to forget the importance of face-to-face relationships that were the precursors to today's online social networking. OWAA's annual conference was one of the first "social networks" for outdoor writers, dating back to our first meeting in 1927 in Chicago. OWAAers have been meeting nearly every year since, building social networks with other members, editors, publishers, industry supporters and guests. Over the years, and without need for a computer, you "friended" people, found out about their interests, built business relationships and created your own "network" to refer back to when you were looking to sell that fishing story from that one trip to Lake Woebegone – oh, you remember the one.

Registration for this year's social networking event of the season, OWAA's 84th Annual Conference, opened on Feb. 1. Be sure to join those who have taken advantage of early bird registration pricing and are already signing up for pre- and post-conference trips. I know it's hard to envision summer at Snowbird when all you see are snowflakes as you look out the window. But the time to start making plans is now.

The social networking opportunities abound! As do the occasions to improve your skills, learn the newest methods and explore

the issues that you'll be writing about in the coming months. The Ask-the-Editors session, followed by a meet-and-greet reception on Sunday evening, will be a fantastic opportunity to build that network and fill that contact list with editors interested in purchasing your work. We're working on bringing editors to conference who have never attended before, and with them come the opportunities to break into their publications. Hospitality suites will once again be offered by OWAA industry supporters, offering you the chance to meet and mingle with organizations and companies that provide you with fodder for another year's worth of articles and photographs. Scheduled meals at Conference are a great place to network and meet new friends, as are impromptu meetings at coffee break stations, or between sessions as you lounge in the many comfy couches that line the Cliff Lodge's halls. Remember to attend the OWAA membership meeting so you can let the Board and other members hear what you have to say about your organization.

While you'll definitely want to bring your laptop to conference, don't forget to pack a pile of business cards, a hearty handshake and a warm smile ... and maybe a tear sheet or two. We're gearing up for this year's social networking event for outdoor communicators, and we can't wait to see you there!

Oh, and while you're at it, why don't you hook up with OWAA on Facebook, Twitter and LinkedIn. See you on the Web! ■

— Robin Giner, OWAA Executive Director  
rginer@owaa.org



[www.facebook.com/  
OWAAonline](http://www.facebook.com/OWAAonline)



[www.twitter.com/  
OWAAonline](http://www.twitter.com/OWAAonline)



[www.tinyurl.com/  
OWAAlinkedin](http://www.tinyurl.com/OWAAlinkedin)



Be sure to use  
the members-only password.

Jobs and editorial-needs listings  
are updated throughout the month!

[www.owaa.org/ou/category/market](http://www.owaa.org/ou/category/market)

# 'To you, from seat 6C'

*Selling a condo, Board nominees, proposed Bylaws changes*

I'm at more than 30,000 feet above sea level, somewhere in the skies between Washington, D.C. and Atlanta, Ga., and I have to say I'm pretty happy.

OWAA Executive Director Robin Giner just e-mailed me, saying that as of press time, a deal has been reached for sale of the OWAA headquarters condo in Missoula, Mont. If all goes according to plan, we will close the deal on April 8.



TONY DOLLE

We are about to shed what has become an albatross for the organization. While it didn't start that way, it has definitely become a financial drain on the organization for the past five years or so.

Right now, we are in the final stages of negotiation. Complete details of the sale will be available via the OWAA website as soon as all the paperwork has been completed. This is a good deal for OWAA. Our Realtor in Missoula and Realtors I have spoken with in Tennessee agree.

True, we no longer have a permanent home. But quite frankly, the need of a permanent home for this organization is not what it might once have been. There are fewer full-time employees at OWAA headquarters now than when we purchased the property. And we are much, much more mobile with our lives and livelihoods.

Permanency with office space is not an asset for OWAA right now.

We plan to rent office space in Missoula, in the near future (we may already have done that by the time you read this) and utilize that space until we stabilize our finances and membership numbers. The funds from the sale will be placed in a special account until we make decisions about a more permanent home.

Giner is to be congratulated for making this sale happen. She worked tirelessly with our Realtor and several potential buyers, seeking advice when she needed it and coming up with some creative financial solutions for the buyer as necessary. Provided this deal goes through, OWAA plans to make more money on the sale than we would have without her vision. Giner did as the board instructed her to do: she sold the property. Kudos to Robin.

On other positive notes, the OWAA annual elections are coming up and we have a great slate of candidates for the three seats available on the Board of Directors. I urge you to make sure you vote when the ballot arrives in your mailbox. See page 16 for candidate profiles.

There will also be some bylaws issues on the ballot. You are being asked to say yes or no to eliminating the third vice president's position on the OWAA officer corps. The board feels this is a good move and that the third vice president's duties can easily be handled by the other officers and vice presidents.

You are also being asked to allow future

OWAA presidents to appoint committee chairmen without board approval – with the exception of bylaws-mandated committees. This just means the president can appoint folks to chair the OWAA committees without having to wait for the board approve every one of them.

I can tell you from experience this is a good thing.

I also like the fact that certain committee chairs still need to be approved by the board — those committees are the Finance Committee and the Board Nominating Committee.

These proposed bylaws changes, which you can vote on for the May election, are outlined on page 20.

In a column a few months ago, I said that my goal was to make OWAA actions more transparent. With the exception of real estate negotiations and personnel issues, I think we are getting better at that. Let me know if you agree or disagree, and if you have ideas on ways to improve the transparency. I'm all for it.

The flight attendant has just informed me I need to turn off my computer as we are beginning our initial descent into the Atlanta area. And that's a good way to keep me from being long-winded with this column.

Remember, vote on the candidates and bylaws issues and make plans to attend the convention in July (yes, that's right, it is July this year). ■

— Tony Dolle, OWAA President  
tdolle@ducks.org

*Dear OU Editor,  
Where have all the letters gone?*

*Signed,  
Wondering Writer*

*Dear Wondering Writer,*

*Like you, I'm puzzled. I wish more members would share their thoughts; I'd publish letters if members would send them to me. OU was created as a way for OWAAers to stay in touch with their organization. We encourage lively debate and discourse. If you or anyone else you know wants to write a letter, please do so. Just send to aschroeder@owaa.org, with "Letter to the Editor" in the subject line.*

*Signed, OU Editor*

# Providing tools for a cleaner Earth

BY HANNAH J. RYAN

Her crew was only 200 feet from the summit of Mount Baldy when lightning blazed across the peak that would have been the highest ascent of their 111-mile trek. **Paula J. Del Giudice** left it up to her son, the leader of a Boy Scout group, to decide their next move. They were already down one comrade. Though they were so close to the mountaintop, they turned around and safely made their way back down the slope.

In 2008, Del Giudice chaperoned a group of teenage Boy Scouts in an epic hike across northern New Mexico. This adventure illustrates one side of her dedication to showing people how to better care for our natural world.

Some hats she's styled include that of an English teacher, freelance writer, editor of *The American Shotgunner* magazine, volunteer and center director with the National Wildlife Federation and director of Seattle's Juvenile Diabetes Research Foundation.

An OWAA member since 1980, Del Giudice said the experiences and skills taken from these varying posts synthesize into her present job as a mom and director of Pacific Northwest Pollution Prevention Resource Center.

PPRC is an organization that gives businesses the tools needed reduce their pollution.

One such PPRC project had Del Giudice working with trucking companies to install "skirts" that hang off the sides of semitrailers decreasing the vehicle's air resistance and improving its fuel efficiency. Sean Graham, a student in Pennsylvania State University, developed these skirts in a graduate school program. In 2003, Graham opened an entrepreneurial business called Freight Wing in Seattle to market these energy-saving skirts. Del Giudice partnered trucking companies with Freight Wing and

secured grants from the EPA to install the skirts on 2,000 trucks.

"Trucking is a polluting industry, there's nothing we can do to stop that," she said. "But some companies are really interested in doing what they can to pollute less."

This project exemplifies PPRC's mission to assist businesses.

"It's just a different approach to conservation," Del Giudice said, "and all approaches are needed if we want to maintain wildlife, wild places, clean air and clean water."

**Chris Madson**, editor of *Wyoming Wildlife*, said Del Giudice keeps a positive outlook on the challenges facing people like her that he calls "hunter-conservationists." He said she expounds a lively enthusiasm for hunting and fishing with a deep commitment to wildlife.

"On several occasions, she'd look at me at the end of a dark conversation about the state of the planet and finish with a smile and a jab saying, 'Well, then, we need to get after it!' and then she did," Madson said.

**Tom Huggler**, former OWAA president, has known Del Giudice for more than 25 years.

While other are preoccupied with making a living, he said Del Giudice is first and foremost dedicated to the cause at hand.

"This takes both courage and conviction; in my opinion, she has raised the bar for all of us," Huggler said.

In addition to working with business to clean up their practices, Del Giudice is dedicated to the Boy Scouts of America program. With them she is educating the next



**Paula J. Del Giudice** (second from right) with a group of "Scout dads" at the end of a backpacking trip. Photo courtesy of Del Giudice.

generation of outdoors lovers and protectors. Though the 2008 trek left the scout group short of one summit, the experience was a terrific two-week adventure of 10 peaks at more than 10,000 feet above sea level, she said.

"This trip was like a culmination of the boys' scouting experiences," Del Giudice said. "They gained an understanding of compassion for other people as well as the environment."

Del Giudice said there were only a few women on the trail and it felt pretty good to have her son call her a "hard-core, kick-ass woman."

"I learned that I can still really push myself and have a great experiences hanging out with these kids in the backcountry." ■



*Brought up wandering in the Big Horn Mountains of Wyoming, Hannah J. Ryan continues to feed her curiosities by pursuing bachelor degrees in journalism and Spanish. She is the spring semester intern at OWAA headquarters. Contact her at [hannahryan@owaa.org](mailto:hannahryan@owaa.org).*

# Panasonic Lumix G10

BY JON LAWTON

Panasonic is a company that many people may not generally associate with photography, but during the past three years they have released some of the most popular cameras on the market. Their development of the mirrorless Micro Four Thirds system helped introduce an entirely new class of camera that blends the image quality and control of a digital SLR camera with the size and portability of a point-and-shoot. Similar to a DSLR, the Micro Four Thirds system allows for the use of interchangeable lenses, but it does away with the reflex mirror and optical viewfinder making the body of the camera much smaller than even the most compact DSLRs.

The Panasonic G10 is the fourth Micro Four Thirds camera released by Panasonic to date. It is the lightest camera featuring a built-in electronic viewfinder. The G10's body is constructed of metal and is wrapped in a grippy rubber compound, making it easy to hold. Its back features a three-inch LCD screen that either displays the camera settings, or when in live view mode, allows you to compose your photos. The heart of the camera is its 12-megapixel CMOS image sensor with an impressive ISO range of 100-6400. In addition to taking great still images, the G10 also has a video mode that can capture 1280-by720 pixel high-



definition video files at 30 frames per second. The G10 comes with an image stabilized 14-42mm 3X zoom lens, and can accept any Micro Four Thirds lens on the market.

The G10 is powered by a rechargeable lithium-ion battery that can take an average 350 shots per charge. It can record in either JPEG or RAW image format and accepts SD memory cards. The small size and image quality of the Panasonic G10 makes it a great camera for someone looking to step up from a point-and-shoot without having to deal with the size and complexity of a full size DSLR. It's also a fine choice for a DSLR shooter who wants to downsize their camera equipment without sacrificing their creative control and image quality. ■

*Jon Lawton is a sales associate at Hunt's Photo and Video in Melrose, Mass. Contact him at [jlawton@wbhunt.com](mailto:jlawton@wbhunt.com) or 800-221-1830.*

*For more product reviews,  
check out the OU Online archive at  
<http://owaa.org/ou/category/departments/table-of-contents>.*

## BRIEFLY...

### Schara joins Lessard-Sams Outdoor Heritage Council

Ron Schara was recently named a citizen representative on the Lessard-Sams Outdoor Heritage Council. House Speaker Kurt Zellers announced Schara's appointment. The Council reviews and selects fish and wildlife conservation projects to be funded by the Legacy Amendment, a portion of Minnesota sales tax devoted to natural resources and the arts. Schara, a longtime television personality and former outdoor columnist for the StarTribune, was an early supporter of the Clean Water, Land & Legacy Amendment and often devoted his television show, Minnesota Bound, to the need for more financial support for the state's outdoor lifestyle.

### "Call of the Wild" TV

Orion Multimedia, a leader in outdoor adventure programming and owned by OWAA member Chris Dorsey, partners with the Wyoming Game and Fish Department in its latest show. The national cable series, "Call of the Wild: Generation Next" in Wyoming will premier in the 2012 lineup of the Sportsman Channel's outdoor programming. This series will feature the natural wonders of Wyoming, while introducing "Generation Next" young people to life in the outdoors. Through the unique personal insights of the kids chosen to appear in the series, viewers will see how they are motivated to become the next generation of sportsmen.

# Planning the perfect shot

---

**BY COLLEEN MINIUK-SPERRY**

---

**L**ouis Pasteur once said, “Luck favors the prepared.” While Pasteur may not have been directly referring to photography, shutterbugs heeding his advice can capture better images. Incorporating pre-visualization into your preparation for a photo shoot, whether for an assignment or for stock purposes, can help you capture one-of-kind photographs anywhere, any place, and in any light.

Pre-visualization derives from creating ideas of what you want your photographs to look like before you capture the shot. With the end result in mind, preconceiving ideas encourages you to then determine the best way to achieve your vision. Whether you pre-visualize years, months, days, hours, minutes, or seconds before photographing a scene, considerations like what type and direction of light is desired, how to compose the photograph, and what equipment to use can be defined before you ever set foot on location.

By knowing the types of shots you want to create, you give yourself the best chance of capturing those magical fleeting moments Mother Nature provides. As you pre-visualize, you also inherently develop a deeper emotional connection with your subject matter, which means your photographs will reflect a more personal style beyond the cliché.

How do you go beyond finding the exact tripod holes used by another photographer to capture a remarkable shot?

## **KNOW YOUR SUBJECT WELL**

Familiarize yourself with your subject and scene by getting your hands on as much information as possible before you head out. Start with guide books and the Internet, searching for topics and places that interest you. The library, the local convention and visitors bureau and local chambers of commerce also offer a wealth of information about popular attractions. In addition, those who have visited before often know the “must-see” spots of an area even if they did not intend on photographing those locations.

## **FOLLOW THE LIGHT**

Not only should you know your subject well, you should also know the behavior of the light at your location just as well. Before you go, jot down the sunrise, sunset, moonrise and moonset times with the help of sun and moon charts found online. Then study the light’s interaction with the land using a handy tool called The Photographer’s Ephemeris, which you can download to your computer for free from <http://photoephemeris.com>.

Also, pay attention to the weather forecasts. Learn how to read cloud formations, wind and barometric pressure to predict what kind of light is pending. Two great books for sharpening your



Pre-visualization pays off when preparing for a photo shoot. Photo by **Colleen Miniuk-Sperry**.

forecasting skills include “Color and Light in Nature” by David K. Lynch and William Livingston and “Backpacker Magazine’s Predicting Weather; Forecasting, Planning, and Preparing” by OWAA member **Lisa Densmore**.

## **PICTURE YOUR PICTURES**

Start with a photograph or idea from the research you have completed then keep asking “What if?” What if you use a longer lens? What if you climb the nearby hill? What if you lay on your stomach?

---

CONTINUED ON PAGE 9

# BIG OIL VS. wildlife

---

**BY GEORGE H. HARRISON**

---

*Members are encouraged to write about issues and topics. Views expressed do not represent the opinion or endorsement of OWAA, its staff, officers, directors or members. Opposing views are encouraged, as OWAA desires to create a forum for the exchange of ideas. Send commentary to [aschroeder@owaa.org](mailto:aschroeder@owaa.org).*

As the BP oil disaster moves from the Gulf of Mexico to the courts, it is noteworthy to consider the damages caused to wildlife. Interestingly, the damages to be considered by the courts are those to people, such as lost income, equipment and marinas. Millions, if not billions, will be paid out for losses to people, but what will be paid out for losses to wildlife?

Apparently, the brown pelican was the No. 1 bird hit hardest by the spill. Just one year after being removed from the endangered species list, the Louisiana state bird was a success story of restoration. The oil spill could not have come at a worst time for the pelicans, which were on the verge of another breeding season. Many of the islands where they nest were oil-soaked, and no one knows how many of the 8,000 to 16,000 pairs were either killed or did not reproduce.

Nor does anyone know how many other species of birds, mammals, insects, crustaceans, fish, etc., were affected, but we all know

that it had to be enormous. And who really cares, besides those who make a living harvesting them?

What about those volunteers who spent days and weeks cleaning oiled birds? They must have cared, but their work was a waste of time. Studies show that rehabbing oiled or injured wildlife has virtually no effect on the species. The number of pelicans that survived the rehabbing process and were released to live to the next breeding season is so minute that it isn't worth counting them.

*So, what's your point, Harrison?*

My point is that in this day and age of fossil fuel dependency, there is no way that wildlife and the natural environment have a ghost of a chance of competing with "Big Oil." Offshore oil drilling and drilling for oil in the Arctic National Wildlife Refuge and other pristine environments, will eventually be approved by our government because we "have" to have the oil at any cost. It's a matter of national security, and no brown pelican or caribou or endangered warbler will stand in the way. That's just the way it is. ■



*A member since 1963, George Harrison is a field editor for National Wildlife and contributing editor for Birds and Blooms. He is also a freelance writer and photographer, and consultant and author. Contact him at [gghkph@gmail.com](mailto:gghkph@gmail.com).*

---

## THE PERFECT SHOT

CONTINUED FROM PAGE 8

Then think about how to make those "what ifs" happen to create a clear vision of your final shot.

As you design your shots, do not assume the quality of a subject or scene based solely on the number of previously-published photographs. The lower number of photographs seen may simply indicate a greater chance to capture something different.

### ORGANIZE IDEAS IN A SHOT LIST

When the creative juices flow, create a "wish list" by jotting down ideas either on the back of an envelope or in a customized spreadsheet. Note a detailed description of the photograph you wish to capture, the ideal time of day, equipment needed, and

any other pertinent information that will help you remember your idea.

Once you begin your photo shoot, remember your shot list should serve as a guide, not a checklist, so as not to miss any spontaneous moments.

### WHAT DO YOU SEE?

Arriving at a new site is often visually overwhelming, so start with the most important places written in your shot list and become acquainted with the actual surroundings by simply looking around. How does what you see match what you pre-visualized? Swing by the local visitor center or gift shops to take a peek at the postcards, photography books, and prints to get an idea of what has been done before – and what to avoid. Don't forget to update your shot list with what you learn.

After your trip concludes, evaluate how well your pre-visualized thoughts came to fruition. What you learn about your subject matter, your location, and your photographic technique during previous trips can transfer to your next outing. Then it's time to start picturing the possibilities for your next trip! ■



*Colleen Miniuk-Sperry is an award-winning and internationally-published outdoor photographer and writer. In addition to articles for various publications, working on three books, and teaching photography workshops, she is also working on pre-visualizing winning lottery numbers. Contact her at [cms@cms-photo.com](mailto:cms@cms-photo.com).*

## Sportsman's Alliance for Alaska

Groups working to protect the waters and lands of southwest Alaska's famed Bristol Bay region are excited by the recent announcement by the EPA that the agency is planning an assessment of the Bristol Bay watershed to better understand how future large-scale development projects may affect water quality and salmon fishery. For the latest news from SAA, visit [www.sportsmansalliance4ak.org/Latest\\_News.html](http://www.sportsmansalliance4ak.org/Latest_News.html).

## SUPPORTING GROUP NEWS TIPS

*Send press releases and info about OWAA Supporting Groups, Agencies and Businesses to [aschroeder@owaa.org](mailto:aschroeder@owaa.org).*

## Muzzy Products

Muzzy's Bowhunting 125-grain and 75-grain MX-3s broadheads may be compact, but they pack a giant punch. These new MX-3s provide the hunter with the ultimate selection of weights paired with Muzzy's rock solid 3-blade design in an ultra-compact build. Visit Muzzy's bowhunting YouTube channel, [www.youtube.com/user/MuzzyBowhuntingTV?feature=mhum](http://www.youtube.com/user/MuzzyBowhuntingTV?feature=mhum), for commercials about their latest products.

## Northland Fishing Tackle

The critical goal of prey is to blend in, while the intent of fishing lures is to catch the eye of predators. The new Live-Forage Weedless Spoon does both – sliding through dense underwater brush with a dangerously brave wobble and flash. This slick new lure doesn't stay hidden for long. For more info and a 2011 catalog, contact [norfish@northlandtackle.com](mailto:norfish@northlandtackle.com).

## Ono's Trading Company

Ono's invites OWAA members visit them on Facebook at [www.facebook.com/onoseyewear](http://www.facebook.com/onoseyewear). Through March 31, 2011, if you post a comment or photo of you wearing your Ono's eyewear, Ono's will give you 10 percent off your next order. Ono's offers bifocals, including prescription lenses, and plain lens polarized performance sunglasses in many styles for men and women.

## Hi Mountain Jerky

Hi Mountain launched a new line of outdoor foods. The first four freeze-dried meals include cajun beans and rice, green chile casserole, campfire chili macaroni and hot caramel apple crunch. Each of these four new meals contains three servings per packet, but they weigh only eight or nine ounces apiece. Order online at [www.himtnjerky.com](http://www.himtnjerky.com).

## ThermaCELL

ThermaCELL introduced a newly-designed hand-held product, the Appliance. The ThermaCELL system creates a 15 feet by 15 feet zone of protection that is up to 98 percent effective against biting insects. The unit operates on a butane cartridge that heats a mat, releasing a synthetic copy of a naturally-occurring insect repellent.

## Bass Pro Shops

Artist George Carameros and his team of highly skilled, professional artisans are the imagery and visual creators behind the Bass Pro Shops Outdoor World mega stores across the United States and in Canada. In his 8th year as Director of Merchandise Presentations, Imagery and Display, Carameros continues to bring the natural world indoors.

## Rocky Mountain Elk Foundation

The Rocky Mountain Elk Foundation is bringing its annual convention, affectionately known as "Elk Camp," back to the Reno/Sparks Convention Center, March 3-6, 2011. This year marks the 27th annual RMEF Elk Camp & Hunting, Fishing and Outdoor Expo, the organization's largest annual fundraiser for its conservation programs.

## Toyota

B.A.S.S., an authority on fishing, announced that it will crown its 2011 Toyota Tundra Angler of the Year at the end of the Bassmaster Elite Series tournament this July. The winner will be awarded \$100,000, and others high scores will be awarded a share of the Angler of the Year purse.

## Theodore Roosevelt Conservation Partnership

The Theodore Roosevelt Conservation Partnership welcomed a U.S. Department of Agriculture announcement for continued funding for the Voluntary Public Access and Habitat Incentive Program. This program, popularly known as "Open Fields," helps expand public access and conserve valuable habitat on private lands. For 2011, public access programs will receive grants totaling \$8 million.

## Hunts Photo & Video

OWAA members can receive a \$50 savings on the Panasonic G10 and \$20 savings on the Samsung HZ30W through March 31, 2011. Promotional price for the Panasonic: \$349.99. Promotional price for the Samsung: \$179.99. The compact and portable Lumix G10 records high-definition video in addition to capturing high-quality still images. Adding to its lightweight body, the Lumix G10 comes with the Lumix 14-42mm lens, making it suitable for shooting a wide-range of scenes, from dynamic landscape to portrait. The Samsung HZ30W digital camera has a lens with 15X zoom. This camera has twelve megapixels of resolution and dual image stabilization, plus sensitivity up to ISO 3200. In addition to a 3-inch LCD monitor, it has high-definition video capability at 720p resolution. Visit [www.huntsphotoandvideo.com/](http://www.huntsphotoandvideo.com/) for more details about the cameras.

## Social networking site for writers

AuthorAdvance is a social network where you can meet and network with other writers, post blogs and articles, create groups around your writing interests, and participate in discussion forums. This site features thousands of comprehensive, wiki-style listings for agents, markets, publishers and contests. Their submission tracking tools will help you keep your search for publication organized, whether you're shopping novels, short stories, poems or non-fiction. This is a free program. AuthorAdvance's deadline for the \$100 Amazon Gift Card Giveaway has been extended through the end of the year. To enter, just add a new market, publisher, contest or event to the site.

## Livin' the Dream magazine available digitally

Nikon's Livin' the Dream magazine changed the way hunters and shooters looked at publications and catalogs by delivering hunting experience, behind-the-scenes info and product knowledge in a fun, easy-to-enjoy printed format. For 2011, Livin' The Dream is available digitally on Nikonhunting.com. Learn practical knowledge and tips from the professionals, like how Anthony Dixon and Shawn Munson of Full Moon Productions systematically glass a mountainside, or watch Bill Winke take a great Iowa whitetail just by clicking on a title or photo. Also available is behind-the-scenes information their professionals created to show how much they utilize their Nikon products in daily life

## Boone and Crockett Club elects new president

A hunter, attorney, banker and businessman from Corpus Christi, Texas, Ben B. Wallace has been elected to serve as president of America's oldest conservation organization, the Boone and Crockett Club. Theodore Roosevelt founded Boone and Crockett Club in 1887. Its mission includes promoting conservation and management of wildlife and their habitats, upholding the highest standards of fair-chase sportsmanship and maintaining records of native North American big game species. Wallace becomes the Club's 29th president, following Lowell E. Baier. Wallace has served as a club officer and as a member of various committees, and is active in numerous other hunting and wildlife organizations.

## U.S. Parks and Rec launches site for networking

The National Recreation and Park Association launched NRPA Connect, [www.nrpaconnect.org](http://www.nrpaconnect.org), the largest online networking platform for parks and recreation in the U.S. The platform connects association members through e-mail groups, forums, networks and blogs, providing a one-stop venue for sharing news and information, networking with colleagues and participating in industry-related discussions. Members can create a profile page, access other's profiles, and join groups specific to different areas of parks and recreation. Forums are open to anyone who wishes to post and comment on the discussions.

## NEWS BRIEFS

*Send member-related info  
and other news tips  
to OU Editor  
at [aschroeder@owaa.org](mailto:aschroeder@owaa.org).*

## Indiana Audubon Society grants

The Indiana Audubon Society's Mumford and Keller Grants and Scholarship Program has approximately \$4,000.00 in funding for 2011. Available in two funding deadlines, the first deadline for applicants is April 1, with an additional deadline for later funding of Sept. 1. The grants and scholarship program offers funding for: students and individuals studying natural resources, particularly birds, member costs for bird related conferences and workshops, and bird related research studies, both individual and through academic institutions. This grant and scholarship program recognizes two influential people in the birding community, Dr. Russ Mumford and Charles Keller. To apply visit [www.indianaaudubon.org](http://www.indianaaudubon.org).

## State-Fish Art Contest hires new manager

Awarding-winning wildlife photographer Karen R. Hollingsworth has been selected to manage and expand Wildlife Forever's State-Fish Art Contest. In the State-Fish Art Contest, young artists create an original illustration of any official state-fish and write an essay detailing its behavior, habitat, and efforts to conserve it. Hollingsworth's two decades of wildlife photography, her experience as a judge for the Federal Duck Stamp, the Junior Federal Duck Stamp in three states and for the State-Fish Art Contest makes her particularly well suited to expand upon the Contest's past successes. For entry forms visit [www.StateFishArt.com](http://www.StateFishArt.com). Entries are due by March 31 each year.

## GunBroker.com named Company of the Year

GunBroker.com received the SHOT Show Business Award for Company of the Year. The award is presented annually to a leading organization in the shooting sports industry. It is based on community outreach and efforts to preserve the hunting and shooting heritage, as well as protect firearm freedoms. GunBroker.com was cited for revolutionizing the firearms marketplace. Its website has become the world's largest online auction for firearms and hunting/shooting accessories, with about three million monthly unique visitors and 1.75 million registered users.

## Budweiser Conservationist of the Year

The Quality Deer Management Association founder Joe Hamilton was named the 2011 Budweiser Conservationist of the Year. The award includes a \$50,000 grant from the National Fish and Wildlife Foundation, which Joe has chosen to give to QDMA, the organization he founded in 1988 to ensure the future of white-tailed deer, wildlife habitat and our hunting heritage. Hamilton's involvement in wildlife management and conservation spans 40 years and includes research on black bear, working as a wildlife biologist for the Department of Natural Resources and educating hunters about sound deer and habitat management.

## PROPOSED NEW MEMBERS

**Tina Barzo**, Apt. 415, 102 Birch Ave, P.O. Box 5861, Banff, AB Canada T1L1G8. (H) 403-985-0992, (W) 403-760-1329, (F) 403-762-1551, tina.barzo@hotmail.com. Fifteen years experience in environmental communications work as leader of volunteer engagement for Banff National Park. Write for managers and staff as well as for local media and stakeholders, including volunteers, on all aspects of the program. (Stephan Andruski) Applying for Student Membership; sponsored by **Roger Brunt**.

**Alan J. Garbers**, 3380 W. Bain Rd, Martinsville, IN 46151. (H) 765-349-9921, (W) 317-607-7221, agarb84@bpl.coop. Monthly column, Indiana Outdoor News. Monthly and quarterly column, Muzzle Blasts. Upcoming articles in Indiana Game & Fish, Outdoor Guide Magazine, The Bird Hunting Report. (Dianna) Applying for Active Membership; sponsored by **Tom Berg**.

Steve Maanum, 347 East River Drive, Park Rapids, MN 56470. (H) 218-732-3447, (W) 218-280-6659, steve maanum@gmail.com. Teaches digital photography workshops through the public library system and the Minnesota Northwest Service Cooperative. Columnist, Boomers. Gives school presentations called "Get plugged into nature through writing and photography." Project coordinator for greater Minnesota with the state's Digital Photography Bridge to Nature project. (Deb) Applying for Active Membership; sponsored by **Lisa Densmore**.

**Larry J. Osmer**, 35 Clapp Ave., Weymouth, MA 02188. (H) 781-331-0941, (W) 617-719-9835, losmer@comcast.net, losmer@jm-a.com. Monthly columnist, The Outdoor Gazette; contributing editor, Bear Hunting Magazine; pro-staffer and staff writer, North American Safari TV show on the Sportsman Channel. Active member, New England Outdoor Writers Association. (Maryellen LaBelle) Applying for Active Membership; sponsored by **Mark Taylor**.

**Kyle Spradley**, Rural Missouri, 2722 E. McCarty St, Jefferson City, MO 65102. (H) 314-550-6387, (W) 513-659-3426, kspradley@ruralmissouri.coop. Field editor for Rural Missouri Magazine. Avid fisherman, kayaker and hiker, most of which influences his stories, and landscape and wildlife photography. Applying for Active Membership; sponsored by **Jason Jenkins**.

**Cole Tanner**, 207 N. Hazel Ave, Ames, IA 50010. (H) 641-430-5004, ctanner@iastate.edu. Full-time student at Iowa State University double majoring in journalism and environmental studies.

Freelance writer, intern with the Iowa Sportsman. Loves to hunt North American big game animals with recurve bows and share those experiences with others through writing. Applying for Student Membership; sponsored by Michael Buseja.

## ASSOCIATION UPDATE

### REINSTATED MEMBERSHIP

**Susan L. Ebert**, (Active Member) 3015 Falling Brook Dr, Kingwood, TX 77345. (H) 281-713-2684, sebert@austin.rr.com. Magazine publishing consultant, outdoor writer/photographer.

### CREDENTIALS REVIEWS

The following members have successfully passed the review of their member credentials:

**Rory Aikens**  
**Mike Anderson**  
**Bruce Cochran**  
**Gary E. Howey**  
**S. Chris Hunt**  
**Chandler Van Voorhis**  
**Bill Vanderford**  
**Reavis Wortham**

### CONTACT UPDATES

**Bob Lamb**, www.boblamboutdoors.com.  
**Eileen King**, eileenking1@gmail.com.

## OWAA members rewarded for recruitment efforts

Eleven members were rewarded for their recruitment efforts during the 2011 Membership Drive. Current members who were listed as sponsors for new OWAA members were entered in a drawing for product prizes donated by OWAA Supporting Groups.

- **Cliff Jacobson**, Hearing protection donated by **Altus/ProEars**.
- **Jeffery Williams**, Abu Garcia Revo STX baitcast reels and Abu Garcia Vendetta baitcast 7-foot medium action rod donated by **Pure Fishing**.
- **Thomas Pero**, Abu Garcia Revo STX

baitcast reels and Abu Garcia Vendetta baitcast 7-foot medium action rod donated by **Pure Fishing**.

- **Lisa Densmore**, Shakespeare LadyFish spinning combo kit donated by **Pure Fishing**.
- **Jason Jenkins**, Shakespeare LadyFish spinning combo kit donated by **Pure Fishing**.
- **Tony Dolle**, Abu Garcia Soron SX spinning reels and 7-foot medium action Abu Garcia Vendetta spinning rod donated by **Pure Fishing**.
- **Beau Beasley**, Abu Garcia Soron SX

spinning reels and 7-foot medium action Abu Garcia Vendetta spinning rod donated by **Pure Fishing**.

- **Charles West**, wool jacket donated by **L.L. Bean**.
- **Tom Berg**, Alpen 735 Spotting Scope Kit donated by **Alpen Optics**.
- **Tim Christie**, Smith & Wesson. Range Bag with S&M hearing and eye protection, watch and logo gear (shirt and hat) donated by **Smith & Wesson**.
- **Mary J. Nickum**, OWAA Conference Package: four hotel nights and full conference registration donated by OWAA.

# SKIP the JUMP

**BY KRIS MILLGATE**

**IN THE EDIT BAY**

Put the shots in order, like this:

**C**redibility is instantly lost when I see a jump cut in someone's video production. When two action shots are edited back-to-back, the action should match. If it doesn't, it's a jump cut.

A jump cut has many looks. Most of them are wrong. Telling me it's done for artistic reasons is not convincing. Covering a jump cut with a dissolve effect isn't even considered a Band-Aid in my book.

A jump cut is a sign of poor editing skills. If there are no matching shots to use while editing, that's a sign of poor shooting skills. In the edit bay, you can only use what was shot in the field. In other words, editing a solid action sequence starts in the field.

I'll use fishing footage as our example. Point your browser to [www.tightlinemedia.com/production-services/video-samples.html](http://www.tightlinemedia.com/production-services/video-samples.html) and watch the clip, "OWAA fishing sequence." It should be at the top of the playlist.

In the first medium shot, the fly-fisherman starts casting. In the next medium shot, he's suddenly reeling in a fish. There's a jump in the action; a jump cut. It's uncomfortable to watch.

Instead, build a sequence.

A series of actions takes place between the first cast and setting the hook. Shoot that sequence during a few castings and hookings, then edit them all together as one casting-and-hooking event.

It may take an hour to shoot even though the finished product takes just a few seconds to watch. But it will look so much better.

**IN THE FIELD**

Think through the steps involved with the action you are shooting. Consider each step a shot and create a mental shot list of those steps. Change the angle of your shot every time you get to another step. Steps don't have to be shot in order. They just have to be edited in order.

Here's a list of shots used in the example fly-fishing sequence:

1. Wide establishing shot of casting.
2. Medium shot of casting and stripping line.
3. Close-up shot of stripping line.
4. Wide shot of stripping line and laying line.
5. Close-up of angler's head while casting and setting hook.
6. Medium to wide shot of setting the hook.

Your prepared mental list of shots will probably not be shot in order. Get the shots when you can. Put them in order later. If you wait for the shots to happen in order, you will either miss them or it will take two hours, instead of one, to get the footage you need.

SHOT	FIRST FRAME OF VIDEO CLIP	LAST FRAME OF VIDEO CLIP
1. Wide shot.	Fisherman is casting.	Back casting.
2. Medium shot.	Fisherman is still back casting.	Strip line, hand going down.
3. Close-up shot.	Hand about to reach back up.	Hand stripping line down.
4. Wide shot.	Hand reaches up to strip line again.	Laying line forward.
5. Close-up shot.	Laying line forward.	Pulling rod back to set hook.
6. Medium to wide shot.	Setting hook.	Bringing fish in.

Take a look again at the final product. The action in the fly-fishing sequence is edited in perfect order from frame to frame. No jump cuts.

Really watch the fisherman's arm movements, along with the fly rod. The action is an exact match from shot to shot. If he is casting back when the first shot ends, he should still be casting back when the second shot starts.

Casting is an easy one-camera sequence to build with several different shots because the action is repetitive. Repetitive action gives you plenty of chances to change angles while you are shooting without interrupting the flow of action when it comes time to edit.

Now all you have to do is hold a camera steady in waist-high rushing water, concentrating on the fisherman rather than the fishing.

By the way, the fisherman in this sample footage is Todd Lanning, South Fork Outfitters manager. He is an excellent guide on the South Fork of the Snake River in Idaho. He puts me in fish consistently. The rule is no rod for me until the story is shot. Sometimes that rule makes me work really fast. ■



*Kris Millgate is a freelance multimedia journalist based in southeast Idaho. She has been a member of OWAA since 2009. Contact her at [kris@tightlightmedia.com](mailto:kris@tightlightmedia.com).*

## BRIEFLY...

**Everyone is talking about “the cloud.” But what does that mean?**

The concept of cloud computing comes from the existence of data and applications on a “cloud” of Web servers.

With cloud computing, computer software and hardware is accessible over the Internet without the need to have any specific knowledge of the infrastructure used to deliver the resources.

Cloud computing can be compared to an electric company, in that you don’t have to know exactly what they do on their end to make the lights go on when you flip the switch.

Cloud computing is managed software or services that reside on the Internet at no cost, pay-per-use or by subscription or monthly fees to users. The services are provided to you by someone else who manages those services.

Businesses host an application on the cloud, taking responsibility for that application’s availability and performance. Dropbox would be an example of one of these applications.

These private clouds contain your data — like pictures, documents and videos, in the case of Dropbox — and is accessible anytime on any device.

For more info about the cloud, including pros and cons, and details about cloud computing security, read the Editor’s Blog at [www.owaa.org/ou/category/editor-blog](http://www.owaa.org/ou/category/editor-blog).



# Dropbox:

## Your digital do-it-all duct tape

BY PAUL QUENEAU

*Get at your documents anywhere, create instant photo galleries, deploy large-file downloads — you name it — Dropbox is a multi-tool for outdoor communicators.*

**M**uch as I enjoy some modern creations, I remain a staunch fan of simplicity.

Since I started using it about a year ago, a little app called Dropbox ([www.dropbox.com](http://www.dropbox.com)) has excelled at making my work as a magazine editor a good bit simpler. And like its relatives, the Swiss Army knives and duct tape, I keep finding new ways to use it.

Whether you’re on a PC, a Mac, an iPad, iPhone, Android or some combination thereof, Dropbox is a quick and easy install. It provides two gigabytes of storage space for free, and once you create a login and password, you will have Dropbox folder on your computer’s desktop.

This folder will then appear on every computer you install Dropbox on, continually syncing your files between them all, fast and without fanfare. Since these files are saved in “the Cloud,” you can access them by logging on to Dropbox’s website from any computer with an Internet connection. It’s also worth noting that on mobile devices, files aren’t downloaded until you ask them to be, in order to save disk space and bandwidth. I’ve begun using my Dropbox as my main documents folder so I can get at anything, anytime, from anywhere.

But its utility runs deeper still. If I place a folder of images in my Dropbox Photos folder, it creates an instant Web gallery that I can share with anyone I choose. I simply right-click (or control-click on a Mac) on the image folder in question, copy the Dropbox gallery link, and then paste it into an e-mail. The gallery Dropbox provides is clean and simple, complete with thumbnails, fast-

loading medium-resolution sample images and a link for downloading the full-size master photo. Since it’s not linked off any public website, it can act as a secure gallery for shopping your photos out to others.

Also, I’m often tasked with distributing large video files to people who aren’t familiar with FTP sites. I recently figured out that all I need to do is put the files in my Dropbox’s Public folder. I can then right-click on the file and choose “Copy Public Link,” paste it in an e-mail, and anyone who I send the link to can download the file with one click, even if its 100 MB or larger.

When I’m collaborating with another Dropbox user on a project where I need to share documents and files, I just invite them to a shared folder, which will then appear in their Dropbox as well and keep itself constantly synced when either one of us updates a file in that shared folder. Dropbox even keeps a 30-day backup of previous document versions on its servers in case you run into trouble.

If you have files you need to assure stay secure, Dropbox meshes perfectly with 1Password, a fabulous and award-winning application available for smart-phones, macs and PCs that will allow you to not only keep track of all your Internet passwords in a super-secure manner, but also lock down any computer files and folders of your choosing.

Best of all, Dropbox does it all without any complicated set-ups or ads getting forced upon you. I’ve yet to see it jumble up versions of a document, crash, or do anything but work flawlessly and seamlessly. All for free. Tough to beat. ■



*Paul Queneau grew up in Colorado hunting, fishing and backpacking. He started with the Rocky Mountain Elk Foundation’s Bugle magazine as an intern and is currently the conservation editor. Contact him at [pqueneau@RMEF.org](mailto:pqueneau@RMEF.org).*

*More tech tips can be found online at [www.owaa.org/ou](http://www.owaa.org/ou)*

# Strategically planning for success

**BY STEVE BUDNIK**

**W**ith few exceptions, we all lead excessively busy lives. Demands of our time during the course of any given day are usually too numerous to mention. By going through the process of strategic planning, the act of making important choices can be made easier. Done correctly, it is tool for identifying the best path to your future and the most efficient way to get there.

When most of us think about the strategic planning process, we usually think in terms of organizations we've been a part of. However, strategic planning also provides real benefits for individuals.

Taking stock of your goals will call for a certain amount of serious brainstorming. This can be difficult regardless your age and whether you are a full or part-time outdoor communicator. Strategic planning, at the very least, will provide a base from which progress can be measured.

In short, strategic planning is a structured effort to guide you through fundamental decisions and actions during day-to-day activities without losing sight of larger goals.

We usually think of organizational strategic planning as a rather formal process. For many, it brings to mind an image of executives gathered around a big table, surround by white boards and magic markers. Truth be told, strategic planning from an individual standpoint can be a rather informal affair.

Set goals. Do you work full time at this business? Does timely payment of the monthly bills or your kid's college tuition depend on your monthly productivity? Or

perhaps you've arrived at that stage in your life where producing the occasional article provides you with beer money or that new fishing rod.

The amount of time you might spend on strategic planning should probably incorporate the number of hours you work each week. As you prepare your strategic plan, you need to look at desired outcomes. What results am I looking for? You must also look at potential benefits. Why is this important to me? Next, you have to look at possible barriers. What might prevent me from being successful?

Resources must also be examined. This could be equipment, finances, time, or a myriad of other things. What support do I have to help me achieve my goals? Finally, your plan must have an evaluation component. How will I know if and when I reach my goals?

The strategic planning process generally contains five primary steps.

Step one: Simply deciding whether you're truly ready for the process. Each of us carries, to some degree, the "I can muddle through this somehow" gene.

If you have determined that you are achieving maximum efficiency at the level of production you desire, you are done. No need to waste precious time. Proceed to your next project or task.

However, if you see some need for improvement, you should continue with a strategic plan.

Step two: Develop a vision statement for you and/or your business. Where do you want to go as an outdoor communicator? This can take a great deal of thought and, again, it will differ depending on where you

are with your life and career. It has been said that a vision statement should fit on the back of a business card. It's also called the elevator speech, a 30-second spiel about you, your business, your goals, etc.

Step three: Assess your current situation. Are you happy doing what you're doing now? Full-time or part-time employment would be a consideration here. Or are you a newspaper guy itching to get into radio work? Looking at potential changes is what you want to do at this stage.

Step four: Develop goals and strategies with measurable intermediate objectives based on your vision and current situation. These goals may be short-term or long-term, with short-term generally being thought of three years or less. The operative term here is measurable; you must be able to see your progress or lack thereof in both the short-term and long-term.

Step five: Write it all down. It may be relatively short and sweet, but writing your plan on paper commits you to a certain degree of ownership.

In summary, no strategic plan is ever really finished. Properly done, they are living, breathing documents that change and need continual updating as our lives and careers evolve. ■



*A member since 2009, Steve Budnik covers fishing and fisheries research, as well as conservation, natural resources and environmental issues. Contact him at [skbudnik@yahoo.com](mailto:skbudnik@yahoo.com).*



**Great idea?!**  
Send money-making tips to [aschroeder@owaa.org](mailto:aschroeder@owaa.org).

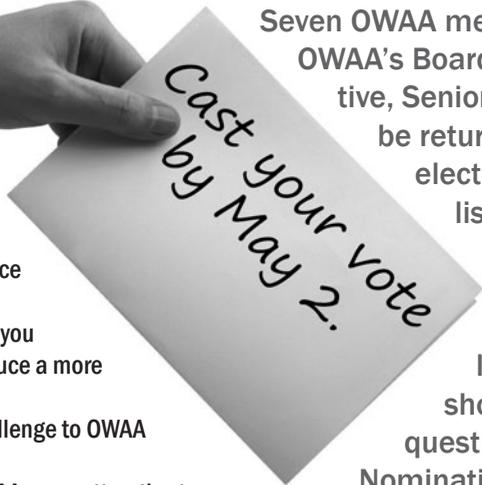
**Outdoors Unlimited needs your help. Seeking craft improvement articles, business advice and technology tips.**

# BOARD CANDIDATE PROFILES

## QUESTIONS:

1. Why do you want to run for a seat on OWAA's Board of Directors and what do you feel you can bring to the governance of the organization?
2. How many OWAA conferences have you attended and what can OWAA do to produce a more meaningful conference program?
3. What do you see as the biggest challenge to OWAA today?
4. What are your ideas for making OWAA more attractive to prospective new members and for retaining longtime members?

Seven OWAA members are running for three seats on OWAA's Board of Directors. Ballots will be mailed to all Active, Senior Active and Life members in April and must be returned to OWAA headquarters by May 2. The election will be held May 6. Results will be published in *Outdoors Unlimited* and on the main OWAA website. Three elected candidates will begin serving three-year board terms on July 11, 2011. Candidates are listed by lottery drawing. They were asked to submit a short biography and answers to the same four questions, which were drafted by OWAA's Board Nominating Committee.



### CHRIS HUNT

**Residence:** Idaho.  
**Years of OWAA membership:** Four.  
**Conferences attended:** Five.  
**Committees:** None, though he has judged contest entries in the past.



CHRIS HUNT

Chris Hunt is a freelance writer and the communications director for Trout Unlimited's Sportsmen's Conservation Project. He lives in Idaho Falls, Idaho, with his wife, Liza, and two children, Delaney, 12, and Cameron, 8.

**1. Why do you want to run for a seat on OWAA's Board of Directors, and what do you feel you can bring to the governance of the organization?**

Over the years, I have become very fond of OWAA and its membership. Not only has membership in the organization helped me professionally, but I've developed some wonderful friendships within the organization that mean the world to me. It's time I gave back to the organization, and I have the needed energy and the perspective I think is needed to help steer OWAA through these challenging and changing times.

**2. How many OWAA conferences have you attended, and what can OWAA do to produce a more meaningful conference program?**

I've attended five conferences in a row, beginning with Lake Charles, La., in 2006. In my opinion, each subsequent conference has offered quality content to its members, but, with the media landscape changing more and more every year, OWAA's offerings to members at conference need to be adaptive and diverse. I work with the media every day, both as a freelancer and as a communications professional, so I see its continual metamorphosis into something much more nebulous than many of us are truly comfortable with. Offering more and varied content geared toward educating the traditional outdoor communicator in the ways of digital and online media is vital. Additionally, welcoming those who are already traveling the digital media path into our fraternity is important, both for the credibility of those communicators, and for the future of OWAA.

**3. What do you see as the biggest challenge to OWAA today?**

My experiences with OWAA have led to quality relationships with legends in our field, and I'm grateful for that. That said, OWAA is an aging organization that needs to focus much of its attention on attracting younger members who are likely engaged in non-traditional communication with outdoor media consumers. I love and respect our tenured and senior members, and I've learned a lot from them. We need to introduce a new generation of communicators to these legends in our field before we miss that opportunity.

**4. What are your ideas for making OWAA more attractive to prospective new members and for retaining longtime members?**

Both challenges involve education. First, we need to help long-time members take the leap into the digital age, and I've been encouraged to see some of our more heralded, long-time members do exactly that. Enlisting their newfound expertise to encourage other members to embrace new media would speak volumes of OWAA's efforts to adapt to a changing media landscape. Additionally, providing more content geared toward new media, and marketing that content online and at conference, would likely attract attention from prospective members. ■

### GARY HOWEY

**Residence:** Nebraska.  
**Years of OWAA membership:** 20.  
**Conferences attended:** Six.  
**Committees:** None.



GARY HOWEY

Gary Howey is president of Outdoorsmen Productions LLC, with expertise in print, radio, television and public relations. He is producer and host of the *Outdoorsmen Adventures Television* series, and an outdoor columnist for

CONTINUED ON PAGE 17

**CANDIDATE PROFILES**

CONTINUED FROM PAGE 16

publications in Nebraska, South Dakota and Iowa. Howey is a former executive director of the Association of Great Lakes Outdoor Writers.

**1. Why do you want to run for a seat on OWAA's Board of Directors, and what do you feel you can bring to the governance of the organization?**

I feel that becoming a board member of OWAA would be a great honor and that I could help membership grow as I've dealt with membership recruitment and retention while serving on numerous state and regional boards.

**2. How many OWAA conferences have you attended, and what can OWAA do to produce a more meaningful conference program?**

I've attended six OWAA conferences and feel that networking at these conferences has helped expand my outdoor-related business. Giving attendees numerous opportunities prior to, during and after the conference to develop stories and take photos is important. This produces a more meaningful program and attendance will increase.

**3. What do you see as the biggest challenge to OWAA today?**

The largest challenge I see is membership. We need to emphasize everything that OWAA has to offer, including the opportunity to learn more about outdoor communications from some of the top outdoor communicators in the industry.

**4. What are your ideas for making OWAA more attractive to prospective new members and for retaining longtime members?**

I feel that in order to attract prospective members, we need to make a big push for younger members. We can do this by emphasizing internship programs and working with high schools and colleges. We need to give younger individuals the opportunity to see all that's involved in the outdoor communication business. ■

**BRUCE COCHRAN**

**Residence:** Kansas.

**Years of OWAA membership:** 17.

**Conferences attended:** Nine.

**Committees:** Chair of ad hoc committee to suggest changes to EIC rules; member of ad

hoc committee to revise 2012 EIC rules.

**Bruce Cochran** graduated from University of Oklahoma in 1960 with bachelor's degree in design. He has worked as a freelance cartoonist, illustrator and humor writer since 1962. Cochran drew "Fun 'N Games with Cochran," the daily sports cartoon in USA Today from 1983 to 1991. He also has 11 cartoon and humor books in publication. Cochran is a hunter of ducks, deer, turkey, and pheasants, and fishes for trout, bass and crappie. He is a life sponsor of Ducks Unlimited and a lifetime member of NRA. He is also a member of Delta Waterfowl, Pheasants Forever and Outdoor Writers of Kansas. Cochran has lived in Prairie Village, Kan., since 1964. He is married, has two children and four grandchildren.

**BRUCE COCHRAN**

**1. Why do you want to run for a seat on OWAA's Board of Directors, and what do you feel you can bring to the governance of the organization?**

I want to run for a seat on OWAA's Board of Directors because, as a cartoonist, illustrator and humor writer, I know I can bring a fresh viewpoint to the board.

**2. How many OWAA conferences have you attended, and what can OWAA do to produce a more meaningful conference program?**

I've attended nine OWAA conferences. I think our conferences can become more meaningful if we get back to focusing on the craft of writing. I say that from the viewpoint of a writer. I'll leave it to those who work in other fields to comment on photography, radio, video, etc. I get the impression that our focus has shifted to the technical aspects of our craft such as blogs, websites, and computer programs. These sessions are important and I've learned a lot from them but none of this will do you any good if you don't write well. Focusing more on the basics would be especially helpful to younger members who are just getting started in our profession.

**3. What do you see as the biggest challenge to OWAA today?**

I think the biggest challenge facing OWAA today is retention of membership and recruitment of new members.

**4. What are your ideas for making OWAA more attractive to prospective new members and for retaining longtime members?**

We can make OWAA more attractive to prospective members by advertising and recruiting. When we come into contact with others in our field who aren't members we should tell them about the benefits we derive from OWAA membership. Recruiting more young members would be especially helpful. I would also like to see OWAA play an advocacy role by offering help to members who are having payment and rights issues with publishers. This would be a valuable asset that could entice non-members to join us. ■

**MARY J. NICKUM**

**Residence:** Arizona.

**Years of OWAA membership:** 11.

**Conferences attended:** More than 10.

**Committees:** Co-chair of 2011 EIC rules committee; Education; National Affairs and Environment; Norm Strung Youth Awards; Officer Nominating (2006); Contests; ad hoc committee to revise 2010 EIC rules.

**MARY J. NICKUM**

**Mary J. Nickum** is a retired librarian, who is now an editor and freelance writer of fish culture-related articles. Her primary focus is on science for the public. She currently edits the World Aquaculture magazine. Mary's articles on aquaculture topics are published in: Hatchery International, Aquaculture Magazine, Northern Aquaculture and Fish Farming News.

**1. Why do you want to run for a seat on OWAA's Board of Directors, and what do you feel you can bring to the governance of the organization?**

I want to run for a seat on the Board of Directors to continue and strengthen the progress OWAA has made in recent years. I bring experience from serving on other organizations' boards, committee experience on the OWAA Board (2009-2011), and my experience of more than 15 years in the publication industry.

CONTINUED ON PAGE 18

## CANDIDATE PROFILES

CONTINUED FROM PAGE 17

### 2. How many OWAA conferences have you attended, and what can OWAA do to produce a more meaningful conference program?

I have attended more than ten OWAA conferences. Meaningful conference programs need to reflect the interests of the membership, including how-to sessions, latest trends in outdoor media and communication, and training sessions on the latest software and other information relevant to writing and publishing.

### 3. What do you see as the biggest challenge to OWAA today?

I see the biggest challenge to OWAA today to be remaining a viable, helpful organization in light of the current national economic downturn. This would include attracting new members.

### 4. What are your ideas for making OWAA more attractive to prospective new members and for retaining longtime members?

Attracting new members is the responsibility of and a challenge to all current members. To improve recruitment and retention of members, OWAA must provide value-added services for members, keep dues at a level that is financially feasible for freelancers, and focus on information and skill-building that increases the potential for higher-quality work that in turn pays higher monetary returns. OWAA should develop a system of incentives and rewards for members who recruit new members. Board members should use their status to recruit sustaining members from their professional circles. ■

## RANDY ZELLERS

**Residence:** Arkansas.  
**Years of OWAA membership:** Seven.  
**Conferences attended:** Six.  
**Committees:** Technology (2006).

Randy Zellers has served with the Arkansas Game and Fish Commission as managing editor of Arkansas Wildlife magazine for seven years. His duties include writing and editing many other publications, such



RANDY ZELLERS

as regulations guidebooks, brochures and biological reports. Before coming to Arkansas, Zellers was a copywriter for Cabela's in Sidney, Neb., for three years. He holds a bachelor's degree in forestry/wildlife management from Mississippi State University and a master's degree in public relations from The University of Southern Mississippi. He also is a member of the National Association of Government Communicators and the Association for Conservation Information. His passions are fishing, bowhunting and small game hunting.

### 1. Why do you want to run for a seat on OWAA's Board of Directors, and what do you feel you can bring to the governance of the organization?

I believe I can be an asset to OWAA by offering my expertise in journalism. As an editor who receives articles and a writer who works with other editors, I can see the relationship from both perspectives.

### 2. How many OWAA conferences have you attended, and what can OWAA do to produce a more meaningful conference program?

Of the six OWAA conferences I have attended, I have been pleased overall with the programs. However, I do see room for improvement, especially in the area of craft development. The Goldenrod Writing Workshop is a step in the right direction, but I would like to see more focus on nuts-and-bolts writing, photography and videography at the conference. Topics such as "how to query editors" are important, but a successful sales pitch means nothing if the product is lackluster. Another area that has deteriorated since my first conference in Spokane is the networking opportunity for members. We need more editors, producers and business managers to attend the conference. Without these contacts, members can't sell articles and feature products of our sponsors.

### 3. What do you see as the biggest challenge to OWAA today?

The biggest challenge facing OWAA is still dwindling numbers. At 35, I am among the youngest members at the conferences I attend. We are not attracting younger members to pick up the torch when we move on. There will always be a market for professional writers, photographers and videographers, regardless the medium. If we focus on newer, younger membership, they can bring the rest of us up to speed on the technology end of the evolving business model.

### 4. What are your ideas for making OWAA more attractive to prospective new members and for retaining longtime members?

We make it too hard to join OWAA. We offer student memberships at discounted rates, but we offer nothing to the person who is trying to get on their feet. We should look at an apprenticeship program where a person who doesn't have a solid foothold in their career may receive member benefits for two years before they have to submit qualifying credentials. Nothing breeds loyalty like true mentoring when a person needs it most. I think the membership drive was a step in the right direction, but the members gained would either have been students or people who already had solid careers. More membership makes the organization more attractive to prospective editors, publishers and producers, and they are the key to retaining members and sponsors. ■

*[Editor's note: In the past, OWAA had an Apprentice membership category. In 2008, the OWAA membership voted to eliminate this category. Refer to the March 2008 issue of OU for details about that bylaws change.]*

## JOHN HAYES

**Residence:** Minnesota.  
**Years of OWAA membership:** Four.  
**Conferences attended:** Four.  
**Committees:** "I have served on one committee in the past two years and unfortunately there was no participation for it."



JOHN HAYES

John Hayes lives in northern Minnesota with my wife and two children, one at home and one in college. I have been writing deer hunting articles, human profiles and historical hunting articles for 13 years. In 2006, I wrote a short 100-page booklet on participating in historical events. It was for a very narrow audience but it was my first taste of self-publishing. I am currently working on my second book on the subject of muzzleloading firearms. I am a graduate of the North American School of Outdoor Writing headed by Roger Brunt. I have also been an attorney for 20 years and I am winding down various parts of my practice

CONTINUED ON PAGE 19

## CANDIDATE PROFILES

CONTINUED FROM PAGE 18

so I can devote more time to my writing and growing a small retail business.

### **1. Why do you want to run for a seat on OWAA's Board of Directors, and what do you feel you can bring to the governance of the organization?**

I want to run for a seat on OWAA's Board of Directors because I want to be involved in the governance of the organization. Nearly everyone has something to contribute and should see it as a duty to pitch in.

I have been an OWAA member for four years, but feel I can bring the views of a "new member" to the attention of the board. My experience with four other boards goes back 22 years and comprises countless committees. That experience has forced me to make decisions based upon the integration of short-term and long-term goals with the overall mission of the organization.

### **2. How many OWAA conferences have you attended, and what can OWAA do to produce a more meaningful conference program?**

I have attended four conferences in four years. I have most appreciated the opportunity to meet with various editors and confer with peers who write books. Obviously, everyone who is serious about attending any conference wishes for at least one precious nugget of experience, insight, connection or a new friendship. I dare say the success of any conference may be judged by how many nuggets any attendee has found. The real goal is that any attendee finds all these and more, and has fun doing it.

In Rochester, I learned how to create a website which is akin to establishing a home and inviting in everyone who is interested.

### **3. What do you see as the biggest challenge to OWAA today?**

Today I see the biggest challenge for OWAA being the relevance of print media. Will communication occur in the form of stories and experiences, photos and art that will continue to capture the attention and imagination from young teenagers to octogenarians?

We still need well-developed stories. We can always learn from the experiences, good and bad, of others. However, getting those themes into electronic media without it degrading into a quip or sound bite is the real challenge.

### **4. What are your ideas for making OWAA more attractive to prospective new members and for retaining longtime members?**

No one can deny that OWAA must compete more aggressively for the attention of all generations. I believe getting that attention is based upon a mutual interest in being successful. Any member should feel they cannot do without the benefits of membership. One of the biggest benefits should be that OWAA members are proven to be successful. ■

## RORY AIKENS

**Residence:** Arizona.

**Years of OWAA membership:** 10.

**Conferences attended:** Two.

**Committees:** "None – have volunteered, never selected. I have judged contests at the behest of both Bob Hirsch and Ann Hirsch."



RORY AIKENS

Rory Aikens is a veteran journalist who has worked for the Arizona Game and Fish Department for more than 20 years as a public information officer. He also worked community newspapers for a dozen years.

"Even with Game and Fish, my purpose is always to inform my readers to the best of my ability. I have not been a newsman working for a wildlife agency, but a journalist working his craft for the agency. To me, there is a significant difference," Aikens said.

Aikens has served on as a board member for the Western Outdoor Writers Association during its brief existence and was one of the founding members. He has also served on the Arizona Press Club Board of Directors and was the president of the Northern Arizona Chapter of the Society of Professional Journalists for two years.

"While with the Press Club and the SPJ, I was in charge of setting up workshops for journalists, but also worked closely with Arizona's three universities," he said.

Aikens also served for two years on the Lumberjack (student newspaper) board at the Northern Arizona University.

Aikens' freelancing career, though, stretches way back. His first published outdoor article was in 1966. He still writes for periodicals, but scaled back in the past year

to work on a major book project.

He is currently working with Arizona Highways Magazine on an Arizona fishing guide book, in collaboration with the Game and Fish Department. The book is due out in December 2011.

### **1. Why do you want to run for a seat on OWAA's Board of Directors, and what do you feel you can bring to the governance of the organization?**

It's time to serve again. The communication world is changing rapidly. Not only do we need to keep pace with continually emerging technologies as communicators, but as an organization serving writers OWAA also needs to not just keep pace, but help its members do so as well. I already see that happening.

### **2. How many OWAA conferences have you attended, and what can OWAA do to produce a more meaningful conference program?**

I have attended two conferences. It's a constant challenge to make the emerging technologies work for us rather than against us. As a board member, I would like to help find ways to meet those continuing challenges and opportunities.

### **3. What do you see as the biggest challenge to OWAA today?**

The continual loss of outdoor sections and columns in newspapers across the country and the move to more digital communications is creating a whole new world out there for outdoor journalists. The biggest challenge for OWAA is helping its membership turn the emerging challenges into opportunities.

### **4. What are your ideas for making OWAA more attractive to prospective new members and for retaining longtime members?**

We need to reach out to the new breed of outdoor writers, who are often bloggers and the like, while still meeting the needs of the traditional outdoor writers. It's a tough balancing act, and not always a comfortable one. ■



**Editor's note:** At its summer and winter meetings, the board of directors approved the following proposed bylaws amendments for a vote in the May 2, 2011, board of director's election. The ballot will include 2011 board candidates as well as the following proposed bylaws amendments. Active, Senior-Active and Life members should return ballots before the May 2 election. Members are encouraged to post comments at [www.owaa.org/ou](http://www.owaa.org/ou).

■ **Bylaws proposed change No. 1 (elimination of Third Vice President)**

The OWAA Board of Directors, by vote on June 9, 2010, proposes the following changes to the OWAA Bylaws, in order to eliminate the office of Third Vice President. All changes are to take effect prior to election of officers during July of 2011 except that for that single election the person serving as Third Vice President may be elected as Second Vice President without regard to the procedures described in paragraph 8.2.

(1) Paragraph 8.1 be amended by deleting the following:

“A Third Vice President, who shall perform the duties of the President in the absence of the President, First Vice President and Second Vice President, chair the Sections Committee, and assist the Second Vice President by serving as assistant chair of the Conference Program Committee;”

(2) The portion of paragraph 8.1 that describes the duties of Second Vice President be re-worded to read as follows:

“A Second Vice President, who shall perform the duties of President in the absence of the President and First Vice President and chair the Conference Program Committee and the Sections Committee;”

(3) In the last three sentences of paragraph 8.2, the word “Third” be replaced with “Second” at three places, so that such sentences read as follows:

“Nominations for all offices except Second Vice President, Secretary and Treasurer may be made orally at the time of the election. Nominations for Second Vice President, Secretary and Treasurer may be made only (a) by the Officer Nominating Committee in a report to the Bo

□  
the election. All nominees for Second Vice President, Secretary and Treasurer must submit to and pass a credentials review of their qualifications for membership in OWAA before the election.”

(4) In paragraph 9.2, the description of the Officer Nominating Committee be re-worded to read as follows:

“An Officer Nominating Committee, which shall be composed of Directors in their second year on the board and shall make nominations for the offices of Second Vice President, Secretary and Treasurer;”

■ **Bylaws proposed change No. 2 (relating to standing committees)**

The OWAA Board of Directors, by vote on Jan. 10, 2011, proposes the following changes to the OWAA Bylaws, for the purposes of clarifying som

□  
action of the President, except that Board approval will still be required for the President's selections for members and chair for the Board Nominating Committee and for members of the Finance Committee.

(1) The first sentence of paragraph 9.2 shall be changed to read as follows:

“9.2 There also shall be the following committees, the members and chairs of which, except where indicated, shall be appointed by action of the President alone, to be accomplished simultaneously with assuming office. No employee of OWAA or any of the counsels of OWAA shall serve as a committee chair.”

(2) The subparagraph of paragraph 9.2 dealing with the Awards Committee shall be changed to read as follows:

“An Awards Committee, chaired by the immediate past President, which shall supervise the selection of the recipients of the J. Hammond Brown Memorial Award, the Jade of Chiefs Award and the Excellence in Craft Award, and any other such awards (as distinguished from contests) that may

□  
past recipients of that award;”

(3) The subparagraph of paragraph 9.2 dealing with the Board Nominating Committee shall be changed to read as follows:

“A Board Nominating Committee, which, as described in paragraph 7.2, shall be responsible for making nominations for election to the Board in

□  
proved by the Board;”

(4) The subparagraph of paragraph 9.2 dealing with the Finance Committee shall be changed to read as follows:

“A Finance Committee, which shall supervise the finances of OWAA, oversee an annual review of the financial records, develop and maintain sound financial practices for the organization, help the Executive Director present and prepare the annual budget for board approval, create and implement a long-term board-approved strategy that ensures a financially healthy organization, recommend fiscal actions according to the financial status of the organization, and administer the Operating Fund and all property owned by OWAA except that within the control of the Endowment Trustees. The Finance Committee shall be composed of the Treasurer, who shall chair the committee, and four members appointed by the President and approved by the Board. The President may also appoint a professional investment counsel to serve on the committee. The Executive Direc

□  
for vote.”

(5) The subparagraph of paragraph 9.2 dealing with the Officer Nominating Committee shall be changed to read as follows if Proposed by-laws change No. 1 is approved, but if it is not approved, the word “Second” shall be replaced with “Third”:

“An Officer Nominating Committee, which shall be composed of Directors in their second year on the board, shall be chaired by one of them selected by the President, and shall make nominations for the office of Second Vice President, Secretary and Treasurer, all in accordance with paragraph 8.2;”

# OWAA Board of Directors Winter Meeting

## Memphis, Tenn. ■ Jan. 10, 2011

President **Tony Dolle** called the meeting to order at 8:57 a.m.

Secretary **Katie McKalip** called the roll. Present were Dolle, **Mike Walker**, **Bill Graham**, **McKalip**, **Lisa Densmore**, **Mary Nickum**, **Jason Jenkins**, **Matt Miller**, **Ty Stockton**, **Mark Freeman**, **Brett Prettyman**, **Paul Queneau**, **Bill Powell**, Robin Giner and Jessica Pollett. **Kris Thoenke** joined the meeting via conference call to discuss matters relating to finance and budget. **Bill Hilts Jr.** was absent. **John Nickum** attended as an observer.

*Moved (Graham/seconded Densmore) to excuse Hilts and Thoenke. Motion passed.*

*Moved (McKalip/Jenkins) to approve actions by the executive committee and the board since the last meeting. Motion passed.*

*Moved (McKalip/Queneau) to approve the June board meeting minutes as published with the correction that the record of the approval of the minutes for the prior meeting reads as follows:*

“Moved (Smith/Taylor) to approve the minutes of the previous Board meeting as published.” *Motion passed.*

Dolle briefly reviewed the agenda and stressed the need for efficiency during the day’s proceedings. He emphasized the need for follow-through by board members regarding activities in support of OWAA. He stated the necessity of increased transparency to the membership concerning board actions.

Giner presented the executive director’s report, which covered work undertaken by headquarters staff in recent months. She spotlighted partnerships being developed by headquarters and

Dolle that should help raise the OWAA’s profile. She closed with a summary of goals for 2011: Sell the condo, expand Goldenrod and educational opportunities for members, balance the budget while sustaining member benefits, and grant-writing and development activities by headquarters.

Giner followed her report with an update of the condo sale.

### STANDING COMMITTEES

#### Board Nominating —

Walker summarized the state of the slate of candidates. Seven have been formally nominated. Densmore suggested that future nominees be solicited by methods such as headquarters surveys and that unelected nominees from one year be asked to run the following year.

#### Conference Program —

Taylor reported good progress on the conference program and complimented the efforts of Conference Planner Pollett and Local Chair Prettyman. He cited solid support from Salt Lake City and Snowbird. He mentioned the gorgeous setting and attractive Western location. He pointed to the challenges of fitting the traditional conference program into the new, shorter, three-day format. The slate of sessions is coming together and has a strong focus on hands-on workshops. Breakout Day’s name is being changed to “Demo Day,” and the event will emphasize member participation and opportunities to try out equipment and gear. The shooting range is a top-rate facility that will be open to exclusive use by OWAA members on the day of the event. Prettyman lauded the support of local staff members

and proposed a format for pre/post trips whereby supporters would “sponsor” an already-established trip. Taylor added that a new conference event, a round-table lunch, will offer informal opportunities for attendees to learn about current events from lunch participants. Various board members expressed support of this activity. Prettyman proposed that headquarters make a point of sharing with the membership articles that result from annual conferences.

**Contests** — Freeman cited an “interesting” experience chairing this committee. While many agreed to serve as contest judges, other members remain angry about the contest restructuring. Giner stated that numbers of entries are only a third of typical numbers at this point in the year. Prettyman described a frustrating and ultimately unsuccessful initial experience attempting to submit his contest entries; he thanked Giner for extending the deadline in response to member difficulties. Giner responded that headquarters is trying to acknowledge problems and accommodate members’ submissions by whatever means possible. Taylor replied that an ad hoc committee to address members’ concerns has been convened and will work to implement changes to the revised contest rules. Freeman compared the EIC contests to the print OU: Contests are the primary means for a subset of members to connect specifically with the OWAA; their interests should be considered. Dolle affirmed that necessary changes would be made.

#### Officer Nominating —

McKalip reported that candidates

for treasurer are being sought, as well as candidates for third vice president (in consideration of the fact that the membership could vote to eliminate this office in May).

### AD HOC COMMITTEES

#### EIC Rules Revision —

Dolle reported that copious comments were submitted by members regarding this committee. Additional members’ input and involvement would be sought in the months to come.

#### Marketing —

Dolle solicited comments on John Beath’s proposal for a “citizen journalist” membership category. Board members weighed in with opinions on the pros and cons. Miller re-emphasized the need for an OWAA strategic plan to help answer questions like this that relate to the shape of the OWAA membership; we must define who we want our membership to be. Taylor feels that the OWAA should do a better job of reaching these potential members through the already-established associate member category. Dolle commented on the growing force that is new media and our obligation as a communicators’ group to utilize this community.

#### Member Recruitment —

Densmore reported that the committee fell short of its goal of 150 new members (70 new members joined OWAA). Board members who did outreach to lapsed members met with some success in recruiting renewals. Freeman suggested that outreach calls be scheduled for late November instead of during the summer. Graham wondered if a

CONTINUED ON PAGE 22

### BOARD MEETING

CONTINUED FROM PAGE 21

renewal deadline scheduled for a less- hectic time of year might facilitate increased renewals. Queneau suggested that we continue this approach in future years. Giner proposed embarking on a renewal drive, following headquarters' traditional purging of its member files in April, and leading up to the annual conference in July. Giner mentioned a conversation with a supporter during which he expressed his disappointment that members fail to forward clips in which they mention supporters' products. Giner suggested designating a supporter to be a liaison between other supporters and individual members.

(Dolle called for a lunch break at noon. He called the meeting back to order at 1:04 p.m.)

**Goldenrod Writing Workshop** — Densmore offered a glowing report of 2010's inaugural Goldenrod workshop. "I can't say enough about what a positive experience it was," she said. Support from instructors and headquarters staff and participation by attendees was superb. Giner reported that the event turned a modest profit (\$1,237). Densmore recommended repeating the event in subsequent years, keeping the classes small and the timeframe the same. She inquired about the possibility of accrediting the event; Giner confirmed that Pollett and her intern are investigating this. July 31-Aug. 6 are being considered as dates for the 2011 event.

*Moved (Queneau/Miller) to continue Goldenrod for another year. Freeman praised Densmore, her committee and headquarters staff for their hard work and a successful event. Motion passed.*

**Finance** — Thoemke joined

the meeting via conference call to deliver his treasurer's report and present the 2011 budget. Board discussion followed, and questions were asked about details in the draft budget.

*Moved (Graham/Nickum) to approve the budget as published. Motion passed.*

Thoemke outlined details of the headquarters building loan and board-approved plan to allocate profits from the expected sale of the OWAA property. He also stated that the OWAA does not have the luxury of unlimited time to devise a plan for addressing these deficiencies. He advised that a hard look be taken at the OWAA's member benefits and how those benefits meet the needs of members as a means of charting a path toward future actions.

Graham asked Powell about the board motion to allocate building-sale profits to a trustee-controlled fund: Are we locked into this plan, or can we deviate from our previous course of action? Powell replied that any changes to the motion passed last summer should be made in a revised motion before the sale of the property occurs. Densmore wondered why we would not choose to reinvest the profits into a new property to build equity and avoid paying rent. Walker advised against future investment in a condo-style property like the current building. Dolle reminded the board that, upon sale of the headquarters property, a plan for the profits must be in place.

Thoemke responded that the board could decide to reinvest them in another office space or reinvest elsewhere for a higher rate of return that could be obtained via property investment. Powell mentioned the option of replacing the motion passed last June with one stating that the board could retrieve a certain percentage of the fund following a majority vote; retrieval of

anything past that percentage would require a super majority.

Freeman suggested changing the name of the fund from "Building Fund" to "Real Estate Fund" to enable greater flexibility for future use of these monies.

*Moved (Densmore/Freeman) to replace the motion passed at the June 9, 2010, board meeting pertaining to application of proceeds of the sale of the present headquarters with the following:*

"The net proceeds of the sale of OWAA's headquarters condominium shall be placed with the endowment trustees in a segregated fund to be known as the OWAA Real Estate Fund, to be invested in accordance with instructions from this board or, in the absence of such instructions, in accordance with the trustees' current investment policy applicable to funds established under paragraph 13.8 of the bylaws. The OWAA board, by majority vote, may withdraw funds annually from the Real Estate Fund to meet expenses of a headquarters for OWAA or other purposes not more than 5 percent of the fund total as of Jan. 1 of that year and by a three-quarters majority may withdraw up to 8 percent of such fund total for such purposes or all of the fund for the purpose of purchasing real estate."

Discussion followed. Jenkins asked if the monies withdrawn could include principal as well as interest; Densmore acknowledge that principal could be included but that the long-term possibility of "chipping away" at this fund's principal is unlikely. Taylor asked why the 8-percent figure was specified in the motion; Densmore responded that this figure was chosen exactly to avoid diminished principal. The suggestion was made to include in the motion the condition that, by a unanimous vote, the board

could elect to remove the monies in their entirety to be used for a purpose other than purchase of property.

*Moved (Densmore/Freeman) to amend Densmore's motion as follows:*

"The net proceeds of the sale of OWAA's headquarters condominium shall be placed with the endowment trustees in a segregated fund to be known as the OWAA Real Estate Fund, to be invested in accordance with instructions from this board or, in the absence of such instructions, in accordance with the trustees' current investment policy applicable to funds established under paragraph 13.8 of the bylaws. The OWAA board, by majority vote, may withdraw funds annually from the Real Estate Fund to meet expenses of a headquarters for OWAA or other purposes not more than 5 percent of the fund total as of Jan. 1 of that year and by a three-quarters majority may withdraw up to 8 percent of such fund total for such purposes or all of the fund for the purpose of purchasing real estate. In addition, all of the Real Estate Fund may be withdrawn from the endowment trust by a unanimous vote of the OWAA board."

*Motion passed.*

### OLD BUSINESS

**Internet/Blogger Category for Membership** — Dolle will convene a working group to research this option and will report back to the full board at a later date.

**Supporting Group Classification** — Dolle and Walker will survey supporters regarding their views on the topic and report to board in July the results of their outreach. Graham provided his perspective on the history of this nomenclature and voiced the necessity of retaining the current structure.

CONTINUED ON PAGE 23

**BOARD MEETING**

CONTINUED FROM PAGE 22

**Youth Writing Workshop**

— Densmore reported on this endeavor, which was spearheaded by herself and former board member **Jim Smith** and followed a conversation that took place at the 2010 Rochester, Minn., conference. The workshop, which will be patterned after the OWAA's Becoming an Outdoor Communicator event, will take place on Feb. 26, 2011. It will be a half-day program to serve as a pilot program for an anticipated future series of similar workshops designed to foster the next generation of outdoor communicators. Giner mentioned that the Safari Club International had expressed interest in potentially supporting future such events.

**NEW BUSINESS**

**Change the requirement** of committee chairs and members to be approved by board vote — Dolle opined that, with certain exceptions stipulated in the bylaws, the OWAA president should have the prerogative to approve committees and mem-

bers without consulting with and obtaining approval of the full board.

*Moved (Freeman/Taylor) to adopt revised language as follows:*

“The OWAA Board of Directors, by vote on Jan. 15, 2011, proposes the following changes to the OWAA Bylaws, for the purposes of clarifying some language pertaining to committees and eliminating the need for Board approval of the committee members and chairs selected by action of the President, except that Board approval will still be required for the President's selections for members and chair for the Board Nominating Committee and for members of the Finance Committee.”

**[See page 20 for proposed bylaws changes.]**

Powell stressed that not subject to this change would be the Board Nominating Committee and the Finance Committee.

*Motion passed.*

**Reauthorize the payment** of interest only on the Restricted Endowment/Building Loan.

*Moved (Densmore/Stockton):*

The interest rate for the money “borrowed” from the trustees would be prime plus 1 percent, never to go higher than 5 percent nor lower than 1.5 percent. The rate would be reviewed, but not necessarily adjusted by the endowment trustees, annually on the anniversary date of the original loan. “Prime” will be determined by the bank where the OWAA holds its accounts.

*Motion passed.*

**Development of college chapters** of OWAA for students — Jenkins outlined a proposal to enable universities to establish student OWAA chapters. Local active members would serve as mentors. A pilot program could be launched at the University of Missouri. Giner mentioned that space could be allocated in OU to highlight the communications products of student members. Prettyman is interested in taking the “pilot” program to other colleges as soon as possible.

*Moved (Stockton/Nickum) that Jason Jenkins be allowed to start a student chapter of the OWAA at the University of Missouri. Motion passed.*

**2013 Conference Site Selection Report** — Pollett reviewed the selection process that led to Lake Placid, N.Y., being chosen as the site of the OWAA's 2013 annual conference. Densmore will serve as local chair. A newly built conference facility, low hotel room rates, and customizable transportation options (trolleys), along with unique shooting and breakout facilities, should contribute to a one-of-a-kind event. Airport options include Plattsburgh, N.Y.; Albany, N.Y.; Saranac Lake, N.Y.; Burlington, Vt.; and Montreal.

**Membership** — Dolle initiated a discussion concerning the need to increase member numbers by pointing to the 2011 budget and the correlation between our financial challenges and our dipping member numbers. He estimated that OWAA needs approximately 1,300 members to be sustainable. The commitment of board members also is critical to bolster recruitment efforts.

*Moved (Densmore/Taylor) to adjourn. Meeting was adjourned at 4:31 p.m. ■*

**BRIEFLY...****Registration open for Goldenrod Writing Workshop**

The Goldenrod Writing Workshop will be July 31-Aug. 6 in Missoula, Mont., at The University of Montana.

Registration is limited to 30 students on a first-come, first-serve basis. Application deadline is June 1.

Apply today to secure you spot in this highly-valued workshop. Know someone who could benefit from this workshop? OWAA membership not required.

Download the PDF application at [www.owaa.org/2011-goldenrod-writing-workshop-application.pdf](http://www.owaa.org/2011-goldenrod-writing-workshop-application.pdf).

**Donations much appreciated**

February brought monetary gifts from generous donors. These tax-deductible donations are dedicated to funds designed to boost OWAA efforts ranging from education programs to reducing the loan on our headquarters building. For details about OWAA funds, contact OWAA headquarters at 406-728-7434.

**MADSON FELLOWSHIP FUND**

Gretchen and Roger Batz  
Harriet Choice  
Tim Christie  
Robert and Julia Crivello  
Michael and Susan Doucleff  
Harlan and Rita Draeger  
Josie and Paul Draeger  
Ruth Gwillim  
Marjorie Lee Hallett  
Jean Hauck

Alexander and Ruby Mackay  
Sarah Jane McClintock O'Neill  
J. Patrick and Irene McLaughlin  
Douglas and Stephanie Mendenhall  
Robert and Mary Nickell  
Martha Trudell  
Marty and **Joel Vance**  
Thomas and Mechthild Weathers  
Richard Worthen  
Kate and Joseph Yarosevich

# Goldenrod Writing Workshop

BY BEN MOYER

Knowing the worth of sharing time and ideas with other writers, I applied, and was accepted, to participate in OWAA's 2010 Goldenrod Writing Workshop held the first week of August at The University of Montana.

I had some specific objectives in mind when I set aside time and made the trip. My short introductory essay, required of all candidates as part of the application process, stated:

"My primary goal at the workshop is to further develop my ability to craft the non-fiction essay. This genre has drawn my interest for some time and I would value the opportunity to benefit from the experience of others doing this work."

As the workshop drew near, OWAA asked all accepted applicants to choose their primary faculty mentor from among a selection of well-known and accomplished writers. I chose to attend the small group sessions led by **Alan Liere**, who writes back-page essays for several publications including Northwest Fly Fishing, Upland Almanac and Wildfowl. Liere has also published several book collections of outdoor humor.

Liere's sessions met in the comfortable confines of The University of Montana School of Journalism, surrounded by art depicting Native American culture of the Northern Plains. Four writers from Virginia, Washington, Ohio and Pennsylvania were also part of Liere's group. We shared a week of intense reading, discussion and homework writing assignments. Each of us read our assignments aloud, followed by rounds of response, suggestion and constructive critique.

Afternoons featured larger group sessions during which approximately 22 participants heard presentations from outdoor-writing icons like **Joel Vance** and **Pat McManus**. If you think reading McManus' work is funny, never pass by an opportunity to hear

him speak. He is a master of setting a scene, understatement, establishing conflict, and perfectly timing that hilarious punch.

During our more intimate small sessions, Liere boiled down his tenets about writing the non-fiction or humor essay:

1. Show! Don't tell.
  2. Organize.
  3. Focus.
  4. Write tight.
  5. People like to read about people.
- No. 5 was particularly helpful to me. In

**The second annual Goldenrod Writing Workshop will be July 31-Aug. 6, 2011. Registration is now open and applicants are accepted on a first-come, first-served basis. Details available at [www.owaa.org](http://www.owaa.org).**

my own work I've written about vultures, rattlesnakes, fungus, fish, acorns and more. But I generally get more appreciative feedback from readers when my essays include people. Positive feedback need not be a writer's primary motivation but it does help to steer the writer toward more jobs and more frequent checks, certainly a worthwhile consideration in today's economy.

As an experiment, and to fulfill one of the workshop writing assignments, I applied Liere's rules to an essay I'd been working on sporadically, and with some frustration, for months. The essay is about my reaction to dumping the carefully butchered and wrapped venison from two deer at a landfill after my freezer shut off when I was away from home. I'd already written pages about the smell of the landfill, the wind-blown waste and the crows wheeling above it all. But I could not make the work "come to life," as writers like to say.

At Liere's suggestion, I added human characters – people I met at the landfill. There was the woman greeter at the sign-in office; and the equipment operator who,

not without empathy, squashed my venison into the muck under the spiked steel wheels of his Cat compactor. I added details about their clothes, manner and speech, reconstructing the dialog we shared.

Suddenly, the essay became almost fun to write. The paragraphs jumped onto the page and my classmates reacted with enthusiasm.

"Sell it," one wrote on his critique sheet.

I consider this a valuable lesson. Yes, fish and fungus are important parts of the natural world. But so are people. As outdoor writers, we have infinite opportunities to observe people in outdoor settings and to make them part of our stories, columns and books, to the satisfaction of readers and toward furthering our own professional success.

Workshops, of course, at least the best ones, are never all about work. At Goldenrod, with the help and guidance of OWAA's gracious staff, we had the privilege of fly-fishing the big Blackfoot River, floating in inner tubes down the Clark Fork River, and hiking and exploring around Missoula. Before my return to Pennsylvania, I set up a float trip on the Missouri River and caught some beautiful big rainbow trout in stunning surroundings.

Working hard at your own desk is one way to improve your writing, as is reading the words of others who produce good work. But to stimulate and exercise the muse within us, there is nothing like a gathering in a good place of good people who love the outdoors and writing. Just the opportunity to be around other writers is reason to go. ■



*A member since 1986, Ben Moyer is a book author and outdoor columnist. His specialties include fish and wildlife and creative writing with outdoor themes. Contact him at [bcmoyer@verizon.net](mailto:bcmoyer@verizon.net).*

# 2011 OWAA Annual Conference

Dear fellow OWAA member,

We are fortunate to work in a business in which we wake up some mornings, take in our surroundings and say, "Wow!"

I got to do that one morning this past September during a trip to Snowbird Resort. I was there for a meeting to plan this summer's OWAA annual conference, which will be July 9-11 at that resort.

I'd arrived late the night before, in pitch black.

"Wait until you look out your window in the morning," my chauffeur, Conference Local Chair Brett Prettyman, told me. "You will be amazed."

He was right. Snowbird is in a spectacular setting, one that's fittingly beautiful and rugged for a gathering of outdoors communicators.

And speaking of outdoors communicators, many members have commented over the years about the irony of a bunch of outdoors enthusiasts getting together for a conference, only to spend most of their time indoors.

This summer, the program will offer ample opportunities for getting outdoors and actually doing things. What a concept, huh?

One popular outdoor tradition, Breakout Day, remains. But the name is changing to Demo Day. That's because the emphasis of the event, to be held at the resort, will be on trying out new gear. Of course trying out gear has always been a focus of Shooting Day, which this summer will be at the vast Lee Kay Shooting Center.

We will also be offering a number of workshops to get participants out of their chairs and into the field. For example, macro and action photography workshops will combine classroom instruction with field work. The same goes for writers, who'll actually get a chance to put pen to paper, so to speak, in writing workshops. We even have a video workshop at which participants will be invited to bring and edit their own footage.

Of course, the program will feature an ample supply of other panel discussions and newsmakers covering important, relevant topics ranging from calls for moving away from lead in fishing tackle and ammunition, to a look at the connection of the local food movement and hunting and fishing, to the hot topic of western wolves.

Also, Prettyman and the local committee put together an awesome selection of adventures for pre- and post-conference trips.

The bottom line is this program will help OWAA members improve their bottom lines by providing ample story fodder and professional development opportunities. The OWAA website is being continually updated with information about the conference. Be sure to check back often.

I look forward to seeing you this July in Utah.

Sincerely,

*Mark Taylor*

OWAA Second Vice President  
2011 Conference Program Chair

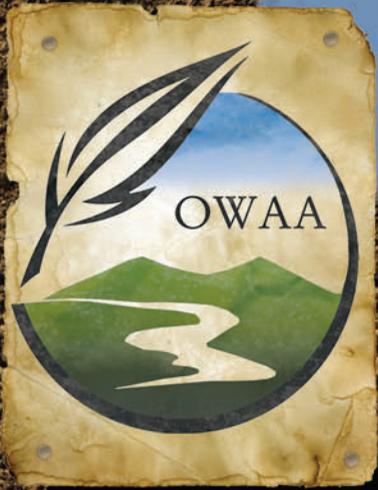
**Please  
join us  
in Utah!**



# Elevate your adventure, elevate your career.

*"It wasn't just the seminars (all very helpful) or the variety of seasoned pros I got to meet and talk with. It was all that plus an incredibly warm, across-the-board welcome I received every time I talked with someone."*

- First-time attendee Matt Cunningham, West Chester, Ohio



Early bird registration open through June 10.

**FREE  
Welcome BBQ**  
FRIDAY, JULY 8  
(for registered attendees)

## OUTDOOR WRITERS ASSOCIATION OF AMERICA ANNUAL CONFERENCE

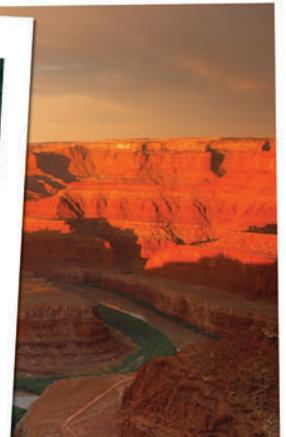
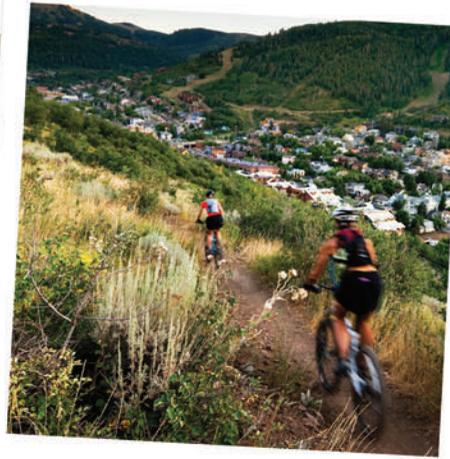
Join industry supporters and your colleagues  
in the outdoor communications field  
at Snowbird Ski & Summer Resort  
on July 9-11, 2011  
for OWAA's  
84th Annual Conference.



[WWW.OWAA.ORG/2011CONFERENCE](http://WWW.OWAA.ORG/2011CONFERENCE)

# FAM trips

Trips are filling up fast.  
Sign up now  
before it's too late!



FAM photos courtesy of Utah Office of Tourism

*The OWAA conference has been a source of income (we've paid for our 'vacation' just about any time we wanted to do the work of collecting local information for articles) ... and a chance to see and experience different parts of the country. ... Any OWAAer who doesn't attend conference is missing a bet big time."*

- Thirty-seven-year attendee Joel Vance, Russellville, Mo.

## Supporting Group benefits

My grandfather, Al Buck, saw clearly that building relationships with the communicators is essential to accurately getting our message out to our customers. That's why he became an active member of OWAA in 1966. My father, Chuck, felt the same, and now that I am attending the conferences I can see the true value of active participation. It is relatively easy to sell a low-price product; however, when you are trying to tell a persuasive story about our commitment to American innovation and value, it's important for us to put our products into the hands of writers and bloggers so I can answer their questions face-to-face, while soaking up all the feedback I can get. And that's why Buck Knives will be there for the 2011 OWAA Conference, and for years to come.

- CJ Buck, on why he attends OWAA conferences



**KEYNOTE SPEAKER: HANK SHAW**  
**HANDS-ON WORKSHOPS**  
**CRAFT IMPROVEMENT SESSIONS**  
**MEET-THE-EDITORS and more**





Squids flash a variety of colors ranging from solid white to various shades of blue, brown and purple in multiple arrays.



One of the breathtaking views in the mountain region of Torres del Paine in Chile.



A colorful queen angel fish working Bari Reef in the Carribean.

# *Portfolio*

by Betty Wills



Ice field on Grey Lake in Torres del Paine National Park in Chile.



A clownfish peeks out from its safe house of a stinging anemone in Manta Ray Bay located in the South Pacific.



An orange frogfish stretches its jaws as if to yawn.

**40% off** NEW 2011 conference commemorative tee!

**Sale starts APRIL 1**

**Online ONLY @ [www.owaa.org](http://www.owaa.org)**

**This is no joke,  
it's the real deal!**



**Pre-order deadline: June 10**

Follow OWAA on  and  for more exclusive online promotions.

**MOISTURE-WICKING  
PERFORMANCE TEE**

**for just \$12\***

**\*For a limited time only.  
Sale ends April 11.**

ELEVATE YOUR ADVENTURE · ELEVATE YOUR CAREER



**84TH ANNUAL  
OWAA CONFERENCE**

SNOWBIRD SKI & SUMMER RESORT · SALT LAKE CITY · 2011

Perfection starts  
with a blank sheet.



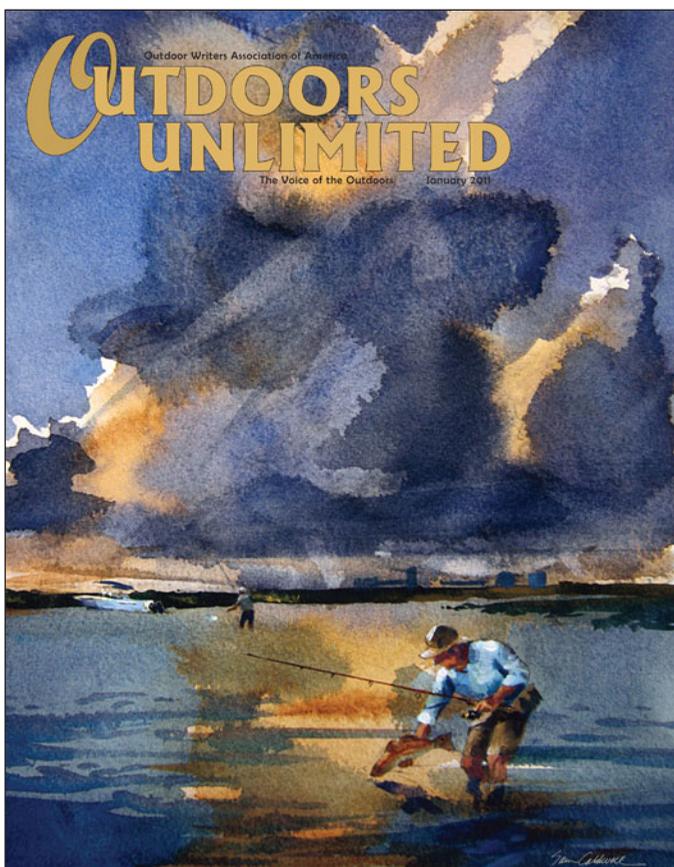
**Copyright notice:** Contributors grant rights for OWAA to publish once in Outdoors Unlimited, both the print and online versions, including archives, and on the OWAA website.

**Outdoor Writers Association of America Inc.**  
**121 Hickory St., Suite 1**  
**Missoula, MT 59801**  
**406-728-7434**

**Spring 2011**

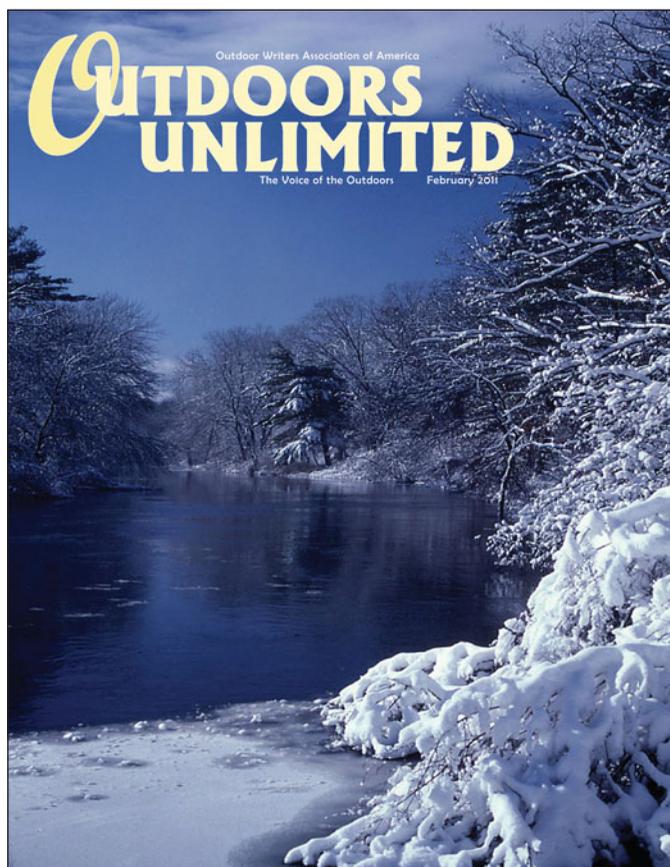


Looking for more? Go online to read past issues of OU. PDFs are available for printing, too.  
Visit: [www.owaa.org/ou/category/departments/table-of-contents](http://www.owaa.org/ou/category/departments/table-of-contents).



**Featured in the January issue of OU ...**

- 6 **Character Sketch: Lucinda Schroeder**  
*by Jesseca Whalen*
- 11 **Conservation Corner: The case for copper**  
*by Paul Hansen*
- 21 **How to be a better videographer**  
*by Lisa Densmore*
- 22 **Video editing 101, Part one**  
*by Paul Queneau*
- 23 **Commentary: Old ways still ring true**  
*by Brent Frazee*
- 24 **Defending the small independent publisher**  
*by Mary Nickum*



**Featured in the February issue of OU ...**

- 7 **Character Sketch: Mark Sosin**  
*by Jesseca Whalen*
- 12 **Video editing 101, Part two**  
*by Paul Queneau*
- 13 **Fly free to Fairbanks**  
*by Peter Schroeder*
- 16 **How to be a better video editor**  
*by Lisa Densmore*
- 27 **Public speaking 102**  
*by Paul Quinnett*
- 28 **Making weeklies work for you**  
*by Bill Graham*