

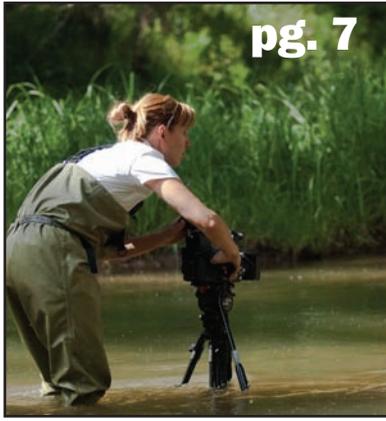
Outdoor Writers Association of America

OUTDOORS UNLIMITED

The Voice of the Outdoors

April/May 2014

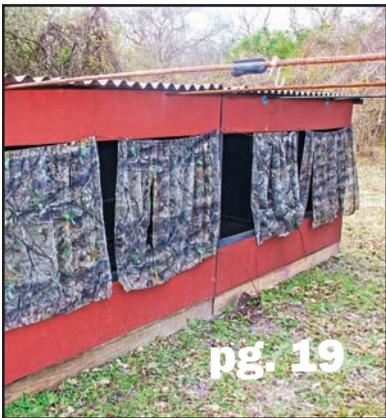




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ON THE COVER

By Stephen Kirkpatrick

"Sky Writing." Stratocumulus clouds hang above a plum tree on a fall day in Madison, Miss. For a collection of Kirkpatrick's favorite images from 2013 see the portfolio on pages 16-18.



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.

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Navigating new waters

Journalism in the digital age

I am pushing a 14-foot flat-bottom boat with faded green paint off from shore and into a gentle river current, still in view but moving slowly away. That's what I feel like penning my final column for Outdoors Unlimited as an OWAA president. Serving America's oldest, largest and finest organization of outdoor communicators is a great honor. Thank you for the opportunity.

The green boat of my boyhood sits in my driveway now, passed down through the family, and I hope to get it into the water more often in the months ahead. I am grateful to have served an organization that has done so much for the waters, woods and fields during the past almost nine decades.

OWAA is the "Voice of the Outdoors" and we may feel optimistic this spring for our organization's future. **Mark Freeman** and **Lisa Densmore** will follow into the presidential post and they're excellent. Talent and dedication abound among the board of directors. Dynamic young communicators are moving into this field alongside those of us who time has swiftly made "veterans."

Executive director **Tom Sadler** and our headquarters staff are doing a fine job guiding us forward in these choppy journalism waters in the digital age.

However, issues affecting our field and our members do concern me.

We are professional communicators and deserve to be fairly compensated for any and all efforts. This is under attack in the digital age.

The issue of "patch writing" was recently brought to my attention. I heard about someone — not an OWAA member — who lifted information and quotes, basically an entire story, from another publication. It ran online with his byline. The difference between blatant plagiarism and patch writing is supposedly that the patch writer cites the original publication in passing within the story containing the new byline.

This case prompted the Ethics Committee to review the issue and suggest changes to the OWAA Code of Ethics. The OWAA Board of Directors in February used the recommendations to strengthen our ethics policy regarding unauthorized use of materials. You can see that proposed change on page 27.

But in this cut-and-paste era of aggregated websites, instant blogs and mobile publishing, we're going to need some help to protect our work and income. The patch writing cases I've looked at since this issue first came to my attention involve work originating in major media outlets. I believe major media companies and corporations must begin wielding a big sword in courtrooms to protect their copyrights. They've got the financial resources for court action. Media companies have a stake in this, and they have far more resources than the reporters, freelancers, photographers and videographers at the bottom of publishing's financial food chain.

Those who think it is OK to cut-and-paste quotes and a story without permission, and yet collect a byline and a paycheck, need to wind up paying penalties from their pocketbooks under court order.

If you think the "everything's free" horse is already out of the Internet barn and content cannot be protected, look at television. The TV of my boyhood was free. You got an extra channel if you adjusted the rabbit ears, the antenna on top the set. Who would ever pay for what came over the airwaves for free?

But now, I send a check every month to the company that provides programming to my satellite dish. I know of people who think nothing of spending \$200 on a monthly cable bill, in addition to our other entertainment costs like Wi-Fi and smart phones.

We must protect pay that enables professional skills and products.

On the other hand, bloggers who generate original material have a place in our new journalism world. They offer one hope for another issue that concerns me for the future — independent voices.

I once observed a fun and fairly innocent talk radio program focused on rural living vanish from the nationally-syndicated airways. Later I happened to meet the show's originator. He said agri-business advertisers didn't like the fact that pros and cons were brought up on the air. Very little chatter was negative, but those who wrote the checks would not tolerate anything but cheerleading. His show was whacked.

My hope is that outdoor magazine, Web and newspaper editors, along with program managers, always allow their communicators and media consumers the freedom to talk facts and issues. OWAA is a big tent organization that welcomes diverse viewpoints. As a board officer I've reached almost weekly for the OWAA directory looking for help or guidance. In doing so, I've sometimes found myself reading through the member listings. I'm inspired and amazed by the variety and accomplishment of members and supporters who communicate about the outdoors.

Many members (like me) are paid by agencies or businesses to support certain viewpoints. But I hope the outdoor field always contains many communicators and media outlets free to discuss all sides of issues. The entire outdoor industry has a stake in facts that support progress.

We link the mountains, rivers, fields, forests and all creatures and processes in nature with a public that shares our wonder at beauty and mystery. Long may our voices echo, and I'll see you out on the river. ■



BILL GRAHAM

— OWAA President Bill Graham,
plattefalls@centurylink.net

One year later

Reflecting back and looking forward

By the time you read this I will have passed the one-year mark as OWAA's executive director. It has been an exciting year for OWAA — and for me personally. Thank you for the opportunity to be a part of this wonderful organization.

When I was hired, the board asked me to focus on growing OWAA, both its individual members and supporting groups. The best part of my job has been introducing — and in some case reintroducing — people to OWAA as the voice of the outdoors.

In 2013 we added 94 new members and reinstated 18, bringing our total individual membership to 843 people. We welcomed 37 new supporting groups and reinstated an additional 17 for a total of 188.

As I have said before, the key to our financial security rests predominantly in the revenue side of our operations. We can't "cut" our way to financial security; we need to "grow" our way there. Your membership recruitment efforts and referrals are essential to our continued growth and are very much appreciated.

Beyond membership growth there were a number of exciting highlights in 2013. Our conference in Lake Placid was well attended and the sessions and events were well received.

We have a new editor at Outdoors Unlimited, Kelsey Dayton, who is producing a great magazine. In 2014 we will be doing more to make OU even better and more useful for members and supporters.

Two new ad-hoc committees have been

added, Membership Services chaired by board member **Colleen Miniuk-Sperry** and Supporter Relations chaired by second vice president **Lisa Densmore**. Former board member **Katie McKalip** was appointed by the board to serve as supporter liaison. Both committees have been active and engaged.



TOM SADLER

In order to help spread the word about OWAA, I traveled to the International Convention of Allied Sportfishing Trades and the International Fly Tackle Dealer show, better known by its acronym of ICAST/IFTD. I also attended the **American**

Sportfishing Association's Saltwater Summit and the opening of the Great American Outdoor Show, and was interviewed by Outdoor Magazine which resulted in an excellent piece about OWAA (if you would like a copy just let me know).

Looking ahead is even more exciting.

Plans are well underway for our conference in McAllen, Texas. Densmore and OWAA's Membership and Conference Services Director Jessica Pollett have been hard at work lining up exciting and informative sessions and working with the local committee on pre- and post-conference adventures.

Demo and shooting days are at wonderful venues sure to highlight Supporter demos and boosters.

The Excellence In Craft awards will be a celebration unto itself and Densmore has plans to make it especially entertaining. (You'll have to come and see it for yourself). The honorary awards dinner will be a time to reflect on the accomplishments of the organization and our peers in a more traditional manner.

In 2016, the conference will be in OWAA's home state in Billings, Mont. Pollett and I visited the city in November and are excited about the opportunities before, during and after conference.

While conference will always be OWAA's premier networking and educational opportunity, we plan to increase member and supporter communications as well.

This summer we plan to revamp the OWAA website and OU Online — not a major overhaul just some updating and improved user performance.

We will be offering more webinars this year. Starting after conference we plan to have monthly sessions to include supporter spotlights, newsmakers and conservation issues.

We will be putting the directory online so it is always up-to-date and easily searchable. We are also looking at our in-house publications and will be moving them to a digital format as well.

Yes, 2013 was an exciting year and with your help 2014 will be even better! ■

— OWAA Executive Director Tom Sadler,
tsadler@owaa.org



Jobs and editorial-needs listings are updated frequently.
Don't miss an opportunity; sign up for daily updates!

www.owaa.org/ou/category/market

LETTERS TO THE EDITOR

GLENN SAPIR RETIRES FROM NSSF

After nearly 11 years as Editorial Director and then Director of Editorial Services for the **National Shooting Sports Foundation**, and 44 years after landing my first job out of college as Assistant Editor at Outdoor Life Magazine, I have decided to write the next chapter of my life.

In retirement, I look forward to doing a lot more fishing and hunting, traveling with my wife, Nancy, and visiting my children and grandchildren.

Of course, a writer/editor never really retires, and that goes for me when I leave NSSF on April 25. I will continue to edit The Range Report and write the Annual Review for NSSF, and you might even see me representing the foundation at a writers' conference, as I have been asked to do at this year's OWAA Conference. I retain my outdoor column for Gannett's Journal News in suburban New York and, additionally, envision authoring freelance articles of my choosing. One of my most immediate goals is publishing a book of my favorite writings to serve as a legacy for my children and grandchildren.

I look forward to seeing what professional opportunities might present themselves. Though I am not seeking anything resembling full-time work, I do hope that interesting challenges will continue to come my way.

Writing and editing may appear to be independent jobs, but, truth is, the success of a writer and editor is dependent upon the support of many others. I would like to thank the many writers, editors, photographers, designers, colleagues, information sources, industry members, destination hosts and friends who have played an important role in my career thus far.

— Glenn Sapir
Argyle, N.Y.

OU HEADLINE MISLEADING

I just read the OU Supporter Spotlight titled THE INS AND OUTS OF EPUBLISHING by Rodney Smith. I am sure the Little Pond Publishing does a fantastic job publishing writers' books; I have been looking at them myself. I am also sure they understand the ins and outs of Epublishing, but no such information was forthcoming.

When I started I truly expected to learn, the ins and outs of Epublishing. But such was not the case. I do understand that under this sub banner supporters may say what they wish

to promote their Jams and Jellies. But, after reading through the short piece several times I still didn't have a clue about Epublishing.

I do believe the title was deceiving and in future spots would suggest a more commercial title. If you are only using this as filler then assign titles more to promote a product and not under the impression of a craft improvement piece.

Thanks.

— Jim Foster
Salmon, Idaho

NEW MEMBERS SHOULDN'T BE A CONCERN

I recently received my Feb/Mar issue of OU and was impressed as usual with the content. The one thing that caught my attention though was the Letter to the Editor and I felt I needed to respond as a new member of OWAA. I was invited to join OWAA by **Chris Hunt** who offered to be my sponsor. Let me be clear I am a blogger and a fledgling writer who wants to become a truly professional writer. I joined the OWAA to learn to become a better writer from some of the best writers in the industry. Because of the OWAA I finally had an article published in a Tenkara magazine and am currently working to get a few more published. I am also working on a book that I hope to have published here soon.

Have I published a book by earning a "legitimate book contract"? No, not yet, but with the help of the staff and members of OWAA that is my goal! I will continue to work to do that very soon.

— Graham Moran
Aurora, Colo.

Feedback guidelines

Members are encouraged to write about issues and topics. The executive director and editor will decide whether opinions are appropriate for debate or if the comments promote a personal cause; if the "cause" is unrelated to OWAA's mission and potentially damaging to the membership, the letter might not be printed. Word limit: 400. Longer letters will be returned for revision. Letters are not edited for grammar, spelling or style. Send letters to editor@owaa.org.

One member at a time OWAA must grow to prosper

BY CHRIS HUNT

Last September in Lake Placid, N.Y., executive director **Tom Sadler** made a comment that's stuck with me.

"If every member of our organization recruited just one member, we'd double the size of OWAA," he said.

I sat there with my fellow board members, stunned at the simplicity. How tough would it be for everybody in the organization, or even just everybody in the room for the annual business meeting, to bring in a single new member?

Unless you've been hiding under a rock the past few years, you likely know that OWAA has undergone some contraction of late. While there's momentum building within our ranks, and the future is starting to look bright, that future can only become a reality if we continue to foster our membership and welcome new faces.

I was introduced to OWAA by **Scott Stouder**, one of my mentors, and not just in the outdoor communications world. Stouder has what many in our ranks have — passion. He is passionate about his work, passionate about his writing and passionate about OWAA. Since that introduction, Stouder has gone on to win the Jade of Chiefs Award and do some amazing things

on behalf of hunting and fishing in our home state of Idaho. He's one of my heroes.

At the last couple of conferences, I've looked around the room during the times when most of us come together — meals and presentations, hospitality suites and the banquet. I'm in awe of the company I share. There are many "heroes" in OWAA who communicate the raw and simple pleasures of spending time afield in pursuit of fish or game. I read many of their works growing up and their love of the outdoors and the way they shared that enthusiasm to the world inspired me to become a better sportsman. It's likely that I do what I do today because I was inspired by these men and women. They were — and still are — my heroes.

I know there are aspiring communicators out there who yearn to share their passion for the outdoors with others. Perhaps they write a blog, or record a weekly podcast. Maybe they write the fishing report for the local weekly, or spend their weekends with their camera in hand, recording their adventures.

My guess is they have been inspired by someone — quite possibly an OWAA member. Put yourself in their shoes. Wouldn't it be wonderful if you got a phone call or an email from one of your heroes asking you to become a part of the organization that nurtured so many quality communicators?

Wouldn't you love that call?

OWAA has done so much for me. It connected with me a network of colleagues, helped me improve my craft, made my job more productive and introduced me to friends that I know will have for life. I recognize the need to give back to this fine organization and the best way I can help it now is to help it grow.

Just one member. Can you do that? Can you make one phone call? Send one email? If you can make the initial contact and gauge the interest of just one potential member, you can make a big difference for OWAA today and well into the future. Once you've made contact with someone interested in the organization, feel free to turn their information over to me or Sadler. We'll close the deal.

Our beloved organization needs us to help it grow and prosper once again.

OWAA needs its heroes. ■



Chris Hunt serves on the OWAA Board of Directors and is the chairman of the Membership Committee. You can reach him at chunt@tu.org.

Get and stay connected Join OWAA's social networks

Join conversations with members, supporters and outdoor enthusiasts who use OWAA's social media pages to discuss outdoor industry news, journalism trends, OWAA news and events and more.

Follow OWAA on Twitter, [@OWAAonline](https://twitter.com/OWAAonline), on Facebook at www.facebook.com/OWAAonline and on LinkedIn at www.linkedin.com/company/outdoor-writers-association-of-america.

Board meeting update

A report on the board meeting held Jan. 21 will be available at OU Online.

Setting out solo

A quiz to see if you should go it alone

BY KRIS MILLGATE

Crewless. Not clueless. That is how I run Tight Line Media. I'm a one-women whirlwind in the woods and on the water.

Going freelance and working alone has its perks. Yes, I'm to blame if a shoot goes south, but I also control it and I don't let it go south. I'm never too tired to match my own pace. I never have to explain to myself why a certain shot is worth the effort. And I never have to worry about pulling a no-show on myself.

I joke about my boss being a beast on my back, but it's no joke. I ride my own case harder than anyone else will, but that's how it has to be when you want to multi-task the world of media at a successful level solo.

Working solo has its rewards, but it isn't all idyllic. Exploring the crewless concept? It's time for a reality check before you decide.

Ask yourself these five questions. Keep score.

1. Are you a fisher or a freelancer?

Fisher=10 Freelancer=5

I'm not a fisher who wants to freelance.

I'm a freelancer who knows how to fish. There's a big difference. I'm working the river for a story, whether it's for video or print and sometimes both. A fisherman is casting lines and hoping for some funky fish footage he can talk someone into buying as a film. Truth is, my rod rarely sees daylight on a river shoot.

2. Are you watching the clock or the sun?

Clock=10 Sun=5

The sun doesn't know 9-5 in July. Neither do I. I pull 15-hour days in the summer as a crewless freelancer. I'm in charge of all the jobs required on a shoot so I work hard when the light is alive. Winter shoots may be uncomfortably cold, but at least I'm home for dinner. It's dark by 5 p.m. Natural lights-out equals camera-off. If you want to check out before that, like when the traditional work-day whistle blows, you are a clock watcher. Keep your day job.



Kris Millgate works on a shoot. As a freelancer, Millgate plays the roles of boss and crew. Going it alone can be challenging, so Millgate's devised a simple quiz for those thinking of going crewless. Photo by Ken Sullins.

3. Mirrors or Mud?

Mirrors=10 Mud=5

Check my briefcase — which is actually a backpack — for office essentials. Pen and paper are there. So are sunscreen, granola bars and gloves — neoprene gloves, not driving gloves. I don't have a mirror, but I have plenty of mud. I work the water in waders instead of standing around a water cooler. There's no women's bathroom let alone a door on the stall.

4. In or Out of Shape?

Out=10 In=5

I haul 40 pounds of gear on my back in the backcountry. That's just not physically possible for the average American's unhealthy body. I'm not a calorie counter or a gym rat, but I really get a kick out of what I do for a living. If I want to keep working outside, I

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Building a successful blog

BY MATT MILLER

In 2006, my wife Jennifer suggested I attend a free one-day course on starting a blog, offered by our local university's continuing education program. I came up with various excuses. I considered blogs to be superficial and not "real writing." And I'm a bit of a Luddite. What role could blogging really play in my writing career?

But finally, her persistence won out and I joined the course.

It is not exaggerating to say that one-day class changed the course of my career. The next day, I started a blog called Idaho Nature Notes. That initial blog led to other online assignments. Today, I run The Nature Conservancy's two global blogs, and blogging forms a significant portion of my job. It has enabled me to report on science and nature stories around the world. It has also led to other writing opportunities with print media.

If you don't blog, you should. Whatever your goals as an outdoor communicator, chances are a blog can help you get there. A blog can be a way to tell your organization's stories. A blog can connect you to new readers, building an audience for your books or other communications products. And a blog can showcase your writing abilities, helping to build freelance contacts.

There's a lot of conflicting information (and misinformation) out there on blog writing. It's important to remember that online media is constantly changing. Once, blogs were literally Web logs — often personal accounts, kind of like online diaries. Now, blogs cover any Web format that is regularly updated and allows commenting. The blog, in many ways, has become the online magazine — with as much diversity in length, style and subject matter as print publications.

Here are some ideas I've found to be helpful in building blog readership. I realize that many are common sense (or should be) for a communications professional. Yet I find that too many blogs ignore these rules and follow outdated advice.

1. Know what you want to accomplish.

Many people like the idea of a blog, but they have no clear plan. There will be a flurry of activity for a few months. Then they end. Do you want a blog to sell your book? Connect to your organization's members? Advance a cause? Build your reputation as a writer or photographer? Write down a brief list of goals of what you want the blog to accomplish. That should help direct your content and keep you on track.

2. Be disciplined.

Yes, this is the most painfully obvious rule of blogging. It's also the most ignored. If you aren't updating your blog regularly, you have no chance of building a readership. When I started Idaho Nature Notes, my boss gave her blessing, provided I updated once a week. The Cool Green Science blog I run now has new content five times a week. That can be a beast, but the blog receives great traffic. I am surprised by the number of excellent writers who don't keep their blogs current. Set deadlines for yourself and keep them. Would you miss deadlines for a magazine or newspaper? Of course not. Approach blogging with the same mindset. The same goes for clean copy. This is a public showcase of your work. Pay attention to spelling, grammar and accuracy, and avoid frivolous and inflammatory content. Too often, writers proclaim it's "just a blog," as if the online format suddenly frees them from usual responsibilities. Let's be clear: a blog is a highly visible reflection of your writing. Approach it with the same professionalism you would for any other work.

3. Know your audience.

A persistent myth is that there is one "online audience." This leads to erroneous notions like "people only read short, pithy stories online." Of course, many people do read only short, pithy pieces online. Many people also read only short, pithy pieces in print. This does not mean there's not a market for The New Yorker or Gray's Sporting Journal. It's the same for online publications. I know a lot about The Nature Conservancy's members. In part, this is because they write me when they like something, or when they don't. I pay attention to my read-

ers, and not to silly rules that suggest that I won't attract readers if I write a piece longer than 200 words.

4. Focus on quality content and forget the gimmicks.

I've seen some suggest that you don't need any content but only need to load your website with key words. Don't get me wrong: optimizing your content for search engines is important. I pay attention to titles and populate my keywords (if this doesn't make sense, drop me an email or catch me in McAllen and I'll explain). But there is a place for quality content online. This ties to the above rules. Know what you want to accomplish and who you want to reach. Grantland is a hugely popular blog and regularly runs features of 3,000 to 4,000 words. People are devoted to that site because it has great writing and storytelling. I get the most negative feedback from Cool Green Science readers when I do short pieces, because our readers like "more depth."

5. Know what content is blog worthy.

Many organizational blogs are essentially online flea markets; they are stocked with a mix of event announcements, press releases, sponsor promos and a mish-mash of other stuff. This is all fine for a website. Leave it off your blog. Your blog should predominantly be stories, essays and opinion — what readers will comment on and share. Think of it as a magazine. You want features and columns, not press releases.

6. Find your niche.

Know your strengths and expertise, and capitalize on that. I have found that there is a real audience for the weirder side of natural history — shrew-eating trout, suicidal lemmings or other bizarre mammals. I spend a lot of time with wildlife biologists, travel widely and read a lot, so I have a wealth of these stories. These blog entries are often picked up by other outlets, from the Huffington Post to The New York Times, building significant traffic for my efforts. Other outlets know I can provide this content and turn to me for stories on

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Lightroom 5:

A fast plan for fat photos

BY PAUL QUENEAU

Giddy. That's how I felt two hours after my laptop spent the better part of three days with its fans howling as it busily created "smart previews" for more than 70,000 of my raw images. I actually feared my Macbook might catch fire.

But boy, did it turn out to be worth it.

Smart previews are one of the headline features of the new Adobe Lightroom 5, allowing you to edit your entire photo catalog without being tethered to the hefty external hard drives holding all your master images. It sounded too good to be true going into it, but sure enough, as advertised, I was able to sort, keyword, post-process and even pixel-peep my images using these 2,500-pixel previews. It also transformed 1.5 terabytes of my master photos into a 90-gig archive file that I could keep on my laptop's internal hard drive. No cables required to edit my catalog.

Yet that wasn't the half of it.

My goofy grin widened after I started to edit. I soon realized it was doubling or even tripling the speed of my workflow. As nice as the mammoth megapixel raw images from newer DSLRs are to have, they not only fill up hard drives but also flatten the racing tires of even the latest, greatest personal computers.

Ever since I upgraded to Canon's 7D three years ago, comparing dozens of similar raw images to find the sharpest quickly gets excruciating when each takes 10 seconds to load, viewed at 100 percent. And they are only 18 megapixels. I can only imagine what it's like to deal with 36 megapixels from the latest cameras.

Lightroom 5's smart previews, though, load almost instantly on my Macbook Pro, allowing me to choose the sharpest images at a gallop, while marking all my many lemons for deletion. It sounds minor, but for me it's been huge. I cleared off more than 50 GB of lousy images in less than an hour's time editing. That normally would have taken me multiple hours.

Version 5 also sports a new advanced healing brush that allows

you to remove dust spots and other distractions in far less time than it took in previous versions. It can also identify the horizon of your image and straighten things out in a single click if you tend to see the world at a tilt, as I often do. Highlight and shadow recovery tools have also improved.

Lightroom long ago revolutionized my photo workflow, becoming my one-stop shop for organizing, keywording, enhancing, watermarking and exporting all of my images. It replaced Photoshop, Bridge and iPhoto in one fell swoop. In fact I no longer need Photoshop for anything except merging panoramas. Lightroom is completely nondestructive, meaning I can make as many edits as I want to any photo without ever actually touching the master image. And forever more I'll be able to undo every step of every edit I ever did, ever. I can create multiple versions of the same image ("virtual copies") without using any extra hard drive space (think black and white and color versions, etc.). Then it applies all my processing upon export. It has advanced keywording and watermarking features, the ability to cut and paste complex edits to multiple images all at once, and the best noise-reduction tools to be found anywhere. It can organize and do simple edits to your video files right alongside your photos, then upload them to YouTube, Facebook and Vimeo. And you can find Lightroom on sale for \$100 at times.

So yes, I'm totally sold on it. If you're a photographer, take a closer look and go download the trial version — your "smart preview" for all it might be able to do for you, too. ■



For the past 11 years, Paul Queneau has worked as an editor for Bugle magazine at the **Rocky Mountain Elk Foundation** in Missoula. He is also a freelance writer and photographer with credits in *Outdoor Life*, *Montana Quarterly* and other publications.

BUILDING A BLOG

CONTINUED FROM PAGE 8

these topics. Figure out what your areas of expertise are and become a resource for other media. The blogosphere has plenty of room (and audience) for the quirky, the odd and the obscure.

7. Read other blogs.

I am an obsessive reader, and have continued that habit with blogs. I want to know what my heroes, my peers and my competitors are doing. This gives me benchmarks for success and helps determine what my audience wants. I study blogs that work and learn from them. It also helps me promote and share my content. ■



Matt Miller is science writer for *The Nature Conservancy*. Read his columns on the blog *Cool Green Science* at blog.nature.org/science. Talk to him about blogging by contacting him at m_miller@tnc.org.

How to keep your job in newspapers

BY BILL MONROE

In today's volatile journalism markets, possessing traditional newspaper skills like terse writing and dogged reporting aren't always enough to provide a sense of job security.

I went to some industry veterans to find out how they've kept their jobs and what advice they have to offer other newspaper reporters who want long and illustrious careers, too.

Here is what they said.



Mark Freeman

Title: Outdoor columnist, environmental reporter

Publication: Mail Tribune, Medford, Ore.

Years in the business: 25

Advice: Make the outdoor beat a news beat.

"Get out of sports and into news, where you can expand outdoors coverage into more environment-oriented pieces. I cover fish, big game and dam

issues as news take-out pieces, which the editors love. Stories on effects of pending drought on steelhead returns, how new logging proposals will impact deer and elk herds, and salmon returns three years after a large dam-removal project all ran as Sunday A1 features. My Friday outdoors section is where I focus on the get-out-and-do-it stories."



Tom Wharton

Title: Reporter

Publication: Salt Lake Tribune

Years in the business: About 44 years

Advice: Be a jack-of-all trades and embrace social media.

"I survived our last layoff because I was flexible enough to cover anything they threw at me. Don't be afraid to do stories or volunteer to do things out of your comfort level or not in your area of expertise.

"Try to be open-minded about moving from traditional print to the wild west of the digital world. You have to keep current on technology by learning skills such as live blogging and tweeting that might go against every journalistic instinct a veteran learned. Our latest new foray into digital world is using our iPhones to "Tout." That's a Twitter-like program where we go to a scene of a story or do an interview. You have 45 seconds to tell the video story and it is posted instantly, just like Twitter, on our website. Almost impossible to edit and pretty crude, but editors are excited about it."



Shannon Tompkins

Title: Outdoor recreation, natural resources and public policy reporter and columnist

Publication: Houston Chronicle

Years in the business: 35, 24 with the Chronicle

Advice: Be cost effective.

"How have I kept my job? I suspect part of it is because what I do brings in more revenue than what I cost. Outdoor

recreation is huge in Houston, and there's a fair amount of advertising — both in print and on the website. They even have a dedicated "Hunting and Fishing" display ad that has a dozen or two small ads for guides and hunting leases and outfitters and marine dealers.

"Also, I do two special sections a year — spring fishing/autumn hunting — that typically are 32-42 pages (tabloid size), and each generates more in ad revenue than they pay me in a year. I produce all the copy and all the photos and do the assignments for maps and graphics and such.

"I don't cost the paper much in salary ... And I cost them almost nothing in expenses. ... My only travel is local; with the exception of covering the Deepwater Horizon incident in Louisiana in 2010, I have not been on an assignment outside of Texas in almost a decade. My total expenses for a year probably don't equal those of one road trip for our Astros beat writer.

"It helps that I work in the office, not from home. I'm in this office at least five days a week, at least 10 hours a day and I'm available to help other reporters.

"While I cover a lot of basic 'hook and bullet' stuff, I try to write pieces that appeal to a broader audience — feral hogs, snakes, alligators, wildlife/fisheries research projects, etc. A fair number of those get to P-1, whether they deserve it or not. Also, I really concentrate on outdoors-related news — this is, after all, a newspaper. Cover the state's parks and wildlife commission, environmental issues that impact fish/wildlife, outdoors-related issues in the Texas Legislature, etc. Give readers things — news, analysis, insight — they can't get anywhere else. And never do anything to undercut your credibility."



Tom Palau

Title: Outdoors and features reporter

Publication: Daily News, Longview, Wash.

Years in the business: 36

Advice: Be versatile and prove readers care about the outdoors.

"We've had a weekly outdoors section here since 1993 and I have done it the whole time. It's never been all that I do. I cover entertainment and the outdoors, which have similarities

because they're both about recreational opportunities. And I write

editorials now. I doubt a paper this size would have a reporter who just covered outdoors.

“The editors have always supported me and realized the importance of outdoor recreation and the issues that come up with it. Whenever we survey the readers about their interests and what they read, outdoors scores well.

I encourage reporters to have another beat they can cover in addition to the outdoors and look for research into readership that supports the beat.”



Jeff Mayor

Title: Adventure editor

Publication: Tacoma News Tribune, Tacoma, Wash., and The Olympian in Olympia, Wash.

Years in the business: 33 years

Advice: Cover issues most important to readers, offer variety and help fill news holes.

“Over the years, we have narrowed our focus a bit to make sure we are devoting our resources to topics readers want, especially Mount Rainier, hiking, camping, fishing.

“While focusing on key topics, I make sure we have variety, through main features, briefs, short stories and other elements.

Produce news stories. Most editors are worried about feeding the beast each day, knowing they have news pages to fill, they're always looking for local copy. In Sunday's paper, outdoors writer Craig Hill and I frequently write stories for the news pages,

including the front page centerpiece.”



Craig Hill

Title: Adventure writer

Publication: Tacoma News Tribune, Tacoma Wash.

Years in the business: 18

Advice: Be flexible.

“Bill, sorry I missed your note. I was busy covering the Super Bowl in New York (pulling double duty to keep my job).”

Editor's note: Some comments in this story are from participants in the Outdoor News Group, a post-publication information exchange strategy among Northwest daily newspapers.



Bill Monroe has been a newspaper journalist for four decades, beginning as a police reporter on a small daily, which led to 28 years as a full-time outdoor writer for The Oregonian in Portland, Ore., where he “sort of” retired in 2008. Monroe continues on contract with the paper and it's website for a blog and Sunday column.

SETTING OUT SOLO

CONTINUED FROM PAGE 7

have to exercise. Long days, longer miles. They're deadly if you are out of shape. You need to develop a sincere intensity for fitness as a crewless freelancer. Not interested? Best to stick with watching your favorite TV show, then. Have a batch of cookies with it too.

5- Money or Moments?

Money= 10 Moments=5

What matters most to you? Money or moments? As a crewless freelancer, the

moments are always there. The money isn't. Playing bill collector is less than glamorous, so is rolling around the river. I do both. If I want the moments, the bills have to be paid. There is money running a crewless show, but it can't be the sole motivator. It just can't. I live amplified with a no-quit attitude at all times whether I'm shooting a film or shooting cans with my kids. The moments matter. Not the money. Did you cringe? My scrapbook is bigger than my wallet, but my family and I have everything we need. Not buying it? Stick with the money.

So how did you shake out? Is your score

closer to 25 rather than 50? Drop the rod and write on. ■



Kris Millgate is an active OWAA member. She is a multi-media outdoor journalist based in Idaho Falls, Idaho.



Lessons learned?

Unexpected success?

Unique experiences?

Inspire your peers by contributing to Outdoors Unlimited.

Send ideas to: editor@owaa.org

Sunday hunting bans head to court

BY KIRK MANTAY

For many people, hunting is about more than just the game harvested. It's a shared experience with friends and a family tradition passed down through the generations.

But in Maine, Massachusetts, Delaware, Connecticut, Pennsylvania and Virginia, the days you can hunt are limited by more than just the season. These states all have Sunday hunting bans — even on private land.

In Pennsylvania and Virginia, hunters are preparing to go to court over what they see as antiquated rules.

While hunters in 39 states enjoy full hunting rights on Sundays, and an additional five states offer limited Sunday hunting opportunities, Virginia and Pennsylvania are two of the last states in the country to maintain Sunday hunting bans. According to 2011 **U.S. Fish and Wildlife Service** data, Virginia and Pennsylvania are losing hunters each year, and have been for over a decade. Reasons behind this decline stem from a lack of access (both time and space) to hunt, as well as the failure to recruit new hunters into the sport.

Despite a lack of public opposition to Sunday hunting, pressure from hunters to repeal the ban and acknowledgment from the scientific community that the “Sunday day of rest” theory has no biological merit, these states’ lawmakers remain committed to a ban.

The legislatures control the Sunday hunting ban in both states. Most other hunting regulations are administered by the state game departments. In 2011, both game departments passed resolutions recommending that ban be overturned. The state governments ignored the recommendations.

At a hearing Jan. 22 in the Virginia House of Delegates, Del. Matt Farriss expressed his continued opposition to Sunday hunting saying he believes he has a personal duty to “honor the 12 Commandments.”

The Virginia Hunting Dog Alliance also supports a Sunday ban saying in an open letter that if Sunday hunting was allowed, hound hunters would also want to hunt on Sunday and that would lead to the end of hound hunting in the state, presumably due to the “liberal retrieve” law allowing hound owners on any property at any time without permission to pursue their dogs. Proposed compromise legislation excludes hunting with hounds due to testimony from worried alliance members at the House of Delegates in 2012. The organization wrote an article in its 2013 newsletter titled “Sunday hunting is bad for rural Virginia,” saying allowing it would strengthen the anti-hunting population. It ended with a poem called “Another hunter who will go to church on Sunday.”

The continued inaction by the state governments to repeal the ban has prompted hunters' rights groups, including Pennsylvania's Hunters United for Sunday Hunting (HUSH) and **Safari Club International** to take the issue to court. The issue is simple, said Brad Gehman, director of HUSH.

“This is about the next generation of hunters, not about ourselves,” he said. “Sunday hunting creates outdoor opportunities for families with children who are busy with school and sports six days

a week.” In 2013, HUSH sued the Commonwealth of Pennsylvania after constitutional scholars analyzed the ban and concluded that the Sunday hunting ban would fall if challenged in court.

Since the case is a constitutional one without a request for emergency legal remedy, it is not an immediate priority for federal judges, Gehman said. However, he — and Pennsylvania hunters — remain optimistic.

“After several years of failed attempts to repeal the ban with legislation, this year the state is going to have to provide a secular answer in court for the question: ‘Why Sunday?’” Gehman said.

In Virginia, a group called “Legalize Virginia Hunting for All” is mustering its third consecutive campaign to attempt a repeal on the Sunday hunting ban. The tactic is different because in Virginia, hunting is an explicit constitutional right. Matt O'Brien, director of the group, has repeatedly told the media he's hopeful for a legislative solution in 2014 and would rather resolve the issue legislatively than in the courts.

He may have reason to hope. A bipartisan group of elected officials drafted a pair of compromise bills on the issue. While the bills will face stern opposition in Republican-dominated committees, the compromise bills would not apply to public land or large areas around houses of worship, and would require the signature of any landowner who allows it.

The groundswell of opposition to the Virginia ban has caught the attention of national conservation organizations who recognize the ban's negative impact on hunter recruitment and wildlife funding.

“The unconstitutional ban on Sunday hunting robs hunters of half of their potential time in the field, and has absolutely no basis in science or conservation,” Craig Kauffman, director of Safari Club International, said in a press release.

Hunters see the ban as dictating how they use their free time and their relationship they have with the land — particularly land they own, said Virginia hunter Chuck Lafoon.

“It makes no sense that during the hunting season, the state can tell me I can't hunt on my own property one day a week with my nephew,” he said. “All kinds of other destructive things like alcohol sales, gambling parlors and strip clubs are legal on Sunday, but not hunting with your kids on your own land. Let me know if you can figure out why.” ■

Editor's note: On March 5, with litigation pending against the Commonwealth of Virginia, Gov. Terry McAuliffe signed a bill allowing Sunday hunting on private land and public waters.



Kirk Mantay has authored and managed the *River Mud Blog* since 2007. He has written numerous conservation-related pieces for print and electronic publication. A lifelong sportsman, Mantay joined OWAA in 2013 and is finishing his first novel. He works as a habitat restoration manager in Annapolis, Md., and spends his spare time outdoors with wife Amy and their son Henry.

SUPPORTER SPOTLIGHTS

An app for anglers

Gogal Publishing turns smart phones into recreation resources

Mike Gogal was an avid Pennsylvania trout angler, frustrated by the lack of quality maps for exploring new waters. In 1993 he took action and founded **Gogal Publishing Company** and authored a series of fishing maps for Pennsylvania.

His company evolved through the years and now develops and markets GPS enabled smartphone mapping apps like "GPS National Parks," "GPS Fishing Guides," "Ballpark Digest" and the Pennsylvania Game Commission's "State Game Lands and Elk Tour" apps.

Gogal's latest and most ambitious project is slated for release just before OWAA's annual conference in May. "GPS Stream Guide USA" is an iOS mapping app derived from the U.S. Geological Survey's National Hydrology Dataset that allows users to search for, and navigate to, any named river, lake, or stream in any county of any state within the contiguous 48 United States. It functions both with and without phone service and the first release

covers more than 250,000 named rivers, lakes and streams as well as mapping unnamed waters.

Each named water is labeled for quick identification. Flowing waters are color coded to easily differentiate tributaries, allowing users to follow a stream's course from headwaters to mouth. Current USGS stream gage water data is available with just the touch of any gage icon and detailed watershed boundary maps are easily searched at hydraulic unit codes of 2,4,6,8,10, or 12 digit levels.



MIKE GOGAL

The app joins a robust arsenal of others Gogal created.

He also wrote "GPS Topo USA," an app for iOS, designed to turn iPhones and iPads into fully functional GPS devices with topographic maps of the entire United States.

Users can track their location, add annotated waypoints, and with a unique "Go"

button, pass coordinates to the device's built-in navigation software for driving directions. A built in field compass continuously reports the user's current GPS coordinates, compass bearing, speed of travel, and altitude above sea level. A "Target" button enables the compass direction indicator to calculate distance and point the way to any selected wilderness destination.

"We've devised a unique smartphone platform that delivers automotive and handheld GPS functionality, user customizable waypoints and seamless USGS 7.5 minute topographic, road, and satellite maps," Gogal said. "We can customize this platform with overlay maps and points of interest for just about any outdoor activity imaginable."

Gogal will be at OWAA's conference in McAllen, Texas, to introduce himself, provide demonstrations, and offer free download codes so members can install and evaluate these unique apps.

For more information visit www.gogalpublishing.com or contact Gogal Publishing Company at 215-491-4223. ■

American SportFishing Association

80 years of fostering a fishing community

Fishing blends so many things we value. It's what gives us a chance to reflect, refocus and rejuvenate in our outdoor sanctuaries. It's the lesson plan for helping our children to discover the wonders of nature. It's our go-to source of fun with family and friends during our time-off work. It's at the heart of our most meaningful experiences because it's what returns our attention to what matters most.

Fishing companies traditionally have been family businesses passed down through the generations. Staunch competitors forged life-long friendships with each other building a strong sense of community within the fishing business community.

Today, consolidation in the industry is bringing people and companies together in different ways. Acquisitions and mergers are bringing in diverse exper-

tise, perspectives and approaches to all aspects of business operations.

Over the past 80 years, the **American Sportfishing Association** has evolved from a consortium of tackle manufacturers into a more complex trade association representing the interests of the broader recreational fishing community. ASA not only has manufacturers among its 700 members, but every sector of the industry is

represented, from independent dealers and distributors to rep groups, to media groups, to cataloguers and big box stores.

We are governed by a board of directors elected by the association's membership, supported by nine committees made up of member volunteers. Our main program areas are member services, the industry's trade show (ICAST), government affairs,

CONTINUED ON PAGE 30

WELCOME TO OWAA



Jesse Bussard is a cowgirl who grew up in south central Pennsylvania. After completing two agricultural degrees at land grant universities back East, she followed her dreams westward in the fall of 2012, finding herself most at home in the Rocky Mountain front of Idaho, Montana and Wyoming. Currently based in Bozeman, Mont., she provides writing, editing and digital media and marketing solutions to individuals and small businesses in the ranching, agricultural, food, and outdoors sporting communities, through her company, Cowpunch Creative. Her writing has appeared in many agricultural and American Western lifestyle publications including *Beef Producer*, *Progressive Forage Grower*, and *American Cowboy*. Bussard is working on expanding her outdoors writing portfolio in the realm of fly-fishing and recently joined the blogging team of DryftFishing.com. In addition, she is in the beginning stages of a book project focused on the culture and spirit of entrepreneurial women in the American West.



Drew Chicone is an author, outdoor writer, fly designer, photographer, lecturer, and materials expert whose passion for teaching the art of fly-tying has inspired numerous how-to articles and detailed instructional guides. His innovative patterns are sold in fly shops all over the world and his articles and photographs appear frequently in magazines and online publications such as *Fly Fishing in Salt Waters Magazine*, *Fly Fisherman Magazine*, *Hatch Magazine*, *Fly & Light Tackle Angler* and *Florida Sportsman*. Chicone partnered with Stackpole Books in 2013 to publish his fourth book; “Feather Brain: Developing, Testing & Improving Saltwater Fly Patterns.” His other titles include, “Snook Flies,” “Essential Bonefish Flies” and “Andros & Essential Permit Patterns.” He is the creator of the popular blog and website www.saltyflytying.com and he is widely known for his willingness to help fly-tiers young and old improve their skills at the vise.



Scott Morrison is the founder and president of Morrison Creative Company, Inc., a Cody, Wyo., based creative agency specializing in the design of advertising and marketing materials for the outdoor industry. Morrison is editor and designer of *Wild Sheep* and *Gunwerk's Long Range* magazines. Morrison Creative also designs *The Black Powder Cartridge News* and *The Counter Terrorist Magazine*, in addition to serving its many design clients in the firearms, fishing and travel industry on a national and international basis. A fifth-generation Montanan, Morrison has worked as a big game hunting and fly-fishing guide, a fly-casting and fly-tying instructor, a competitive shooter, artist, photographer, designer, writer and illustrator and in many other occupations too numerous (and perhaps too scandalous) to mention. He is a father of two and resides with his wife, Gina, in Wyoming — and whenever possible — Belize. Visit his website at www.morrisoncreative.com.



Andrew J. Pegman is a tenured assistant professor of English at Cuyahoga Community College in Cleveland, Ohio. He recently accepted an administrative position as director of teaching, learning and professional academic development at the college. Pegman received his bachelor's in English from John Carroll University, his master's in English from Cleveland State University, and a certificate in college teaching from Kent State University. He is currently pursuing a doctoral degree in community college leadership through National American University. In the past, he worked as a staff writer for Sun News. His work has appeared in the *Cleveland Plain Dealer*, *Sun News*, *Ohio Outdoor News*, *The Pedestal Magazine* and other publications. He was recently accepted to Outdoor Writers of Ohio. He enjoys reading, writing, fishing, hiking and birding. He lives in Mayfield Heights, Ohio, with his wife Amy and corgi, Olive.



Johnny Sain can trace his love of outdoor writing back 30 years, to the days when his outdoor magazine collection numbered more than 2500 issues and sneaking copies of *Field & Stream* into algebra class was an everyday occurrence. A native of the Arkansas River Valley and southern Ozark Mountains of west Arkansas, Sain is a freelance writer, editor and photographer specializing in rural and natural heritage. Sain began his writing career in 2010 and decided to return to college that same year pursuing a degree in journalism, complemented by a minor in biology and an associate degree in Ozark culture studies. His website, aviewfromthebackroads.com, has won two Realtree Horizons awards. Sain has also written award winning magazine features. He lives in Dover, Ark., with his wife Christine and daughters Madison and Mackenzie.



Tom Seamons was raised near Soda Springs, Idaho, hunting, trapping, fishing and exploring the history-rich area located on the Oregon Trail. He started trapping muskrat and mink at age 10 and hunting at age 12. Unfortunately, the only camera available was a little box-like Brownie. After high school, he moved to St. Anthony, Idaho for summer work, attended Boise State University in the winter months and graduated with a bachelor's degree in business administration. He took several photography classes at ISU after returning to southeastern Idaho, and had opportunity to accompany a professional photographer to Australia and Papua New Guinea in 1990. His wife Kris introduced him to riding Missouri Fox Trotters eight years ago. This has opened up a new way to explore the magnificent Yellowstone, Teton, and Island Park country. He looks forward to sharing his photography and perhaps even an occasional story to go along with the images.



Kristen Schmitt writes articles on hunting, wildlife, nutrition, the environment and sustainable agriculture from her home in Vermont where she raises chickens, gardens and hopes to create a completely sustainable lifestyle. She writes for *National Geographic* and *Deer & Deer Hunting* magazine and her articles have also appeared in *Mother Earth News*, *Utne Reader*, Vermont's *Local Banquet* and *Urban Times*. She has interviewed many leaders within the farming, food, sustainable agriculture, and hunting communities and completes her master's degree in sustainable food systems from Green Mountain College in December 2014. Her next project will document learning archery and discuss female empowerment in relation to archery and bowhunting.



Joanie Straub has been working in marketing and communications for more than 18 years. Since April 2012, she has worked for the Missouri Department of Conservation as a regional media specialist, covering central and north-east Missouri. Raised in southwest Missouri with an appreciation of the outdoors, Straub is discovering nature on a fresh and exciting level as she gets up-close and personal and learns more about Missouri's various animals, trees, plants, landscapes, etc. Her work for the department appears in local television, print and radio programs. Hiking, skiing, camping and canoeing are her favorite outdoor pursuits. Straub has a dual bachelor's degree in broadcast journalism and history from the University of Missouri and a master's degree in technical communications from Colorado State University. Straub lives in Columbia, Mo., with her husband and two young sons.



Emily Stone was born to naturalist parents in the rolling hills and limestone bluffs of northeast Iowa. She devoured books as a kid, but ventured outdoors in college — majoring in outdoor education-natural history at Northland College in Ashland, Wis. From there, she traveled seasonally to naturalist jobs in Canyonlands National Park, Acadia National Park, Yellowstone National Park, Sandstone, Minn., and the redwoods of California. The poet Mary Oliver asks: "What is it you plan to do with your one wild and precious life?" Teaching kids of all ages about nature in beautiful places is Stone's answer. After completing the field naturalist master's program at the University of Vermont, Stone brought her enthusiasm for nature and education back to the Midwest. She is currently the naturalist/educator at the Cable Natural History Museum in Cable, Wis., where she writes a weekly natural connections column for several area newspapers.



GONE FISHING: A horned puffin in Kenai Fjords National Park in Alaska searches for food to feed its young back in its nest.



STARRY NIGHT: The stars shine over Oxford, Miss.



KITE FLYING: The endangered Swallow-tailed kite soars over the Pascagoula River in Mississippi.

Portfolio

by Stephen Kirkpatrick



QUIET TIME: Evening sets in Oxford, Miss.



LOCKED UP: A giant darner (*Anax walsinghami*) sits amidst the morning dew on a cool more in October in Madison, Miss.



(Left) TIME THROUGH THE HOURGLASS: A black widow spider appears on a barbecue surprising the person cleaning it in Oxford, Miss.

(Above) TURKEY TIME VISITOR: An armadillo wanders by those waiting for turkeys.



ALIENS: Moon jellies float at the Alaska SeaLife Center in Seward, Alaska.



FOGGY FLIGHT: Blue-winged teals fly on a foggy fall morning in Madison, Miss.



TUNDRA CROSSING: A caribou moves across the tundra in Denali National Park.

(Far right) EMPTY ROOMS: *Amanita jacksonii* is a widely distributed fungi in Mississippi. (Right) AFTER THE STORM: Sunset follows a thunderstorm in Quebec, Canada.



Countdown to conference

Why making it to McAllen is worth it

BY MARTY MALIN

I moved from the Texas hill country to South Texas 20 years ago because of a business opportunity. I must confess, the thought of trading bluebonnets in the spring for the desert and year-round prickly pear cactus was not that appealing at first. Then it rained. Overnight the desert bloomed and a whole new ecosystem appeared to explore. I never tire of that task.

Now that you've decided to attend this year's conference, it's time to start thinking about the adventures that await.

McAllen, Texas, and the entire Rio Grande Valley of Texas are rich with story ideas and photography opportunities. For those of who plan to take advantage of the pre- and post-conference trip opportunities, bring a backpack because you will not want to miss any action going back to camp for lunch.

Pre- and post-conference trips and opportunities continue to develop so make sure you visit <http://owaa.org/2014conference/pre-post-conference-trips/> for the most up-to-date listings of what is offered.

Recently fellow member **Susan Ebert** informed me that Rios of Mercedes Boot Company has offered a tour of their boot factory in Mercedes, Texas, a 30 minute drive from the convention center. This company has been making handcrafted boots since 1853 and both the general manager, Michael Dvorak, and the owner, Pat Moody, are avid hunters.

I am still, as of the time this magazine goes to press, working on finding a ranch with feral hog hunting opportunities for those who expressed an interest — so stay tuned.

John Martin with Images for Conservation Fund offered three bird -watching and wildlife photography excursions. Martin will teach you about a private land owner who nets more than \$66,000 a year from photographers who visit his 300-acre ranch.

State wildlife and agriculture agencies throughout the country are constantly looking for ways to get youngsters back to nature and if a private landowner or state park can generate revenue by building a few blinds that provide photography opportunities it's a win-win situation. (And maybe a story idea)?

OWAA member **Jim Foster** recently returned to his old stomping grounds, the Lower Rio Grande Valley. Foster informs me that he secured the services of two more South Padre Island fishing guides and a couple of bed and breakfast stops for weary OWAA travelers. Again, be sure to check the conference website for more information <http://owaa.org/2014conference/pre-post-conference-trips/>.

I realize there are a few of you who are undecided about attending this year's conference. I am guessing your decision has to do with finances. I know because I've been there. There was one



Photo blinds, like this one at the Fennessey Ranch, allow you up-close access to wildlife. Photo by **Jim Foster**.

conference when I cut expenses by staying at a campsite in a nearby state park. At the Niagara Falls conference I stayed at a trailer park. On two occasions I shared a room with another member. Back when gasoline was under two bucks a gallon I drove half way across the country to attend conferences. I remember in Spokane, Wash., when two members bunked out in the back of a pick-up camper in the host hotel parking lot.

It would be impossible for me to put a price on the things I have learned, the sights I have seen, and the people I have met and networked with as a result of conference attendance over the years. Who knows? This year I might meet the next up-and-coming Gene Hill, Grits Gresham, Homer Circle, Wally Tabor, Johnnie Morris or Fred Bear. The point I am trying to make is that what you gain by attending conferences will offer you rewards long after any financial liabilities are forgotten. The outdoor communication business is like any other business and you cannot be successful trying to sell from an empty wagon.

For all of you seasoned conference attendees, you know the drill. Find a green ribbon or two and make them feel at home.

See y'all in Texas. ■



A former OWAA board member and president and an award-winning television producer, writer and photographer, Marty Malin is local chair of the 2014 OWAA conference that will take place May 23-25 in McAllen, Texas. Contact him at mmalin@stx.rr.com or at 956-717-1377.

Conference session spotlight

Can't miss events abound in McAllen

Friday, May 23

Newsmaker!

Water vs. Underwater Wildlife

Speakers: Myron Hess, National Wildlife Federation; Randall Luthi, President, National Ocean Industries Association; Dr. Larry McKinney, Harte Research Institute for Gulf of Mexico Studies; Dr. Andrew Sansom, The Meadows Center for Water and the Environment.

Everyone has water issues. Pollution, over-harvesting and natural disasters are just a few of the challenges. This newsmaker session addresses some of the key issues confronting America's water-based ecosystems. This four person panel, composed of those on the front line of water issues in the Gulf coast region, look at the effects man-made disasters and natural phenomena in the Gulf eco-system, the progress toward restoration and how the situation in the Gulf affects others thousands of miles away.

Newsmaker!

Windmills vs. Wildlife

Speakers: Michelle L. Arenson, director, renewable asset strategy, Alliant Energy; Ed Arnett, director, Center for Responsible Energy Development; David Naugle, science advisor, Sage Grouse Initiative; Iliana Pena, director of conservation, Audubon Texas.

According to the U.S. Department of Energy, from 2011 to 2012, the number of wind farms in the country grew more than 90%, with Texas adding more wind power capacity in 2012 than any other state. Windmills dot much of the Gulf of Mexico. The Department of Energy also estimates the wind sector employs more than 80,000 Americans. But this source of energy and economic strength comes at a cost to wildlife, particularly birds and bats. Join experts from both the conservation and wind energy sides of the issue who examine the effects of windmills on various ecosystems in the Gulf region, the prairie and elsewhere.

The Right Lens for the Job

Speaker: Ken Hubbard, Tamron.

Sometimes the right lens can make or break a shot. See for yourself with a Tamron pro staffer on hand and lenses available for testing.

TV/Film: How to Sequence Your Shots

Speaker: Kris Millgate, Tight Line Media.

Remember the old school trick of creating action by drawing the stick man running in the corner of flipping pages? That's still the basic principal behind action shots. Visual movement is the one elemental advantage video has over all other mediums. Learn how to use movement to your advantage in the field. Every video shoot has a rhythm. Find that rhythm then match your working pace to what's going on. Build a sequence of action without missing a beat.

Saturday, May 24



SUSAN EBERT

Write Tight: How to tighten up your prose

Speaker: Susan Ebert.

(final copy) Show up. Learn something. Earn repeat business. Make more money.

(original copy) OWAA members are encouraged to attend this session to learn a variety of different methods to help them hone their writing skills through group interaction and quick-study exercises so that they are better able to express themselves in a clear manner, more successfully write to an editor's word count and develop the necessary skills to help them garner repeat business so that they are better equipped to ultimately increase their own personal revenue stream.

Saturday, May 24 continued

Bootcamp for Writers Who Need to Take Photos

Speaker: Ruth Hoyt.

Hoyt will take writers through the steps of producing documentary photographs that are sharp and exposed properly, with strong composition and content (story). Additionally, she shares tips for producing successful submissions that include writing and photography.



RUTH HOYT

Newsmaker!

Borders vs. Wildlife

Speakers: Ernesto Reyes, U.S. Fish and Wildlife Service; Krista Schlyer, author, “Continental Divide: Wildlife, People and the Border Wall;” John S. C. Herron, director Texas Conservation and Science with The Nature Conservancy; William C. Woody, chief, Office of Law Enforcement with the Department of the Interior.

The Real ID Act of 2005 authorized the Department of Homeland Security to waive all laws to expedite the construction of the fence along the Texas-Mexico border and other border barriers, which effectively removed protection for endangered species and fragile ecosystems in border regions such as McAllen, Texas. At the same time, illegal trafficking of exotic species remains a significant concern as these invasives frequently escape and then wreak havoc on native American ecosystems. This newsmaker panel will discuss border issues and the impact on wildlife, land use and outdoor recreation.

Sunday, May 25

Newsmaker!

State of Outdoor Recreation



Speakers: Whit Fosburgh, president and CEO, Theodore Roosevelt Conservation Partnership; Mike Nussman, president and CEO, American Sportfishing Association; Steve Sanetti, president and CEO, National Shooting Sports Foundation.

Whether hunting, fishing, camping, birding, padding or hiking, we are all involved in outdoor recreation. Join the CEOs and senior leaders from the Outdoor Industry Association, National Shooting Sports Foundation, Theodore Roosevelt Conservation Partnership and American Sportfishing Association as they examine the state of outdoor recreation — who’s participating, what gear they use, where they’re recreating, why they’re outdoors — and what the future of outdoor recreation in the U.S. holds. Among the most prominent members of the outdoor world, these industry insiders will discuss the trends and challenges in each segment of outdoor recreation.

Newsmaker!

The Hispanic Outdoorsmen

Speakers: Lefty Ray Chapa, writer; Stephanie Vatalero, Recreational Boating & Fishing Foundation; Roy Rodriguez, Texas Parks & Wildlife; Bill Brassard, director of communications, National Shooting Sports Foundation.

This year’s diversity panel covers why Hispanics, one of the largest and fastest growing segments of our population, are attracted to the outdoors — or not. This session will cover barriers to entry with suggestions on how to recruit and retain the Hispanic outdoorsperson and why this is an important issue for all outdoorspeople.

Photo Scavenger Hunt Critique

Judges: Earl Nottingham, Chris Madson.

Sponsored by Hunt’s Photo & Video

Win cash and prizes from behind the lens! All attending members are encouraged to enter this fun contest in which professional and amateur photographers submit just one frame of each of the five required subjects, forcing them to “get it right” on a tight deadline. Doubling as both the annual entertaining critique of scavenger hunt entries and a general photo critique, two of OWAA’s top photographers tell us what they like and didn’t like about each photo helping everyone improve their photography skills. ■



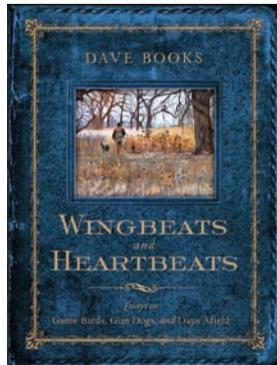
Photo by Lisa Densmore

BOOKSHELF

Wingbeats and Heartbeats: Essays on Game Birds, Gun Dogs, and Days Afield

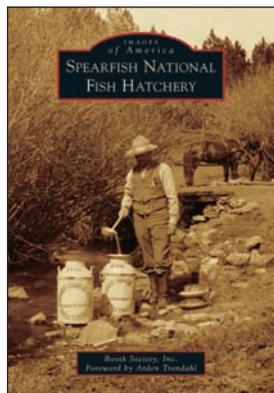
By **Dave Books**, University of Wisconsin Press, contact Elena Spagnolie, 608-263-0734, publicity@uwpress.wisc.edu, <http://uwpress.wisc.edu/>; cloth and e-book, 228 pp., 10 drawings; \$21.95 and \$16.95.

Wingbeats and Heartbeats is a wing shooter's odyssey to the wild places where, at the end of the day, the companionship of faithful gun dogs and good friends matters more than a bulging game bag. In this sometimes humorous and sometimes poignant collection of essays, Dave Books celebrates a time-honored connection to the land and the hard-earned hunting rewards of an outdoor life. Through these essays, readers tag along on adventures in the forests of Wisconsin and Minnesota, the fields of Iowa and North Dakota, on the prairies of eastern Montana and Nebraska, in the mountains of western Montana and Idaho and in the deserts of Arizona. Books also writes of the game birds that hunters pursue and admire: grouse, quail, woodcock, doves, chukars, Hungarian partridge, and waterfowl.

**Spearfish National Fish Hatchery**

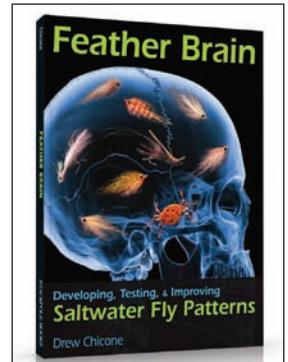
By Booth Society Inc., Rand Sue Smith, Carlos R. Martinez and **Craig Springer**, Arcadia Publishing, www.arcadiapublishing.com, softcover, 128 pp., 200 black and white images; \$21.99.

In 1892, scientist Barton Warren Evermann was on assignment in South Dakota to survey fisheries and locate a site for a federal hatchery. The foray took him to the Black Hills and springs of Ames Canyon that poured into Spearfish Creek. The site was ideal. By 1899, Spearfish National Fish Hatchery started raising trout and its impact on fishing was profound. Today, D.C. Booth Historic National Fish Hatchery and Archives, named to honor the hatchery's first superintendent, is a treasure trove of information related to fisheries conservation. The facility's historic and commanding hatchery building is iconic in the community and a one-of-a-kind museum.

**Feather Brain: Developing, Testing & Improvising Saltwater Fly Patterns**

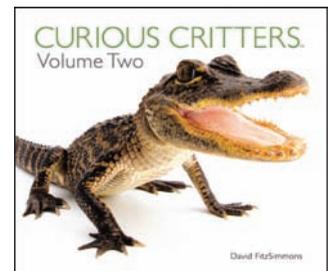
By **Drew Chicone**, Stackpole Headwaters, contact Drew Chicone, 239-898-1236, drew@saltyflytying.com, www.saltyflytying.com; paperback and e-book, 168 pp., 444 photographs; \$24.99.

In "Feather Brain," Drew Chicone illustrates the mechanics of his advanced tying techniques and shares the creative thinking that leads to the design and construction of a successful fly. The book provides step-by-step instructions, as well as explanations as to how Chicone designed 14 saltwater flies. The book also includes insights from other top saltwater fly tiers and gives tips to design your own patterns tying with saltwater materials. Chicone guides you to finding the right hook, how to fix problems and inspires you to design your own flies.

**Curious Critters Volume Two**

By **David FitzSimmons**, Wild Iris Publishing, 419-892-2900, info@wildirispublishing.com, www.curious-critters.com; hardcover, 32 pps., 51 color photographs; \$19.95.

Award-winning author and photographer David FitzSimmons has a unique approach to animal portraiture, and he loves sharing it with kids. Instead of seeking rare animals in exotic locations, FitzSimmons photographs common, backyard animals against plain, white backgrounds, producing amazingly detailed close-up images. FitzSimmons' unconventional approach allows the animals' colors, textures, shapes, and personalities to shine. "Kids focus on the animals. That's when the learning begins," he said. "They notice clues about animals' behaviors, diets, life cycles, and habitats." In addition to the stunning photographs, each of the 20 featured animals tells its own story in playful prose that educates and entertains.

**Sport Optics**

By **Alan R. Hale**, Hale Optics, contact Alan Hale, 57ahale@gmail.com, www.haleoptics.com; paperback, 184 pp.; \$24.95.

"Sport Optics" is a helpful guide for buying binoculars, rifle scopes and spotting scopes for hunting, bird-watching, astronomy, nature viewing and other hobbies. The author has been in the optical industry for more than 50 years selling and designing optical

BOARD CANDIDATE PROFILES

Five OWAA members are running for three seats on OWAA's Board of Directors. All Active, Senior Active and Life members are encouraged to vote. 2014 is the third year of online voting for OWAA's annual election. An email with a link to the online ballot was sent on April 1. A paper ballot will be sent via postal mail to those members that don't have an email address listed in OWAA's database. All ballots must be returned by May 1. Three elected candidates will begin serving three-year terms on May 25, 2014, at OWAA's board meeting. Results will be published in *Outdoors Unlimited* and on the OWAA website. Candidates are listed alphabetically. They were asked to submit a short biography and answers to the same four questions, which were drafted by OWAA's Board Nominating Committee.



PHIL BLOOM



SAM CALDWELL



PJ DELHOMME



DAWN FAUGHT



KRIS MILLGATE

QUESTIONS:

1. Why are you running for the Board and what do you hope to achieve if elected?
2. What do you think are the most important services OWAA offers to its members and how should we market those benefits to potential members?
3. The annual conference is OWAA's biggest outreach effort yet many members rarely attend. How do we turn conference into a "can't miss" event and how do we ensure newer, younger members return after attending that first conference?
4. What is your vision for OWAA?

PHIL BLOOM

Residence: Indiana.

Years of OWAA membership: 23.

Conferences attended: 21.

Committees: Awards, Board Nominating, Contests, Development, Education, National Affairs & Environment, Officer Nominating, Past Presidents Council, Sections, Strategic Planning.

Phil Bloom is a past OWAA president (2008-09), secretary and board member. He is the communications director for the Indiana Department of Natural Resources and previously worked 33 years in the newspaper business. He was an award-winning outdoors editor for 16 years at the Fort Wayne Journal Gazette, which twice was named OWAA Newspaper Outdoor Page Award Best Outdoors Page during his tenure. He received one of OWAA's highest honors in 2013 – the J. Hammond Brown Award "for devoted past service to the organization."

1. Why are you running for the Board and what do you hope to achieve if elected?

As a past board member and elected officer of OWAA, I fully understand and accept the time commitment involved in doing what it takes to benefit OWAA and its members. I'm honored to be asked to serve again. I believe — passionately — in OWAA and its mission. I relish the opportunity to tackle issues facing OWAA and to seek viable solutions. I don't have all the answers. I may not have any of the answers. But I'm eager to do my part to make OWAA better.

2. What do you think are the most important services OWAA offers to its members and how should we market those benefits to potential members?

One: Opportunity through networking.

Two: Professional development.

Any marketing efforts should include testimonials from OWAA members who have found success through an opportunity (a book contract, a magazine assignment, etc.) or learned new skills (conference

seminar, OU craft improvement article) made possible by their affiliation with OWAA. Showing that OWAA membership equals tangible results can be a strong selling point to prospective members.

3. The annual conference is OWAA's biggest outreach effort yet many members rarely attend. How do we turn conference into a "can't miss" event and how do we ensure newer, younger members return after attending that first conference?

Absenteeism at conference isn't just a younger member concern. It extends to all OWAA members. So, it's important to nourish the "can't miss" message with everyone. That doesn't happen by magic but by developing conferences that stick to five key elements:

(1) Accessibility (easy-to-reach locations);

(2) Affordability with value (room, airfare, etc.);

(3) A solid agenda/program (mixture of top-tier newsmakers and professional

development seminars);

(4) Sellable story ideas (from pre/post trips);

(5) A committed local team (CVB, local conference chair, etc.).

Subtract any one of those from the equation and a conference's perceived value shrinks, making it a tougher sell as members measure the cost of attending against revenue potential. Members should be able to look at the entire package and say, "I can make money at this one."

4. What is your vision for OWAA?

As a 20-year-plus member, I've witnessed OWAA's growth as an organization of outdoor communicators focused on improving their skills as professional journalists. This is as it should be. My "vision" would be to contribute whatever I can to further that effort in developing an organization that provides its members with the skills and the tools to successfully tackle any topic in any medium or format they choose. This puts OWAA members in a unique position in the media marketplace – grounded in journalistic principles coupled with first-hand knowledge and understanding of the great outdoors. ■

SAM CALDWELL

Residence: Texas.

Years of OWAA membership: 25.

Conferences attended: Three.

Committees: EIC contest judge; Publications, 2006, 2007, 2008 (Hurricane Ike put a three-year crimp in my life), and coming up, Publications Judge in 2014 for 2013.

Sam Caldwell is primarily an outdoor artist. But, in order to fund his art, hunting and fishing habits, he has been a writer, photographer and editor for some 35 years. He studied at the University of Houston, worked at the Houston Chronicle as an illustrator and writer, and has had his own business, Wildlife Graphics, for 32 years. He was named Texas State Artist for 2004, and Texas Ducks Unlimited Artist for 2010-2011.

1. Why are you running for the Board and what do you hope to achieve if elected?

My main goal as a board member will be to increase the number of illustrators and graphic artists in the membership. Pick up almost any outdoor mag, and there will be

numerous illustrations/cartoons/graphic art presentations as part of the features. I am acquainted with four artists here in Texas who could qualify for membership. There are dozens of other artists/illustrators/graphic artists who could benefit from, and be attracted by OWAA programs.

Problem: Incentives. **Solution:** Gather some top notch sponsors who could provide funding. I have visited with a couple of the big art dealers in the country, but I haven't got an answer to them from OWAA for the cost factor nor their exposure value.

2. What do you think are the most important services OWAA offers to its members and how should we market those benefits to potential members?

OWAA is a magazine membership, like **Ducks Unlimited** and **The National Rifle Association**: No mag? I'm gone. The OU magazine has kept me onboard for some 28 years, because of the diverse subject matter. Making a living in the constantly changing publication world means doubling in brass—an illustration can tempt a publisher into accepting a story query. How do we market those benefits to potential members? I have rifled through a variety of mags lately (DU, NRA, Texas Parks & Wildlife, Texas Sporting Journal, Field & Stream, Garden and Gun), thinking about the idea of getting more OWAA illustration members onboard. Hard to know how to get in touch with contributors. One solution: Tap the membership for help, apart from the staff and the board. Go viral. Ask the members to FORWARD a short, well-worded note to their compatriots about the advantages of OWAA membership.

3. The annual conference is OWAA's biggest outreach effort yet many members rarely attend. How do we turn conference into a "can't miss" event and how do we ensure newer, younger members return after attending that first conference?

SEE ALL ABOVE.

However, it's a loss when we don't show the missing folks what they missed. Yes, OU had a feature with good info. I'm still puzzled that there were no links offered in OU for the Chena Hot Springs photos and hundreds of interesting, informative, colorful photos of Alaska that could have been available on the OU website, simply by clicking on a link, or typing a link in the OU mag.

4. What is your vision for OWAA?

Seems to me that OWAA should continue exactly as it has the last four years. Don't want to hurt anyone's feelings from years back, but the quality of the staff, in my less than humble opinion, has been excellent.

Repeat above idea about membership. Whether I can help as a board member or not, I'll be looking for ways to contribute. ■

PJ DELHOMME

Residence: Montana.

Years of OWAA membership: Six.

Conferences attended: One.

Committees: Served as judge on two EIC contests.

PJ DelHomme is currently the hunting editor at Bugle Magazine of the Rocky Mountain Elk Foundation where he's worked for seven years. He freelanced for a number of regional and national publications before becoming a dad.

1. Why are you running for the Board and what do you hope to achieve if elected?

I've been an off-and-on member of OWAA since my student membership in 2005. I like the camaraderie, and I like the legacy of OWAA. As an editor, my membership has given me a number of writer contacts I wouldn't have had otherwise. OWAA has also given me opportunities afield that otherwise wouldn't have happened. I think it's time to give back. If elected I'd like to see OWAA grow in membership and in prominence. I'd like us to define how OWAA is relevant to current members? Are we meeting the needs of those members? How do we become relevant to potential members?

2. What do you think are the most important services OWAA offers to its members and how should we market those benefits to potential members?

Outdoor media is a much different beast compared to what it was 20, 10, even five years ago. And to continue to make money at this profession, our members need to know the trends and needs of their potential outlets. Are there new ways to make money out there, e.g websites, blogs? You bet. Are we showing our members how they can capitalize on those new ways?

3. The annual conference is OWAA's biggest outreach effort yet many

members rarely attend. How do we turn conference into a “can’t miss” event and how do we ensure newer, younger members return after attending that first conference?

For many younger members, especially those with families, attending a conference away from home is both an expense and a hassle, especially for those left at home watching the kids. To make it worth an attendee’s time, we need more editors from national publications to attend the conference. Writers need one-on-one time with those editors, which we can help facilitate. In addition, we should cater workshops to the needs of our members. Was a workshop filled beyond capacity last year? Then let’s expand it into two sessions. Let’s talk about digital media. And let’s talk about what editors want. In the end, they are the ones signing the checks. The better our members can anticipate the needs of editors, the more assignments they are likely to land.

4. What is your vision for OWAA?

I think OWAA has the hook and bullet crowd covered. If we are to expand our influence and member base, I would like to see us reach out to other outdoor media professionals, such as the mountain bikers, mountain climbers, skiers, adventure travelers, etc. These are potential members who have a passion for the outdoors and may or may not have an interest in shooting, hunting or fishing. When these folks get involved, they can then be exposed to guns and fishing poles, hopefully furthering an understanding of what hunting, fishing and shooting does for conservation around the world. And in the end, maybe some of our hook and bullet professionals can expand their markets as well. ■

DAWN FAUGHT

Residence: North Dakota.

Years of OWAA membership: Nine.

Conferences attended: Three.

Committees: I’m currently serving as a co-chair on the Contests Committee and was a judge for the Photo Scavenger Hunt.

Dawn Faught, freelance photographer and writer, is an avid horsewoman who enjoys riding her horses through the rugged badlands of North Dakota along with

taking pack trips through the mountains and wilderness areas. Subjects covered include the western lifestyle of cattle drives, adventure travel destinations, trail riding and equine activities, along with personal profiles, and book reviews.

Faught co-authored her 99-yr. grandfather-in-law’s autobiography in July, 2013 - “My Admissions – the First 99 Years,” which is available for sale at local stores including Barnes & Noble and Amazon. Her photographs and articles have been featured in publications including Cowboys & Indians, Western Horseman, AAA Living, Heartland USA, Today’s Horse Magazine, Persimmon Hill, North Dakota Horizons, Cowgirl Living, Trail Blazer, Trail Rider, along with selling prints and stock photos. She also works with her husband Steve, and son Kyle, on the family farm near Amenia, N.D.

1. Why are you running for the Board and what do you hope to achieve if elected?

It is important as a member to become involved with the organization. I hope to help bring in new members and promote annual conferences and EIC.

2. What do you think are the most important services OWAA offers to its members and how should we market those benefits to potential members?

OWAA offers excellent opportunities to networking with members and personally contact supporting members. I look forward to attending the excellent seminars during the annual conference and making new friends. Until I joined OWAA, I had no one to go to when I had questions pertaining to my craft. Now, when questions arise, the answers are an email away.

3. The annual conference is OWAA’s biggest outreach effort yet many members rarely attend. How do we turn conference into a “can’t miss” event and how do we ensure newer, younger members return after attending that first conference?

We need to promote how a conference pencils out financially for attendees. While the conference is an upfront expense, the information garnered for craft improvement during the educational seminars greatly outweighs the cost. Plus, opportunities for selling articles, photography, etc.

from the pre- and post-conference events, along with information garnered from our supporting members, are a quick way to gain financially.

We need to bring in well-known leading presenters to speak on current outdoor issues to give the conference that “wow” effect. Dr. Valerius Geist’s presentation on wolves at my first conference many years ago is still my wow factor.

We also need to develop a program to encourage people to come “face-to-face” with each other at a conference and then carry that relationship on throughout the ensuing year. By doing so, returning to conferences will be a way of getting to see your friends you made the previous years.

4. What is your vision for OWAA?

My vision for OWAA is to grow its membership, along with increasing attendance at the annual conferences. Bringing in new members is vital to any organizations as they bring with them fresh ideas and inspiration to keep the association alive and growing. Also, I would like to streamline the contest rules for EIC which I feel, would then encourage more members to submit entries. ■

KRIS MILLGATE

Residence: Idaho.

Years of OWAA membership: Five.

Conferences attended: Two.

Committees: Craft Improvement Committee Chair, Craft Improvement Committee TV Section Chair, Marketing Committee, Membership Committee.

The quiet cast of a fly line cures writer’s block for outdoor journalist **Kris Millgate**. Many of her multi-media production ideas come from the time she spends in her Idaho base camp.

Millgate recognized the meshing of the mediums in 2006 and made the bold move to multi-media as a freelancer with her production company Tight Line Media.

She produces outdoor news content for TV, newspapers, magazines and Web. She also produces a handful of award-winning films annually.

Millgate’s 18 years of experience and several cross-country moves prove she’ll go anywhere for a good story.

1. Why are you running for the Board and what do you hope to achieve if elected?

I am running for the board because I don't know how to say no when someone asks me for help. Asking is a big step and hearing an easy yes lights up the face of the asking. I like that light.

When I choose to commit to an organization, project or person, I commit 100%. Anything less is pointless. I committed to OWAA in 2009. My first year of membership was quiet and I said to myself, "What's the point?" I made sure I had an answer by Lake Placid. The point is the relationships I've created through OWAA keep me in business. Giving back to an organization that puts me in front of the faces I want to work with is worth my time.

If elected, I want to start a Pass-the-Torch program. That's a to-do-list exiting leaders go through with new leaders before they officially pass the torch. Shortens the learning curve.

2. What do you think are the most important services OWAA offers to its members and how should we market those benefits to potential members?

I see the face-to-face network opportunity at conference as the most important service offered by OWAA. While it's still up to us to make the connection, the other end of the line is at OWAA conference.

I also find value in the Outdoors Unlimited Craft Improvement stories. We are an organization full of out-of-box thinkers. Right down to the guy who suggested a few yards of duct tape wrapped around my tripod leg. You never know when you might need it.

3. The annual conference is OWAA's biggest outreach effort yet many members rarely attend. How do we turn conference into a "can't miss" event and how do we ensure newer, younger members return after attending that first conference?

I can't count on two hands the number

of people I now work with based on meeting them through OWAA. I have more faces than I have fingers. Conference is the place to put a face to a name.

Younger members need those faces as much as seasoned members. I suggest a college/high school outreach program to improve membership recruitment. Invite the communications departments from schools in the town hosting conference. Send a handful of conference attendees to a college or high school as speakers. Or create satellite sessions with journalism students in member areas.

4. What is your vision for OWAA?

I'd like to see a variety of skill levels among OWAA so there is always at least one person for someone else to learn from. Growth is motivating and even the most experienced member should still be able to find someone to learn from. I'm okay with teaching. I'm even better with learning. ■

Editor's note: At its January 2014 meeting, the Board of Directors voted to recommend the following changes to the Bylaws and Code of Ethics. The following proposed changes will be included in the April 1, 2014, Board of Directors Election ballot. Active, Senior-Active and Life members should submit ballots before the May 1 elections.

■ Code of Ethics proposed change

The OWAA Board of Directors, by vote on Jan. 21, 2014, approved the following change to OWAA's Code of Ethics, subject to final approval by members

Shall the Code of Ethics be amended to delete the current version of Canon I, Rule 5, which reads:

"Plagiarism must be avoided. Members should take pride in producing original work" and replace it with the following:

"Members should take pride in producing original work and must avoid plagiarism and copyright infringement. OWAA disapproves of 'patch writing' and any other copying or use of another's published or broadcast work without explicit permission. OWAA considers such practices to be plagiarism or copyright infringement unless such use is specifically permitted by copyright laws."

Bylaws proposed change

Below is a summary of the proposed revision of OWAA's Bylaws submitted by an ad hoc committee appointed by President **Bill Graham**. Committee members were **Tim Mead**, chair; **Bill Powell**, legal counsel and draftsman; **Katie McKalip**; **Kay Ellerhoff** and **Mark Freeman**, members. In January, 2014, the Board endorsed this revision to be submitted for vote by the members, and recommends its adoption. The new bylaws will not take effect unless approved by a majority of the members voting in the upcoming election. Full text of the proposed Bylaws is here <http://owaa.org/members-area/2014/02/2014-owaa-elections-ballot-measures/>. Current Bylaws, which are to be replaced entirely by the proposed Bylaws, may be found for comparison here <http://owaa.org/members-area/bylaws/>.

The proposed Bylaws as developed by the committee and endorsed by the Board:

- Clean up the style to make Bylaws more readable, favoring active rather than passive voice, improve consistency of grammar, and use parallel descriptions and organization in similar provisions.
- Put separate references to "Senior" status in both the Active and the Associate classes of membership.
- Rewrite the procedure for handling applications for membership to eliminate the delay in accepting new members to allow a comment period. The Board reviewed about 25 years of history and identified only one instance when this delay produced an objection to a proposed member, who was still admitted by a vote of the Board. As rewritten, this will result in more prompt acceptance of members if they submit required materials and are sponsored by a current member.
- Clarify and simplify handling of ethics complaints.
- Restore the Bylaws reference to a Supporter Liaison.
- Clarify the validity of use of electronic means to conduct OWAA business.
- Revise and clarify the director nomination process.
- Clarify the jobs of the Secretary and Treasurer.
- Revise and clarify the nomination and election procedures for officers.
- Revise language describing the function of the Finance Committees.
- Condense most of the provisions that address work by various committees into a single article, and replace the single Membership Committee with two committees dealing with membership; the Member Recruitment Committee and the Member Services Committee, per Board suggestion.
- Delete extraneous wording from the endowment trust article that had significance only when first adopted, and clarify the timing of certain decisions by the Endowment Trustees to coordinate their work with various committees, especially those that award scholarships and fellowships (Because of these changes to this article, the revised bylaws will become fully effective only if the vote to approve is 75 percent or more).
- Clarify oversight of the operating fund.
- Clarify language pertaining to amendment procedures.
- Add requirements for some things to be published on the OWAA website as well as in OU.
- Clarify that counsels assigned to committees are non-voters.

DONORS

January and 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 operational costs. For details about OWAA funds, contact OWAA headquarters at 406-728-7434.

Operating Fund

David L. Barus
 Judy A. Benson
 Paul M. Bruun
 Paula J. Del Giudice
 Will Elliott
 Janet Lebson
 Chris Madson
 Grant McOmie
 Matthew L. Miller
 Vicki J. Mountz
 Rich Patterson
 Roy A. Welch

John Madson Fellowship Fund

Paula J. Del Giudice
 Larry L. Kruckenberg
 Janet Lebson
 Chris Madson
 Ben Moyer
 Luann Sewell Waters
 James T. Smith
 Joel M. Vance

Bodie McDowell Scholarship Fund

Thomas M. Dillon
 Martin H. Garrell
 George Ingram
 Janet Lebson
 Luann Sewell Waters

Restricted Endowment

Janet Lebson

NEW MEMBERS

New OWAA members from February and March 2014:

Paul J. Baicich
 Bob Bramblet
 Preston Keck
 Christopher Paparo
 Andrew J. Pegman
 Ryan Roberts
 Tom Seamons
 Joanie Straub
 Peter Van Horn
 Paul Vertrees
 Dusty Wissmath

PROPOSED NEW MEMBERS

To view this current list of proposed

ASSOCIATION UPDATE

Visit OU Online for complete monthly Association Updates, including bios of proposed members:

<http://owaa.org/ou/category/departments/assoc-update/>

members, login to OU Online and visit: <http://owaa.org/ou/category/departments/assoc-update>.

REINSTATED MEMBERS

Reinstated member listings include references to acronyms that relate to Skills, Subject Matter, and Sections. A key for those acronyms can be found at <http://owaa.org/ou/about-owaa-skills-subject-matter-sections/>.

Daniel Bacher, Fish Sniffer magazine, (Active) 3201 Eastwood Rd., Sacramento, CA 95821. (H) 916-487-4405, (W) 916-725-0728, danielbacher@fishsniffer.com, www.fishsniffer.com. Editor, Fish Sniffer magazine. Writer, North American Fisherman magazine, Appeal-Democrat newspaper. Skills: ELNW; Subject Matter: ABLORS; Sections: Magazine, Newspaper Photography, Radio.

Phil H. Shook, (Active) 8 Elkan Rd., Larchmont, NY 10538-3303. (H) 914-833-2231, (W) 914-833-2231, (F) 914-834-7348, flytex@aol.com, www.bexarfly.com. Regional editor, Eastern Flyfishing Magazine. Contributor, Saltwater Fly Fishing, Texas Sporting Journal, Texas Parks & Wildlife, Tide, Southwest Fly Fishing, Fly Fishing in Salt Waters, Fly Rod & Reel and others. FFF certified fly casting instructor. (Kit) Skills: BELNOSW; Subject Matter: ABCLORT; Sections: Photography.

Suzanne Sullivan, Wildview, (Associate) 370 McNary Ridge Rd., Burbank, WA 99323. (C) 509-531-1111, (W) 509-546-2000, (F) 509-546-2001, suzzannesullivan7@yahoo.com. Public relations for outdoor companies, guide services, manufacturers. Writes articles and press releases. (Paul) Skills: LOQW; Subject

Matter: CERST; Sections: Photography, TV/Video.

John Tyson, John Tyson Photography, (Active) 133 Buffalo Trail, Asheville, NC 28805. (C) 907-351-1696, (W) 828-333-4992, john@johntysonphotography.com, www.johntysonphotography.com. Fancy Publications, TFH Publications, McFadden Publications, Bowtie, Avalanche Publications, Falcon Guides. Workshop leader and environmental conservation educator. (Madelyn) Skills: ABS; Subject Matter: GOQS; Sections: Magazine, Photography.

Jeffrey S. Waring, (Active) 800 Chester Rd., Enola, PA 17025. (H) 717-796-0110, (W) 717-695-8080, (F) 717-657-9552, jeffw@cowles.com. (Shelley) Skills: P; Subject Matter: F.

CREDENTIALS REVIEWS

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

Dennis L. Clay
P.J. Delhomme
Dawn Faught
Jim Foster
John P. McCoy
Grant McOmie
Kris Millgate
George Poveromo
Brett Prettyman
Dave Smith
Rick Taylor
Garnet Wilson
Paul "Rick" Windham

NEW SUPPORTING GROUPS, AGENCIES AND BUSINESSES

Supporting Group listings include references to acronyms that relate to resources they provide. A key for those acronyms can be found at <http://owaa.org/ou/about-owaa-supporter-resources/>.

Brownells, Inc., 200 S. Front St., Montezuma, IA 50171. Contact: Larry Weeks, public relations manager. (W) 641-623-8071, (Toll Free) 800-741-0015, (F) 641-623-8071, larry.weeks@brownells.com, www.brownells.com. Mail order sales of firearms accessories, gunsmithing tools, reloading supplies, ammunition and survival gear. Supporter Resources: GIP.

Cat Magnet, P.O. Box 4760, Charlottesville, VA 22905. Contact: John McMahon, CEO. (W) 877-210-3993, (Toll Free)

877-210-3993, john@catmagnet.com, www.catmagnet.com. Cat Magnet is a Virginia-based brand of fishing tackle, gear, and apparel. Our mission is to elevate the sport of catfishing while educating our customers and fans about conservation and responsible angling. Supporter Resources: G.

D.T. Systems, c/o Howard Communications, 289 Hwy. CC, Elsberry, MO 63343. Contact: Andrew Howard, account executive. (W) 573-898-3422, 214-350-9446, (F) 573-898-3407, ahoward@howardcommunications.com, www.dtsystems.com. D.T. Systems has been providing e-collars and dog training gear since 1983. Products include an extensive line of e-collars, bird launchers, dummy launchers and a wide range of training accessories. D.T. Systems is dog tested, dog tough.

Ernst Conservation Seeds, 8884 Mercer Pike, Meadville, PA 16335. Contact: Randy Ferguson, director of marketing and communications. (W) 814-336-2404, (Toll Free) 800-873-3321, (F) 814-336-5191, rferguson@ernstseed.com, www.ernstseed.com. Specialize in nature and naturalized seeds, mixes and bioengineering materials for resoration, reclamation, conservation and wildlife habitat. Supporter Resources: CIOP.

The Orvis Company Inc., 178 Conservation Way, Sunderland, VT 05250. Contact: Tom Rosenbauer, marketing manager. (W) 802-325-2189, rosenbauert@orvis.com, www.orvis.com. Makers of the finest fly-fishing gear since 1856. We make our own fly rods in Manchester, Vt., and source and design all other fly-fishing products. Supporter Resources: CGIOP.

Tenkara USA, 637-B S. Broadway, #108, Boulder, CO 80305. Contact: Daniel Galhardo, founder. (W) 415-238-6613, daniel@tenkarausa.com, www.tenkarausa.com. Tenkara is the simple Japanese method of fly-fishing where only a rod, line and fly are used. Tenkara USA is the first company to bring this method and a full line of tenkara products to the U.S. The vision for Tenkara USA is to introduce tenkara outside of Japan, to open the doors to people who

like the idea of fly-fishing but have always found western fly-fishing too complex, and to excite experienced fly anglers through an effective but simpler approach to fly-fishing. Supporter Resources: GP.

REINSTATED SUPPORTING GROUPS, AGENCIES AND BUSINESSES

Beaumont Convention & Visitors Bureau, 505 Willow Street, Beaumont, TX 77701. Contact: Stephanie Molina, director, marketing and public relations. (W) 409-880-3749, (Toll Free) 800-392-4401, (F) 406-880-3750, smolina@ci.beaumont.tx.us, www.beaumontcvb.com. Secondary contact: Ashley White, online communications manager, awhite@ci.beaumont.tx.us. Beaumont's claim to fame began with the discovery of oil at Spindletop, but it's not the only natural resource we're blessed to have. The Big Thicket Preserve, dense Piney Woods, sandy beaches, wild rivers and shallow wetlands set the scene for unmatched birding, fishing, paddling and many more outdoor activities. Supporter Resources: O.

Birchwood Casey, c/o Howard Communications, 289 Hwy. CC, Elsberry, MO 63343. Contact: Mike Capps, account executive. (W) 573-898-3422, (Toll Free) 800-328-6156, ext. 7923, (F) 952-937-7979, mcapps@howardcommunications.com, www.birchwoodcasey.com. Manufactures complete line of gun-care and refinishing chemicals, including RIG products, designed for the do-it-yourself market. Manufactures World of Targets product line of steel targets and the revolutionary Shoot-N-C, Dirty Bird, Sharpshooter and Darkotic targets. Sold worldwide to sporting-goods distributors.

Lightfield Ammunition Corp., P.O. Box 162, Adelphia, NJ 7710. Contact: Peter Saker. (W) 732-462-9200, (F) 732-780-2437, advertising@lightfieldslugs.com, www.lightfieldslugs.com. Lightfield Ammunition Corporation specializes in manufacturing the hardest hitting, most accurate sabot slugs available to today's hunters

for use in their rifled shotgun barrels. The various slugs that make up the Lightfield product line utilize two distinctly innovative designs, each design functioning similarly to the other to produce superior accuracy even at extended ranges.

West Virginia Division of Natural Resources, 324 Fourth Ave., Room 328, South Charleston, WV 25303. Contact: Emily Fleming, assistant to the director. (W) 304-558-2754, (F) 304-558-2459, Emily.J.Fleming@wv.gov, www.wvdnr.gov. The mission of the West Virginia Division of Natural Resources is to provide and administer a long-range comprehensive program for the exploration, conservation, development, protection and enjoyment of the state's natural resources.

Wildlife Research Center Inc., 14485 Azurite St., NW, Ramsey, MN 55303. Contact: Ron Bice, communications director. (W) 763-427-3350, (Toll Free) 800-873-5873, (F) 763-427-8354, ronbice@wildlife.com, www.wildlife.com. Makers of genuine Wildlife Research Center scents, scent elimination and scent dispenser products. Will cheerfully provide information and photos on Wildlife Research Center hunting scents products!

Winnebago Industries Inc., P.O. Box 152, Forest City, IA 50436. Contact: Sheila Davis, public relations and international relations manager. (W) 641-585-6731, (F) 641-585-6966, sdavis@winnebagoind.com, www.winnebagoind.com. Winnebago, the most recognized name in motorhomes, is a leading U.S. manufacturer of recreational vehicles, which are used primarily in leisure travel and outdoor recreation activities. The company and its subsidiary build quality motorhomes, travel trailers and fifth wheel products under the Winnebago, Itasca, Era and SunnyBrook brand names. Supporter Resources: DP.

DECEASED MEMBERS

Les Bartus

John Lachuk

Ross H. Shickler Ed.D.

CONTINUED FROM PAGE 13

consumer shows and communications.

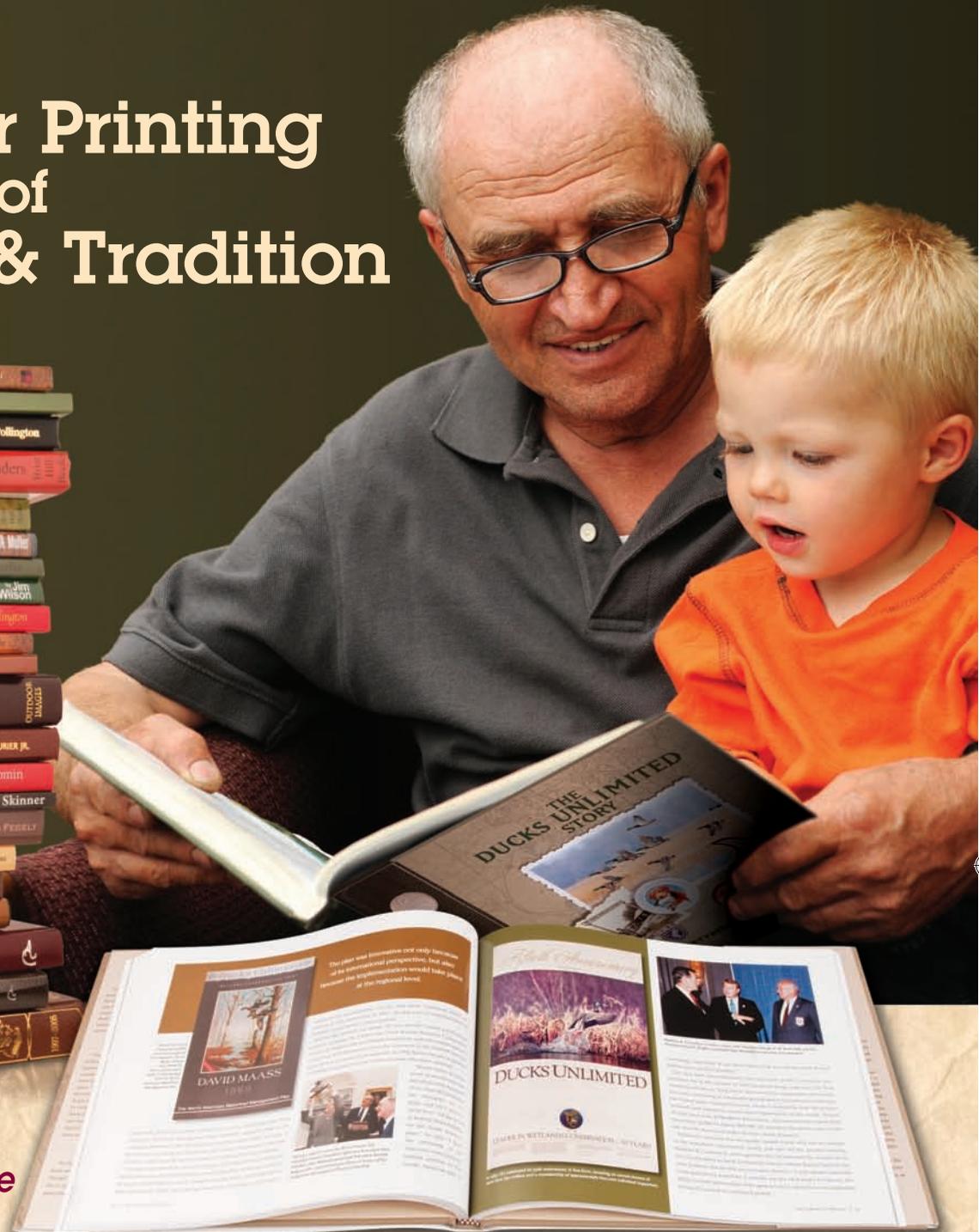
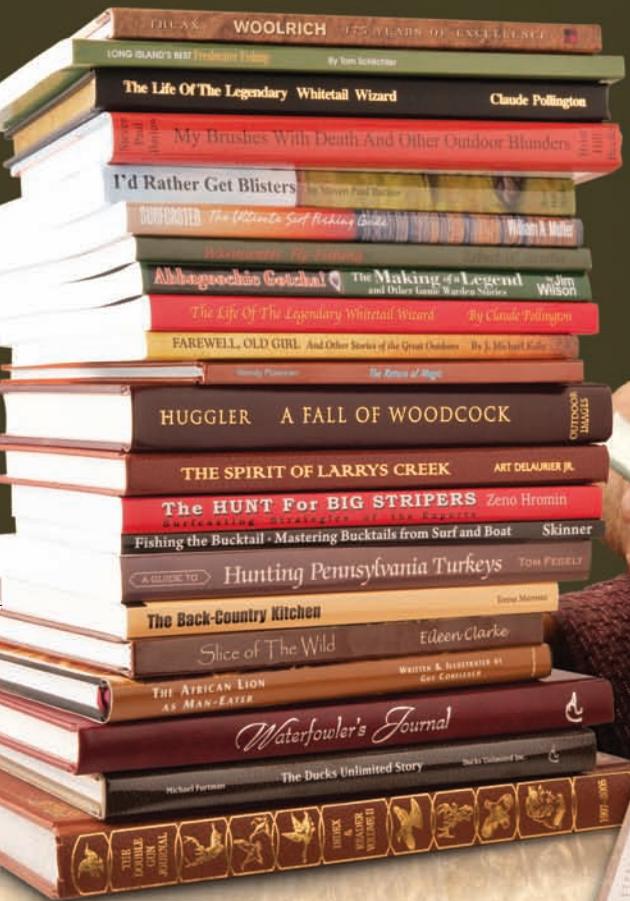
KeepAmericaFishing, under government affairs, is our angler-based advocacy campaign created to give anglers a stronger voice in public policy that impacts their

right to fish on our public lands and water. The FishAmerica Foundation is the industry's conservation arm, providing support and grant funding for sportfish conservation and habitat restoration. Although a separate organization, ASA works closely with the

Recreational Fishing & Boating Foundation to promote sportfishing participation and conservation ideals.

To learn more about the American Sportfishing Association and our programs, please go to www.ASAfishing.org. ■

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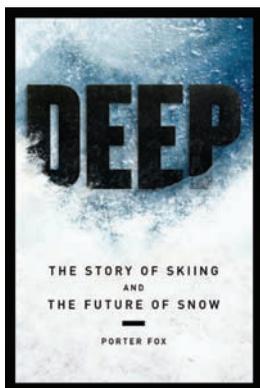


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Ask an Expert: Porter Fox on crowd-funding your next project

My strength as a journalist has always been coming up with story and project ideas. When I worked in newspapers I struggled to find time to bring these ideas to fruition. Now that I freelance I struggle to find funding.

Porter Fox recently released his book “Deep: The story of skiing and the future of snow.” The book chronicles the history of skiing and the impact climate change is having on snow and the ski industry. It wasn’t just the topic that intrigued me. Fox, the features editor for Powder magazine, has also been published in The New York Times Magazine, The Believer, Outside, Men’s Journal, National Geographic Adventure, Narrative, The Literary Review and Third Coast, among others. Yet instead of going a traditional publishing route, friends created a publishing company to expedite the process and print the book. They paid Fox an advance to cover his costs for two years of reporting, but they turned to Kickstarter to help with the print costs and raised almost \$29,000. More people are turning to crowd-funding projects, but not everyone is successful.



Fox made time for a quick interview during his book tour to talk about why and how to crowd-fund a project. Below is some of what he shared. For more information and complete rules and guidelines for using Kickstarter, visit www.kickstarter.com.

Why did you decide to crowd-fund this project?

I’ve done a lot of fundraising and I’ve used Kickstarter before. I used it to fund a re-launch of Nowhere magazine (a travel magazine). It’s a great discovery website. People read about your project even if they don’t fund it. If you get picked to be featured you can get a lot of hits. We got featured as a staff pick and got 4 million hits on our page in one day. Wherever we go people, already know the name of the book and what it’s about, even if they didn’t personally contribute to its funding. We also made sure to put the statistics on snow and ice and climate change high up on the page. So even if people just clicked to glance at it and didn’t give to the

project they might learn a little bit more about what is happening. **How did you make your project stand-out from the others?**

It’s all about the project. It has to be a good project and have a good message. It can’t just be “I want to go on a trip around the world.” The video has to be very well produced and have a great message and be engaging. It also is about the promotion of the page. If you have a good project and a good video, you then have to do a tremendous amount of social media and web and email campaigns. If you are doing a four week funding project, plan on at least four hours a day of promoting it. A lot of people think it’s just free money. There is no free money. It takes a lot of work.

How did you decide when to launch your Kickstarter campaign? (The website requires a deadline between one and 60 days to meet the funding goal).

About a third of the way through the book project we decided to do it. At first we thought of it just as a marketing thing and then we realized we also had to pay this exorbitant print bill. It’s great to time a fundraising project near when it physically launches or when you are releasing a book because of all the momentum.

Projects must have a funding goal on Kickstarter and if they don’t reach the goal, none of the backers are charged. How did you decide on your goal?

We got an estimate from the printer. You have to be reasonable. You don’t want to set a goal too high and then not hit it.

Would you use Kickstarter again for a future project?

Oh yeah. I don’t waste my time writing grants anymore. Kickstarter is 100 percent based on merit. And each person gives individually. If you do a good job you’ll get money. If you are lazy, you won’t get funded. And that’s how it should be. I’ve seen below-average projects get hundreds of thousands of dollars in grants because they have a great grant writer or an inside track with the organization. With Kickstarter you just have to have a good project and do a good job with it. ■

“Ask an Expert,” is a new feature in Outdoors Unlimited. Interviews are conducted by Outdoors Unlimited editor Kelsey Dayton. Please send your craft-related questions, or names of experts you’d like to hear from to kdayton@owaa.org.