

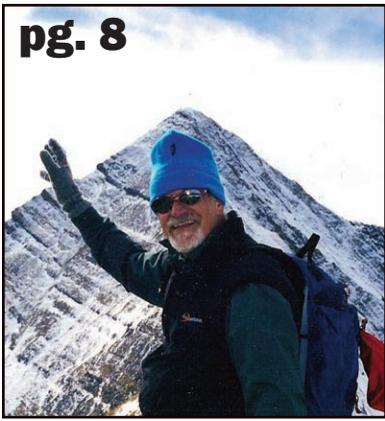
Outdoor Writers Association of America

OUTDOORS UNLIMITED

April 2011

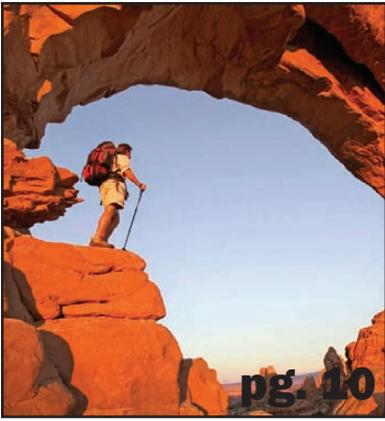


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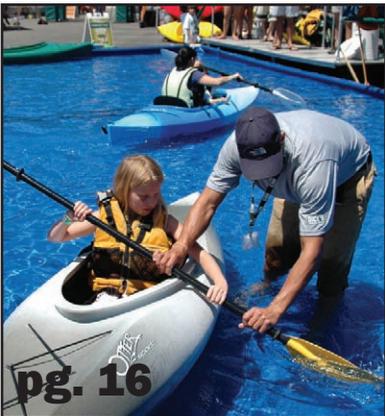


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ON THE COVER

By **Joe McDonald**

This mountain gorilla was photographed during a trip to Rwanda in 2010. McDonald has been photographing wildlife and nature since 1966, when as a high school freshman he made images of his pet turtles, lizards and snakes. Since then, Joe's been published in every natural history publication. McDonald is also a founding member of the North American Nature Photography Association. Contact him at info@hoothollow.com.

OUTDOOR WRITERS ASSOCIATION OF AMERICA

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

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Conference seminars will make you successful

I urge you to attend the conference this year at Snowbird Resort. It's a great facility and the planners have some really great sessions scheduled.

Probably the hardest thing about being a Board member or officer in OWAA is that you can't attend as many of the conference sessions as you want because you have to tend to OWAA business.

However, I'll do my best to be at sessions when I'm not in meetings. Let me run through a few of the sessions I plan to attend.

While I haven't been able to attend **Pat Wray's** "Becoming an Outdoors Communicator" session the past couple years due to official duties (this year being no exception), I urge everyone — even veteran communicators — to attend. In the past, I presented programs for this annual event and have learned much, in fact, I've learned a ton by just being a part of the audience. Just because you think you are already an outdoors communicator, don't sell this Friday session short. There is something in it for everyone at every level of experience.

I recently had the opportunity to meet Hank Shaw — this year's keynote speaker — and you will be doing yourself and your audience(s) a disservice if you don't listen to what Hank has to say Saturday morning. This guy gets it and makes a great story. And remember to stick around for his follow-up session on how to cover the local food market. With the success of the numerous cooking shows on television and umpteen books on cooking, Hank Shaw's success in the food realm is something to strive for — this is a market you are going to want to tap.



TONY DOLLE

If you had trouble with the digital entry process for the EIC contests — and I can tell you from the number of phone calls and e-mails I received, that many of you did — be sure and attend **Ashley Schroeder's** "Computer Skills for Your OWAA Membership" seminar. I'm attending this one for a couple of reasons: First, I need to know how to enter the contests for future reference and second, I'm always late with this column and I need some brownie points with Miss Ashley.

I sold my macro lenses a few years ago out of frustration, but I plan to attend Sam Dean's seminar on Macro Photography to learn how to use a macro lens — even though I don't have one right now.

It's my job to put Ducks Unlimited executives and experts in front of the camera. But I found I tend to stumble when it's my turn. Lisa Densmore's seminar, "How to Talk to The Camera, Part Two" is going to teach me to be better at it. I've even volunteered to be her "pupil" for the seminar.

Jodi Stemler has been in the PR business for years and as a professional she's hard to beat. I've worked with her many times and I know her capabilities. OWAA Vice President **Bill Graham** is a recent "dark side" convert and between the two of them, their seminar on thriving in that world should be extremely educational. As a PR professional, I plan to be there.

I've had many conversations with Wade Bourne and OWAA First Vice President **Mike Walker** — both successful radio hosts and veterans of the airwaves — and we've talked about outdoor radio and the best ways to make it "work." But both of them tell me **Ty Stockton**, an OWAA board member, is doing some interesting things with his radio show. Ty is presenting a seminar about what he does and I intend to be there to take it all in.

There are many others I want to attend if my schedule permits. This is set up to be an exceptional conference from the "what-you-can-learn-if-you-attend" standpoint. Add in the beauty of the surrounding area and the many exciting and money-making pre- and post-conference trips and you've got all the makings of a conference that will pay you back what you spend if you attend and participate.

On an unrelated note, elsewhere in this issue of OU you are going to read that we have sold the OWAA headquarters office condo. Much credit for that sale belongs to Executive Director Robin Giner. Past President **John Beath** was also instrumental in setting up some essential things to make the condo saleable.

We'll have full details about the sale in future issues of OU, but I wanted you to hear about it here first.

See you at the conference. ■

— Tony Dolle, OWAA President
tdolle@ducks.org



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Headed the right direction

Winston Churchill once said, "There is nothing wrong with change, if it is in the right direction." As spring unfolds and nature begins blossoming for a new season, OWAA will be making some changes, and we think we are definitely moving in the right direction.

An important change that involves input directly from members is the upcoming annual OWAA election. You will be able to weigh in on who next will serve on the OWAA Board of Directors and decide whether to ratify two bylaws changes that will help operations of the organization run more efficiently. Ballots for the 2011 election were mailed in late March to all Active, Senior-Active and Life members. The two proposed changes to OWAA's bylaws were printed on Page 20 of the March issue of OU. Take a few minutes to review candidate's biographies and visions for the future of OWAA, printed on Pages 16-19 of the March issue, and select your choices for the three that best represent your own vision for the organization. New board members will start their three-year terms of service at the July 11 meeting in Salt Lake City. Please exercise your voice and help direct the organization. Ballots are due to headquarters by 5 p.m. MST on May 2.

We're doing a "take-two" on updating OWAA's website. During the past few months, headquarters staff realized that the site needed to be better organized for members seeking info that OWAA provides online. And until recently, the interface to update content rested solely on the shoulders of one employee. So Ashley Schroeder and Jessica Pollett spearheaded a project to revamp the website and develop a format that will allow for growth of content, greater member usability and the ability for any OWAA staffer to update content as needed.

Full disclosure: when we began the update the first time around in January, the results were less than satisfactory. Due to problems with our site's hosting service, databases and high-tech things that make no sense to me, we ended up having to restore the old site until we were able to devise a new plan for implementation. Our apologies to any member who had trouble accessing the site or contacting us during that time. This second go-around appears to be progressing more smoothly, thanks to the proactive research and back-up plans created by Schroeder and Pollett. By the time you read this April issue of OU, the new site will be up and running.

Changes to the website include a overhauled user-friendly online store where members will be able to pre-order commemorative



ROBIN GINER

2011 conference moisture-wicking T-shirts, purchase other OWAA logo wear and publications, and renew annual dues.

We'll also be returning to a password-protection system we tried when OU was first put online in 2009. Rather than headquarters annually handing out one password to all members for the members-only portions of OWAA's website, members will be able to create their own username and password. It will be easier for everyone to remember their own login credentials. It is a more secure process, too. This setup is also more like other member-driven websites that require individuals to create their own login information.

Certainly one of the most exciting changes coming our way is the announcement that OWAA headquarters will be moving. The Board asked us to sell our current space – a condo style office suite – located in downtown Missoula, Mont. We've secured a deal, and intend to close mid-May when we'll be moving into a smaller office that better fits our needs and budget. The move will include (obviously) a new address and an upgraded phone system. While retaining the phone number we've had for the past 12 years, the new phone system will enable callers to reach any of the staff members directly, and pretty much at any time. We'll have the ability to take our phone system with us when we leave for conference each summer, and can forward lines whenever we'll be out of the office during normal working hours. So, we'll never miss a call from our members! Stay tuned for our new address.

A recent change that may not have made all members particularly happy were the revised rules for the Excellence in Craft contests. Rest assured that a committee appointed by Tony Dolle is hard at work fine-tuning those rules. In a couple of months members will have the opportunity to review the changes and give feedback before the rules are presented for final approval by the Board and published for the 2012 contests.

The best way to keep on top of the changes coming down the pike is to sign up for RSS feeds from the OWAA website, find us on Facebook and Twitter, and watch both your inbox and mailbox for news from headquarters. Our intention is to make changes that will enhance your interaction with the organization and increase your membership benefits – changes that take the organization in the right direction.

I'm curious to know what you think. We're always looking for input from our members so we know what changes will benefit you most. ■

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

*What do you think?
Send letters to editor@owaa.org*

Former OWAA President Mike Levy dies

Award-winning newsman, Ham Brown recipient succumbs to congestive heart failure

BY GLENN SAPIR

It was the eeriest e-mail I'd ever received. The subject line—"so kong old pal"—hinted at both the message and the sender. It was from erratic typist **Mike Levy**, former OWAA president (1993-94). By realizing the "k" was meant to be an "l," I read on with trepidation.

It was, indeed, a farewell note from a man who lived "four extra wonderful years Thanks to the electric pump that powered my failed heart."

But infection had set in, he explained, and he'd run out of usable antibiotics. His breathing had become more troubled, his kidneys were slowly degrading and he knew that as the infection markers built up he'd be facing a lingering and unpleasant death.

So, his plans had been made with a level head to leave home at the proper time and go to hospice, where, with his family by his side, he'd have the power unit disconnected, likely black out in 30 seconds and sleep easily until his heart quit.

In his e-mail, he reminisced about a career as an outdoor writer and the adventures he had.

"I wish I could stick around to see the next chapter in my kids' lives, or keep up with your doings, but I am content with my 72 years ...," he wrote.

He then concluded his poignant message, "And may you enjoy the life you have and be grateful when you have to leave it. It really is an amazing adventure while it is given to you."

That missive was dated Dec. 20, 2010, and began a short, but treasured series of correspondence.

In part, I replied, "The one thing I'd like to say is that you've made a difference ... in my life and that of many others. And when we assay the value of our lives, and look around at our loved ones and remember our friends, and the thousands, if not millions, of readers, and know that those lives are



Mike Levy and dog. Photo from OWAA archives.

much better by knowing and even loving us, then we not only go out as winners, but also knowing we have fulfilled the purpose for which we were put on this earth. This assayer says you, my friend, are a wealthy man. God bless you!"

Two days later he sent a note—with another surprise. This e-mail's subject line announced, "Disregard previous message—maybe!"

"Apparently I am not quite as far gone as I was led to believe," he wrote.

All numbers had improved dramatically, and he figured he'd bought himself some weeks, even a couple of months. Replies to his earlier e-mail had been pouring in from those to whom he had reached out.

"Thanks for the tributes! It's a privilege

to hear these things while I can appreciate them! Like eavesdropping at your own wake."

That was good-humored Mike Levy, joking to the end, which came on Wednesday, March 2. An e-mail from his daughter, Becky, said that her mother, brother and she were by his side when her father passed away. She wrote that the day before he died, "Dad asked me to be sure to e-mail everyone in his address book letting them know when he had passed."

You were an award-winning writer, Mike, and a servant to OWAA, recognized by the Ham Brown Award you received last summer. But more than that, you were a devoted husband and father to Cynthia, Seth and Becky. You were a mentor to many young writers and sportsmen and an endearing ambassador for our profession and the sportsman's world.

To me, of course, you were a friend—and that is the treasure you've left with me.

"So kong, pal." ■

Editor's note: A moving obituary was written by one of Mike Levy's colleagues at the Buffalo News. You can access it at <http://www.buffalonews.com/deaths/local-obituaries/article356800.ece>.



Glenn Saper is director of editorial services for the National Shooting Sports Foundation and outdoor columnist for The Journal News (N.Y.). Contact him at gsaper@earthlink.net.

Outdoor writer ‘speaks for the trees’

BY HANNAH J. RYAN

On Tom Wharton’s desk there are four books with subjects defining this writer’s life.

The first, “Blue Highways: A Journey into America” by William Least Heat-Moon, is a story of a journey on America’s back roads, those drawn on maps in blue ink.

“I don’t like freeways,” Wharton said.

Always seeking a side road, Wharton is well acquainted with his native Utah’s rural highways. In 1970, his first position for The Salt Lake Tribune covering small town athletics had him driving the state’s secluded byways to reach his stories.

“I’d always thought I’d do the sports thing,” Wharton said.

Yet, when the Tribune’s long-time outdoors writer, Don Brooks, retired, Wharton “did the career switch.”

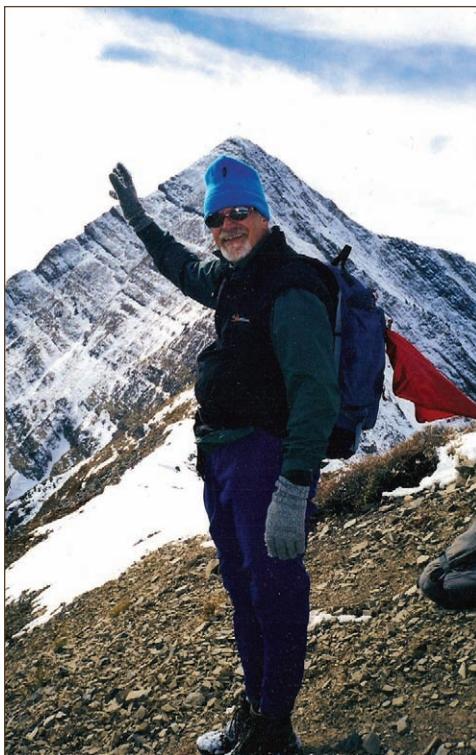
As an outdoor/natural resource reporter for The Tribune, Wharton said he is especially proud of a yearlong series of his that ran in 1991. This sequence of articles was called “The Year of the Great Salt Lake.” These articles profiled numerous aspects of the lake and the surrounding area, showing the values and threats to the recreation, mineral extraction, wildlife habitat and other natural aspects found there. The series was nominated for a Pulitzer Prize.

“(The Great Salt Lake) is a dynamic place that could disappear,” Wharton said. Every few years he drives the circumference of the lake, just to enjoy the open quietness and allow the thoughts to wander, he said.

“It’s nice to know there are still empty spaces in the craziness of the world,” Wharton said.

The same year Wharton started writing for The Tribune, he enlisted in Utah’s National Guard.

Reece Stein was Wharton’s commanding officer in the guard’s public affairs unit.



Tom Wharton hard at work. Photo courtesy of Wharton.

“Tom was a heck of a soldier and a good public affairs person,” Stein said.

Wharton wrote for The Tribune throughout his nearly 22 years in the guard. He put his civilian job on hold numerous times when his unit was sent abroad to South Korea, West Germany and Central America. There he covered the guard during war games and other training operations.

Stein recalled a story Wharton did on a soldier they had met in a lunchroom in South Korea. This soldier was also from Utah and at the time was guarding the demilitarized zone.

Wharton profiled this soldier, looking into his experiences on the frontlines with North Korea.

“Tom had one foot in the guard and one in the newspaper business,” Stein said. “He brought an unprecedented amount of coverage to the Utah Guard.”

A world away from the humid combat zones of Asia, Wharton retired from the

guard in 1991 and continued his career centered amidst the natural wonders of red sandstone arches and canyons.

Edward Abbey’s “Desert Solitaire” and Aldo Leopold’s “Sand County Almanac” also reside on Wharton’s desk. The passion of these legendary outdoor writers is similar to Wharton’s dedication and understanding of Utah’s outside character.

Also an author and contributor to numerous guide books, Wharton works — as Abbey and Leopold did — to instill in people a love and respect for the high desert. Assignments have found Wharton climbing the state’s highest peaks, profiling its 200 campgrounds, and interpreting its geological, recreational and human history.

Getting kids outside early on is something Wharton highly believes in. His own kids were placed in backpacks and packed around Utah in their first few months of life.

Wharton said his late wife, Gayen, understood the benefits and importance of educating kids through nature. Gayen made an outdoor classroom for her students and “found that students who were knuckleheads in the classroom thrived outdoors.”

“There’s book learning and life-experience learning,” Wharton said.

Perseverance, he said, is a lesson impressed upon a person when they backpack 10 miles, are swarmed with mosquitos and wait out a lighting storm in a tent.

At an early age Brett Prettyman began reading Wharton’s articles in The Tribune and persevered in his dream to learn the craft in Wharton’s footsteps.

Today Prettyman sits next to Wharton in The Tribune’s newsroom and alternates with him writing weekly outdoor columns.

Prettyman was involved in editing Wharton’s series on the Great Salt Lake.

“Watching Tom put that series together was pretty amazing,” Prettyman said. “My part when deciding what made it or didn’t make it into the series was difficult, after

CONTINUED ON PAGE 9

Citizen journalists in OWAA

Two-part series explores the future of OWAA membership

BY PETER SCHROEDER

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

When my kids went away to college, I regularly mailed them letters, the hand-written kind. However, it wasn't long before they told me to e-mail them instead, because they would receive the correspondence instantly. So I learned how to send e-mails and everything was fine — at least for a while.

Then they asked me to IM (instant message) them instead, so we could correspond back and forth in real time. So I had to learn how to send IMs. But then they said it would be better to get a cell phone, and we could call each other whenever we wanted for minimal cost, since there would be no long-distance charges. So I got a cell phone.

But shortly after that, they said it would be better if I text messaged them from my cell phone. That way, their phone wouldn't

ring if they were in class and we could text each other even while they were taking notes during lectures. Once I got the hang of moving my thumbs across the small keypad and learned the abbreviated texting jargon, things went pretty well. But this, too, was short-lived. Next they said I should upgrade from my cell phone to a smartphone, which had a regular keypad, so it would be easier to text. Also, this way I could pick up e-mails. So I bought an iPhone.

By this time they were in graduate school. Now they told me I could just write on their Facebook wall (whatever that meant) or, if the message was short, I could tweet (yet another new frontier). In the evening when they were back in their dorms we could Skype, so we could talk and also see each other. (Wait — I have to comb my hair to talk to my kids on the phone?) And instead of mailing them photos, I should just post them on Snapfish or Picasa (for which I had to open a Google account).

This was all coming pretty fast, but eventually I got a Facebook account, signed on to Twitter, joined LinkedIn, learned how to Skype, posted photos on Picasa, and am now braced for the next techno-upgrade.

In the meantime, while I've been trying to figure out the online version of Outdoors Unlimited, my kids have built their own websites, produced YouTube videos, signed onto online forums, created

podcasts and joined the blogosphere. By commenting on numerous subjects, many of which are the purview of traditional journalism, they have become "citizen journalists," followed by thousands of people with whom they share a common interest.

If it hadn't been for my kids dragging me reluctantly into the digital media era, I'd still be back in the Gutenberg age banging out copy on my old IBM Selectric. (Didn't the font ball seem like a great leap forward?)

The point: The world of mass communication is moving fast into new directions and unless we as traditional journalists want to face extinction like the dinosaurs, we'd better learn these tools of new media and adapt accordingly.

An even bigger challenge to OWAA is figuring out how to integrate these so-called citizen journalists into our organization. That will be a subject of a follow-up article in the next issue of OU. ■



Peter Schroeder is a freelance writer and photographer. He specializes in recreational boating, cruising under sail, scuba diving, snow skiing, and worldwide adventure travel. Contact him at ptrschrdr@aol.com.

SPEAKS FOR THE TREES

CONTINUED FROM PAGE 8

seeing what the writing process took."

In addition to influencing Prettyman, three of Wharton's four children graduated from the University of Utah with communication degrees.

His daughter, Emma, studied education and social work and is currently the executive director of Grand Canyon Youth, an organization that takes at-risk youth on river and canyon trips through the southwest.

"Emma is continuing (Tom's) voice and his legacy in outdoor education," Prettyman said.

Speaking of a voice for the environment, the last book found on Wharton's desk is "The Lorax" by Dr. Seuss. This picture book details the consequences of not taking care of the environment. In this story there is creature called the Lorax who says that he "speaks for the trees, as the trees have no tongues." More than just his look-alike, Wharton's writing and life work spreads the same message as the Lorax, for he "speaks

for the trees." ■



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

Adventure awaits you in Utah

BY LEIGH VON DER ESCH

Utah Office of Tourism Managing Director

On behalf of the state of Utah, it is our pleasure to welcome you to the 2011 Outdoor Writers Association of America Conference, July 9-11, at Snowbird Ski and Summer Resort.

Utah represents the best of both the Rocky Mountains and the Desert Southwest. In Utah you can explore the state's 26 designated scenic byways, five national parks, seven national monuments, two national recreation areas, one national historic site, six national forests and more than 40 state parks.

Impressive vistas, inspiring landscapes and exciting adventures are around every corner whether you choose to ski, hike, climb, mountain bike, enjoy whitewater rafting, or discover birds and wildlife. Utah is also unique in that its international airport is located minutes from downtown Salt Lake City and less than an hour from world-class skiing and recreation. Snowbird Ski and Summer Resort is a short 29 miles from the airport. That means you can be checked in and skiing or hiking in less than an hour.

Utah is a land of four distinct seasons. In July, the average temperature ranges from 62 to 92 degrees, the perfect temperatures to enjoy the outdoors. Utah is abundant in lakes and rivers, which make fishing, boating, rafting, kayaking and canoeing popular summer activities. Flaming Gorge National Recreation Area and Green River offer renowned trout fishing. The Colorado River, just outside of Moab, offers scenic floats and exhilarating whitewater. Hiking and biking are other ways to experience Utah's natural beauty in the summer. Whether exploring southern Utah's red rock canyons or northern Utah's alpine forests, you are sure to lose yourself in the moment. When visiting Utah in the height of summer, you will want to pack for warm weather but also bring a jacket for the cool mountain nights. Be sure to bring along your favorite water bottle and sunscreen for any outdoor adventures.

Beyond the outdoor recreation opportunities, we hope you take time to enjoy Utah's rich culture and history. Some of the most noteworthy attractions include Golden Spike National Historic Site, the Pony Express Trail and Monument Valley Navajo Tribal Park.

From Native American artifacts to award-winning art, Utah offers a diversity of museums and galleries. Salt Lake City is home to the Utah Museum of Fine Arts, featuring permanent collections and traveling exhibits from around the world. The new Utah Museum of Natural History, slated to open this fall, features a collection of 1.2 million pieces from around the world, many representing Utah's natural history. The Anasazi and Edge of the Cedars State Park Museums in southeastern Utah allow visitors to experience life in



Photo courtesy of the Utah Office of Tourism.

the ancient Puebloan culture. Edge of the Cedars Museum houses the largest collection of ancestral Puebloan artifacts in the Four Corners Region. The North American Museum of Ancient Life at Thanksgiving Point, just minutes south of Salt Lake City, boasts the world's largest collection of mounted dinosaur skeletons.

Complementing Utah's diverse scenery is a plethora of dining and shopping opportunities. True to its heritage, Utah features bold western cuisine characterized by southwestern flavoring, award-winning French and Italian fare and fusion cuisine, Thai, Indian and other eclectic culinary experiences. Visitors can also enjoy one of Utah's microbreweries. Utah Brewers Cooperative (Wasatch and Squatters Brewing) was named the mid-size brewery of the year at the 2010 Great American Beer Festival.

Shoppers will find malls, factory outlets, antique shops, galleries, and boutiques that offer something for everyone. From large shopping malls in Salt Lake City and the unique shops of Park City to handmade craft stores in charming small towns, great shopping is available throughout the state.

We want you to experience Utah's best! As the 2011 host state, we are excited to provide conference attendees with pre- and post-conference FAM trips. Experience why people fall in love with Utah! We have teamed up with our state travel partners to offer you trips around the state. From whitewater rafting in Moab to world-class fishing on the Provo River, we have the trip of a lifetime for you. For more information on pre- and post-conference trip opportunities and registration visit www.owaa.org/2011conference.

For more information on the state, please visit the Utah Office of Tourism website at www.visitutah.com. ■

Goldenrod: Your creative shock collar

BY JOEL M. VANCE

No communicator ever should settle for the easy, the familiar, the OK. There is nothing that should rouse the communicator to fury more than hearing a peer say, “Well, it’s good enough.”

There is a reason for the existence of Goldenrod Writing Workshop: Not a single one of us wordsmiths is as good as we think we are, and not one of us should be immune from acquiring new tricks, new ideas, new inspiration.

OWAA will sponsor the second annual Goldenrod Writing Workshop July 31-Aug. 6 in Missoula, Mont. If it is as good as the first one, it will be well worth the money, time and effort it takes to get there. The 15 inaugural students unanimously agreed they would love to come back.

They flowered.

One, who had been twice to another writing workshop, said he’d learned more in two days at Goldenrod than he did in two years at the other one. He has had a book accepted.

Carrie DeValk, my daughter and an English teacher who attended Goldenrod to receive continuing-education credit, has since sold an article.

Not everyone will turn immediately into John Grisham. But after teaching 15 years at the Wildbranch Workshop in Vermont and the first year of Goldenrod, I know that everyone who attends will leave energized and with sharper writing tools.

I am 76 years old and I am humbled almost every day by reading the writing of those who are better than I am. I study good writing to learn, to better my own work. That should be the attitude of every outdoor writer—that there is always room for improvement. Furthermore, everyone should believe that this is his or her absolute duty to his or her profession, and strive for that improvement.

Goldenrod can’t make a communicator,



Holly Endersby (center) works with students Drew Lanham and Karen Meadows. Goldenrod’s instructors are kind, caring and knowledgeable — but they won’t let you continue familiar slipshod sub-par habits. Photo by **Ashley Schroeder**.

but it can make a communicator better and it can deliver a creative kick in the butt that will, one hopes, carry over into the student’s career for a long time to come.

Writers are, by nature, solitary creatures, holed up in the lairs they call offices (there are wolverines with neater offices than mine), gloomily pecking away at a keyboard in lonely confusion. Feedback often comes in the form of a polite rejection note, lacking details.

Possibly even worse is the craven fawning of family and friends who exclaim, “Boy, that’s really good!” when what they should be saying is, “Boy, that really stinks—you can and will do better!”

Once I had an assistant fresh from college. I told her on day one, “Please don’t take it personally, but I suspect I will make you cry.”

Years later she said, “I went home and cried the first day.”

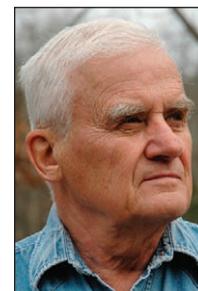
That was after I made her rewrite a three-paragraph news story three times.

But the story got better each time and

she was a good reporter when she left years later, with her tears dried and her confidence solid, to take a much more prestigious job.

Goldenrod’s instructors are kind, caring and knowledgeable — but they won’t let you continue familiar slipshod sub-par habits. That’s the value of a good writing workshop. It will bring you up short, like a tickle from a dog’s shock collar, and reorient you on the path of righteousness.

So ... quit chasing those lackluster writing bunnies and start saving your money for Goldenrod Two. It’s tax deductible, and most of all, it’s an investment in your professional life. ■



Joel M. Vance is the author of “Grandma and the Buck Deer” (softcover, \$15); “Down Home Missouri” (hardcover, \$25); and “Autumn Shadows” limited edition, signed, \$45). Available for order at www.joelvance.com.

Road trip marketing

BY TIM CHRISTIE

Since beginning my solo freelance photography business 30 years ago, I learned that more time spent in the office meant more sales. Yet, that is the antithesis of why I got into photography. So I had to figure out how to spend time afield and still survive financially. Here are some tricks to minimize lost sales when on extended road trips: Stay connected to your clients, use technology to your advantage, and have a fully functional website.

Last year, an Alaskan photo trip took me out of my office for more than a month. Fortunately, the trip had little impact on my photo sales. Pre-trip planning for the extended absence was critical. I keep a calendar that tracks what times of the year my major clients typically look for images, along with a record of what they've purchased in the past. Two months before departing on my trip, I phoned each of my major clients. I told them what was happening and asked them if they might forecast their needs for upcoming issues or projects. Long-standing relationships with each client facilitated the request; most happily obliged. In the ensuing weeks I prepared submissions for each client based on their projected needs. Two clients prepared

detailed lists, simplifying my work. Others gave me some general ideas, but enough to prepare solid photo packages.

Once on the road I tried to attend to any client needs. Finding cell coverage was easier than finding Internet access while traveling to and in Alaska. A smartphone with Internet browsing capability proved handy for frequently checking e-mails. After receiving an image request, I sought out a reliable Internet connection, which often proved challenging. Once found (commonly at restaurants or commercial campgrounds), I spent the time needed to process the request. When traveling I carry a two-terabyte hard drive containing all of my digital photo files. Using a cloud storage service, such as YouSendIt (www.yousendit.com), one can upload high-resolution files or folders to a client's computer. This eliminates the extra time and cost associated with having to burn images to media and then mail them.

My major clients knew that I'd be off the grid sometimes for up to a week at a time, so they took care to ensure their requests didn't require immediate attention. On the trip I received several requests from new clients, some of whom seemed miffed that I was not immediately responsive to their e-mails even though I'd posted an e-mail reply message that I was on the road. One sent eight e-mails in two days, finally

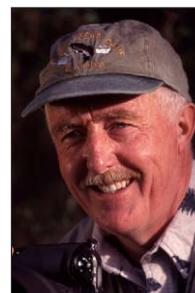
asking, "Where in the Hell are you?" Truly those eight messages are a testament to what digital technology has done to the levels of people's expectations of instant gratification.

Having someone pick up office phone messages, or having the capacity to pick up messages on the road is equally critical. Some clients avoid e-mails, instead preferring a phone call. Not responding to a client's missives for a month strains their faith in your work ethic.

My website serves several purposes while I'm on trips. First, it allows clients to search and select images when they need them. Instead of general requests for "a big whitetail buck," clients now send requests for specific photos chosen from my website.

Secondly, it allows me to create a password-protected private Web gallery. Knowing that a client might be looking for some images like those I've just shot, I e-mail them a password and tell them what's in the gallery. Three photos taken on the trip were sold before I got home – something never possible in the "era of film."

When I'm on a photo shoot it's a given that there's a potential to lose sales. But my sanity and the need to add new and fresh images to my stock files require that I regularly go afield to photograph. The digital world and all its technology allows one to pull off some amazing tricks. It's just a matter of staying connected; and with some planning and technology, it's easier than ever. ■



Tim Christie, a fulltime freelance writer and nature photographer residing in Coeur d'Alene, Idaho, has photographed throughout North America. He has been a member of OWAA since 1985. You can view or purchase his images by visiting his website www.timchristiephoto.com.

Seven deadly sins of a writer

BY MARY J. NICKUM

Writing can be a form of personal expression, revealing what you think, what you know, who you are. So how could it then be that you, a writer, have committed a sin?

Have you gotten too close to your work?

You've worked hard; your boss likes most of your writing. But there comes a time in every writer's career when introspection is necessary.

Is it time for you? This list of seven deadly sins for writers might help.

1. Deadly Sloppy Research. Nonfiction readers want accurate, reliable information. Nonfiction writers need to engage readers better than ever. After all, you are competing against 30-second commercials and TV shows that cover your subject. Don't rely on your memory of something you saw on television; look it up. And use an authoritative source, preferably two or three. Never be satisfied with a random Internet search.

2. Deadly Prosaism. You want to present facts accurately. However, recitation of straight information put readers to sleep. Readers want more than just facts and figures. Include action sequences or quotations from experts, especially experts who have name recognition, to add color to any technical explanation or historical exposition.

3. Deadly Stereotyping. Avoid describing habits of people using conventional wisdom, no matter how well you think it explains a point. Never refer to a person's race, creed or other characteristics that are beyond the person's control in a way that could be construed as negative.

4. Deadly Carelessness. Editors will not correct a typo-laden manuscript. Even with self-published books, mistakes on every page annoy readers and make them suspect you are equally careless with facts. Don't expect your word processor to do the proofing, either. Few computer spell checkers know the difference between "their" and "there." Word processing and e-mail software can even create errors; so manually give your writing a once-over.

...[T]here comes a time in every writer's career when introspection is necessary.

-MARY J. NICKUM

5. Deadly Lazy Marketing. Never just open a market database and start querying publishers in alphabetical order. Read the entries in full; publishers are disgusted with nonfiction writers' ignoring of clear statements that "we publish only fiction." Read your chosen publisher's full official guidelines. And even if you're self-publishing, have a clear idea of your anticipated reader demographic and where to find them. Remember, writers who aim at "everyone" never hit anyone.

6. Deadly Ego. Probably the No. 1 reason writers fail is that they expect their talent to absolve them of any real need to work. No author ever outgrows the imperfect first draft! Every writer can benefit from other authors' input in the form of critique or collaboration. No successful

author works in a vacuum.

7. Deadly Fear of Rejection. If a writer is paralyzed by the fear of rejection, the work never is submitted, let alone published. Every writer has experienced rejection at some time. It goes with the work. Relax and learn from it. Ernest Hemingway, William Faulkner and Edgar Allen Poe received numerous rejections, but they didn't let that stop them.

The "sins" of carelessness are easily overcome, just take your time and exhaust your sources. A feeling of pride in your work is necessary, but don't be narcissistic. On the other hand, the fear of rejection is more difficult to overcome. There is no easy solution or recommendation, except to submit your work with the understanding that it may not get published the first time out. If the same piece is continually rejected, take a hard look at it and consult writer friends who have had their work published. The editors rejecting your piece will usually not take the time to tell you how to improve. They are too busy and want to spend time with pieces that will be published.

The most important message is to keep trying and never give up. ■



A member since 2000, Mary J. Nickum is a retired librarian who is now an editor and freelance writer. Her primary focus is on science for the public. Nickum is editor-in-chief of the Intermountain Journal of Science and currently edits World Aquaculture magazine. Contact her at mjnickum@hotmail.com.



Great idea?!

Send money-making tips to aschroeder@owaa.org.

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



Close the gap



BY KRIS MILLGATE

What a waste of time. That's what a newspaper managing editor told me when I started talking about going back to school for social media classes. Since when is education a waste of time? Why not be open to new media ideas? Isn't your paper cutting editions to stay in print? He had no comeback for me and I went back to school in September.

I enrolled at the local community college. Night school, of course, because I make my living shooting video and stills during the day. I signed up for four classes, beginning with Social Media 101 and working my way up the sequence. The instructor recognized my name right away and sent me an e-mail wondering why I was taking her class when I'm a media professional with a website connected to Facebook, I'm linked in and I already know how to tweet. I laughed and told her, "I may know a lot, but I certainly don't know everything and I'll be the first to admit that I don't."

Being the overachiever that I am, I grabbed a front row seat on the first night of class. Bad idea. My website and Facebook page quickly turned into the teacher's favorite example for the big screen. But I wasn't there to play know-it-all and so I asked one question after another. I took notes (on paper, no laptop) as fast as she shared her theory for why social media is just another tool in your media kit.

"Utilizing traditional media as the sole platform to communicate with your customers and professional associates is shortsighted," said Michelle Ziel, Eastern Idaho Technical College social media for business instructor.

"No matter the demographics of your target audience, social media should be an important part of any marketing strategy. It's cost-effective, it's easy and, most importantly, it can reach thousands of people in a way that is perceived less like advertising and more like a conversation."

I quickly realized social media is another outlet for my multimedia way of moving stories as a journalist. Another channel on my TV, so to speak. I can use it to interact with viewers and readers. Talk with them rather than talk at them. I can use it to push promos, sending followers to my website for the latest outdoor stories. That

will increase traffic to my site, which leads to an increase in the fee for ad space on my site, which pays the bills for what I love to do. I nearly jumped out of my seat when the business potential dawned on me, but I was alone in my eagerness as I looked around the room.

The generation gap in the class was painfully obvious. No one under 25 was there. That's naturally a product of night school, but it may also be the result of those under 25 being born to knowing how to use social media.

The bulk of the class was over 45, closer to 60. There were grandparents who had taken classes on how to use the Internet a few years ago, so they're way passed being bothered by admitting to not know something. And then there was me, the only representative of the 30-40 age group because anyone else my age pretends social media isn't effective or is afraid to admit they don't know how to use it effectively.

"Even though millions of active users on social media sites are way beyond their college years, there is still a misperception that social media is for 20-somethings," Ziel said. "Those who are just beyond that age range may be fearful to ask for help as if they'd be admitting that they've lost the 'cool' factor of their younger years. What they don't realize is that education is the best way to utilize the full functionality of social media and oftentimes inspires new and creative ways to utilize online platforms."

My new and creative ways are unfolding as I leave the last day of class, official certificate of completion in hand. Now I know how to use the @ symbol in a post. I know why it is

taboo to use your personal page as a business page. I know how to increase the number of people who see my post.

Want to know? Close the generation gap. Take a social media class. ■

FACEBOOK FACTS

People on Facebook:

- More than 500 million active users.
- 50 percent of active users log on to Facebook daily.
- Average user has 130 friends.
- People spend more than 700 billion minutes per month on Facebook.

Activity on Facebook:

- Average user is connected to 80 community pages, groups and events.
- Average user creates 90 pieces of content each month.
- More than 30 billion pieces of content (links, blogs, photos) are shared each month.
- More than 200 million active users access Facebook through a mobile device.
- Users accessing Facebook through a mobile device are twice as active as non-mobile users.

Source: www.facebook.com.



Kris Millgate is a freelance multimedia journalist based in southeast Idaho. She has been a member of OWAA since 2009. Contact her at kris@tightlinemedia.com.

Liven up your writing: Listen to local voices

BY DAN SMALL

The best way to liven up a newspaper or magazine feature is to integrate local color into your narrative. If you write about hunting snowshoe hares in Michigan's Upper Peninsula, let your readers feel the lung-searing bite of a below-zero morning. If your article subject is spey fishing for steelhead on the Deschutes River, let them smell the spawn-laced fog that hangs over an Oregon river in March. If you're covering an attempt at a world record for the fastest time canoeing the Rhine from its headwaters in the Swiss Alps to its mouth at the North Sea in the Netherlands, let them hear the confusion of a German water-police officer as he tries to understand what two crazy Americans are doing in their wireless-equipped Winona emblazoned from bow to stern with sponsor decals.

The best local color often spills right from the mouths of, well, locals themselves. Listen to the way people talk about their jobs, their recreation and their surroundings. If they use a colloquial expression, put it in your story.

In many parts of the Northeast, for instance, ruffed grouse are "pa'tridge." If your pack-trip elk guide is also a cowboy poet, record some of his doggerel verse and slip it into your account of an evening around the campfire. If a steelhead guide hands you a fly you've never seen, ask him its name and how he came up with it.

A small dose of local color goes a long way, so don't overdo it. If you don't have Faulkner's ear for a Southern dialect, don't sprinkle too many y'all's and yes'ems into your dialogue or it will sound awkward at best. Just try to capture a phrase or two that hints at the bigger picture.

Last July, while covering the BP Deepwater Horizon oil disaster and 80 years of habitat degradation in the Mississippi River Delta, I spent two days touring marshes and bayous with fishing guides Ryan Lambert and Brittin Eustis.



Fishing guide Brittin Eustis navigates a boat through marshes and bayous. Adding commentary from a trip's guide or any locals you encounter while covering a story can add color to your writing. Photo by Dan Small.

Lambert has guided there for 30 years. In his GPS unit, he had an old map chip that showed dry land where now there is nothing but water. As we motored across miles of open water near Buras, La., Lambert called out the names of bays and bayous we were traversing, places that still exist on his outdated map but are now lost forever to the saltwater.

It sounded like a list of fallen soldiers: "Grand Liard Bayou, Bay Jacques, Scofield Bay, English Bayou."

When I asked why he didn't replace the chip with one that depicted today's land and water features, he simply said, "Then I couldn't tell my story."

I spent the next day with 26-year-old Eustis. Our shirts clung to our backs and sweat ran down our faces as we idled down The Jump, a several-mile channel that connects the port of Venice, La. to the Mississippi River.

When Eustis finally brought his 24-foot bay boat up on plane, the warm breeze was a welcome relief from the stifling heat.

He smiled broadly and said, "We call this 'coon-ass air-conditioning,'"

And right there I knew I had the lead for my story. ■



Dan Small hosts *Outdoor Wisconsin* on Public TV stations and *Outdoors Radio* on commercial stations in Wisconsin. He also writes for *Outdoor News Publications* and anyone else who will run his stuff. He says he is too busy to think about retiring. His latest project is a line of food products under the Dan Small's Fish & Game Gourmet label. Contact him at dansmalloutdoors@gmail.com.

A show is born

Outdoor communications experience comes in handy for sport show entrepreneur

BY DAN ARMITAGE

After 15 years of exhibiting at, providing programming for, and handling the promotion of sport shows, I recently decided to throw my gimme cap into the producer ring and stage my own event. This was prompted by the realization that for years I have watched a popular — if silent — segment of outdoor enthusiasts get passed-over at the annual winter sport/boat/travel shows that promote everything from camping in self-contained RVs to cruising in pleasure craft while practically ignoring the very pleasures that I find myself pursuing more and more each season: canoeing, kayaking, hiking, biking, tent camping and fishing from shore, waders and paddle-powered watercraft.

Research showed that I am not alone in my participation in the “quiet” outdoor pursuits. As a full-time freelance outdoor writer and licensed Coast Guard Captain generating more than half my income from writing columns, how-to articles and boat reviews for national boating magazines, I am acutely aware of what segments of boating are stagnating. On the other hand, several discussions with my contacts at the Ohio Division of Watercraft confirmed my speculation about what segments of boating are growing: kayaking and canoeing.

The results of my research into camping trends were in line with what I learned about the types of watercraft that are growing in popularity. While cabins, lodge rooms and full-service RV sites sat vacant, primitive campsites were often booked solid at state parks and private campgrounds. What’s more, as a spokesman for Ohio State Parks pointed out, a recent Memorial Day survey



Allowing attendees — especially youth — to try various watercraft is an important feature at PaddlePalooza! Photo courtesy of Dan Armitage.

at a popular state park showed that nearly every campsite included bicycles, canoes and/or kayaks as a means to allow occupants to get out and actively enjoy their visit.

I had found my sport show niche, and it picked up an informal “working” name along the way: Paddlepalooza. As with the popular Lollapalooza traveling music festival that promotes a smorgasbord of alternative acts, the expo I was nurturing was organized to showcase a mix of oft-overlooked outdoor activities that by their very nature (no pun intended) fly under the radar of traditional sport shows and the mass market they target.

Before I knew it, the nickname stuck, and while I was worried that the “paddle” reference might make PaddlePalooza! appear to be weighed toward paddlesports, I went out of my way to emphasize the biking, hiking,

and camping features on the web site and in promotional materials to assure that prospective guests and exhibitors realized those activities remained an integral part of the expo. I made sure the event was heavy on the instruction and demonstration side, reserving a 35,000-square-foot venue on the Ohio State Fairgrounds. I designated separate rooms for biking (“Pedal”), kayaking and canoeing (“Paddle”) and hiking and camping (“Pack”) workshops and, as the event’s primary feature, I rented an indoor pool that was 40 feet by 50 feet for in-water demonstrations and instruction.

I also limited exhibitor participation to local, independently-owned businesses. Keeping the “big box” retailers at bay really helped attract small businesses who appreciated the fact that they would not have to compete with deeply discounted, mass-marketed products, allowing the quality of their gear services to be showcased. I extended discounted rates to clubs and non-profit organizations to join in the event, and brought in craftsmen to exhibit their hand-built boats and paddles and accessories.

To help promote the event, I studied press releases from Outdoor Writers of Ohio and OWAA supporting industry groups. I followed the models of well-written and interesting press releases in my writing and on my radio program and incorporated them into my own press materials.

To make a long story short, the premier PaddlePalooza! last spring was a success, so much so that most exhibitors signed up for the 2011 event before leaving, and guests attending the premier posted their thanks on the event website and used social network sites such as Facebook to urge their

CONTINUED ON PAGE 17

PRODUCT REVIEW

Datacolor Spyder Checkr

BY JON LAWTON

Datacolor is a Swiss-based company that specializes in color management solutions. Their popular monitor calibration devices have quickly become the industry standard throughout the photo community. Datacolor's latest product, the Spyder Checkr, is designed to streamline the process of color management and allow photographers to achieve consistent color through their entire workflow.

The Spyder Checkr is a book-like device measuring 6.5 inches by 9 inches, and when folded open, reveals a series of 48 color patches that are used to create a custom color profile within the Spyder Checkr calibration software. The calibration software is included with purchase of the Spyder Checkr product.

The calibration process begins by placing the Spyder Checkr in a position so it is evenly lit from side to side. It is important to locate your camera directly in front of the Spyder Checkr to capture the test photo. After downloading your test photo to your computer, open the file with the Spyder Checkr calibration software. The software will create a custom color profile for your specific camera that you can save and apply to any future images captured with that same camera. Currently, the profiles can be exported and used as a preset in Adobe Lightroom, Adobe Photoshop and Adobe Photoshop Elements.



Due to the fact that each individual camera records color information differently, the use of the Spyder Checkr to create a custom camera profile will improve the color accuracy of your photos. The small size of the Spyder Checkr makes it portable and the rigid plastic book-like design keeps the color swatches protected when not in use. The Spyder Checkr currently sells for \$129.99. ■

If you have any questions about the Datacolor Spyder Checkr or any other photo-related topic, please contact Jon Lawton at jlawton@wbhunt.com.

A SHOW IS BORN

CONTINUED FROM PAGE 16

outdoor-minded friends to attend the 2011 PaddlePalooza! — even before it was announced there would be another show.

Once this spring's show was officially in the works, I jumped into the social networking aspect of event promotion, opening a Facebook page and Twitter account.

To add a new twist to this year's event, I am inviting folks who have used kayaks, canoes, camping gear, bikes and related accessories to bring them to the event's free used gear swap. Before doing so, however, I bounced the idea off my core retail exhibitors to get their input, and each one said they organized popular annual used gear sales at their own stores and they loved my idea to do the same.

Applying skills and experience I gained as a freelance communicator to produce and promote my own event has been gut-wrenching yet gratifying. It was sobering to learn that business owners are much more inclined to accept or return calls from Dan, the radio show host or outdoor writer, offering exposure to their products or services than they are to respond to Dan, the sport show producer, peddling booth space and sponsorship packages.

On the other hand, I've received enough news releases during my career to know how to pen one that works. And because I've been on that side of the fence, I have no angst about working with the media to get word out about the endeavor. Also, when I have an idea, like the used gear swap, it's exciting to be able to follow through with

that idea and see if it works.

The best part, however, comes on show day: Seeing folks lined up to experience what I have created. It's akin to throwing a party and everybody you invited shows up. At ten bucks a head. ■

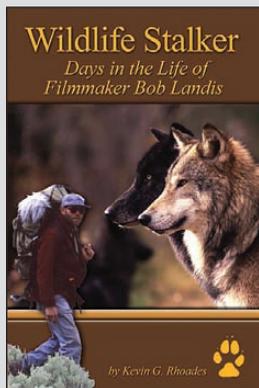
Reprinted with permission of Outdoor Writers of Ohio where it originally appeared in the March 2011 LORE membership newsletter.



Dan Armitage is a fulltime freelance outdoor writer, radio show host and, most recently, consumer show producer. Learn more about PaddlePalooza! at www.paddlepalooza.net and his radio show "Buckeye Sportsman" at www.buckeyesportsman.net.

BOOKSHELF

Wildlife Stalker — Days in the Life of Filmmaker Bob Landis



By **Kevin G. Rhoades**, Five Valleys Press, 6240 Saint Thomas Dr., Missoula, MT. 59803. www.BobLandisBook.com, www.FiveValleysPress.com, 184 pages, 22 b&w illustrations, softcover, \$17.95.

Recording incredible wildlife behavior on movie film and high-definition video is the hallmark of Bob Landis' films. For more than 40 years, he has made wildlife movies about swans, coyotes, elk, bison, bear, otters and more, and he loves to show the unusual: an eagle drowning a duck, or a coyote chasing a wolf, for example. A place dear to his soul, Yellowstone National Park is where most of this story takes place. This book contains two narratives wound into one: a depiction of days afield with a wildlife cinematographer who has filmed and co-produced stories about Yellowstone's iconic species — the bear, the wolf, the bison. His films have aired on PBS, Nature and on National Geographic Television. The book also is a collection of flashbacks to Landis' past — growing up in small-town Wisconsin.

Kiesow's writing and photos now online

Jerry Kiesow, an outdoors writer, photographer and self-proclaimed "putzer," has published his own website. Though it has taken him many years and much prodding, he finally has his work available online. Kiesow is active in many outdoor fields. Therefore, this new website is dedicated to the author's visual and written achievements, as well as a fly fishing workshop he directs with Riveredge Nature Center in Newburg, Wis. Kiesow's work is presented with a well-organized online presence. Drop down menus lead to pages of his writing and are generously illustrated with his photographs. Vist www.JerryKiesowoc.com.

Joel Lucks accepted into The Explorers Club

Founder of Full Spectrum Photography & Journalism, **Joel Lucks** was recently accepted into The Explorers Club. An organization that promotes the scientific exploration of land, sea, air and space, The Explorers Club supports research and education in the physical, natural and biological sciences. The Club's members have been responsible for an illustrious series of famous firsts: first to the North Pole, first to the South Pole, first to the summit of Mount Everest, first to the deepest point in the ocean, first to the surface of the moon. See their work at www.explorers.org.

NEW MEMBERS

Theresa A. Gates
Barbara Nixon
LeAnn M. Schmitt
Nathan J. Silverman
Mike Wintroath

PROPOSED NEW MEMBERS

Deb Ferns, 7850 N. Silverbell, #114-315, Tucson, AZ 85743. (H) 520-331-3400, (W) 520-331-3400, dferns@earthlink.net. Writes paid column, "Outside my Comfort Zone," for the Women's Outdoor News since 2009. Camp director of Babes with Bullets since 2004. Radio host on KVOI Wake up Tucson. Board Member, Women's Outdoor Media Association, theWOMA.com. (Gary) Applying for Active Membership; sponsored by **Tony Dolle**.

David O'Farrell, Box 11, Tagish, Yukon Territory, Canada Y0B1T0. (H) 867-399-3791,

NEWS BRIEFS

Send member-related info and other news tips to OU Editor at aschroeder@owaa.org.

Finalists announced for 2011 Fading Gold Aspen Photo Contest

Salmon Valley Stewardship invited local photographers to explore the grace and beauty of aspen trees through the art of photography in their second annual Fading Gold Photo Contest. Photographers **Jim Foster**, Jerry Slagle and Howard Carroll were recognized as

finalists for the photo contest. This year's competition was judged by the internationally-acclaimed photographer Ilona McCarty of Salmon, Idaho.

Mossy Oak Graphics brings Barnett photography to new medium

Mossy Oak Graphics is partnering with wildlife photographer and digital artist **George Barnett**. Barnett's work in this partnership brings his unique view of wildlife, specifically whitetail deer, to life on Mossy Oak Graphics' ultra-high resolution vinyl cut outs, window graphics, tailgate graphics and decals. "Throughout my career I have tried to study the subtle behaviors of each whitetail I photograph and capture them in a way that gives people an idea of each of their unique personalities," Barnett said. He said working with a company like Mossy Oak Graphics is an exciting way to share his love of the outdoors and photography.

ASSOCIATION UPDATE

ofarrell.dr@gmail.com. Student, North American School of Outdoor Writing. Spends his life working as a big game guide in the fall, trapping in the winter and running a fish-

ing lodge in the summer. Manager of Skanse's Grizzly Creek Lodge since 1990 and in an agreement to purchase the lodge. (Reggie) Applying for Student Membership; sponsored by **Roger Brunt**.

CREDENTIALS REVIEW

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

Douglas Pepper

DECEASED MEMBER

Michael Levy

Remington

Video game publisher Mastiff announced its best-selling hunting game, Remington Super Slam Hunting: Africa, is coming to the OnLive Game Service. This feature delivers real-time interactive gaming through the Internet. This game takes players hunting in Africa using weapons and accessories from manufacturers such as Remington, Wiley X and Magnum Research, Inc.

Outdoor Channel

Outdoor Channel Holdings, Inc. announces the acquisition of My-OutdoorTV.com, a leading online provider of hunting, fishing and shooting content. The site, which has a dedicated library of more than 300 television shows and 8,400 online videos on the outdoor lifestyle, will join Outdoor Channel's digital network of websites.

BoatU.S. Foundation

When your boat breaks down on the water or runs out of gas the hard part is being able to tell the towing fleet precisely where to find you. Now, BoatU.S. offers a free smart phone application that helps you call for a tow. Available for iPhones and Android phones, the app is available at www.BoatUS.com/app.

Browning

To accommodate smaller framed shooters and hunters, Browning has introduced a full line of firearms called the Micro Midas. Included in the new line is the X-Bolt. This rifle is a more compact and lighter weight package with a 20-inch barrel, walnut stock, adjustable Feather Trigger, detachable rotary magazine, top tang safety and bolt unlock button.

RealTree

RealTree's All-Stars of Spring XVIII turkey hunting DVD brings an exciting new twist to wild turkey hunting footage with the new and extremely popular "Beards or Bust" competition. Two turkey hunting teams set out with a handful of rules and a road map to hunt in 10 states. DVD available at www.realtree.com/store.

U.S. Sportsmen's Alliance

The U.S. Sportsmen's Alliance received the National Wild Turkey Federation's prestigious Lynn Boykin Hunting Heritage Award. Described as the hunting industry's watchdog, USSA was created to protect hunting as a way of life Americans. A successful partnership between the NWTF and USSA is the Families Afield program, which creates hunting opportunities for youth.

Ducks Unlimited

Ducks Unlimited and the Wildlife Habitat Council recognized a cement plant owned by Lafarge North America as the winner of the 2010 Wings Over Wetlands award. The habitat conservation work

SUPPORTING GROUP NEWS TIPS

Send press releases and info about OWAA Supporting Groups, Agencies and Businesses to aschroeder@owaa.org.

being conducted Lafarge's cement facility in Fredonia, Kan. represents this award's goal in encouraging active corporate participation in wetland stewardship.

Berkley

The new Berkley PowerBait Crazy Legs Lizard features 10 crazy appendages that no bass can resist. With the Powerbait scent and continually moving legs this lizard is perfect for fishing a Carolina rig. Though not anatomically correct this bait's constant motion and diverse color palette gives fish something different to strike.

Frabill

Staff member for Frabill, Bret Alexander was out guiding an ice fishing trip he responded to an accident where two men had carbon monoxide poisoning due to an old, poorly ventilated fishing shelter. Alexander's quick actions and emergency medical training saved the two ice angler's lives. Newer shelters, like those produced by Frabill, have approved ventilation systems.

Wrangler

Wrangler Rugged Wear announces new warm-weather styles. Specialized fabrics are incorporated into the Ripstop Angler Shirt, tough Ridgeline Pants, and three Cargo Shorts, each design provides distinct advantages. These fabrics have a well-earned reputation for ventilation, durability and comfort, along with premium performance technology features made to withstand the elements.

Nebraska Game and Parks Commission

The Nebraska Game and Parks Commission has opened additional boating safety courses. Anyone operating a watercraft in Nebraska must be at least 18 years of age but may be ages 14-17 if they have passed the boating safety course and possess a certificate card.

Ranger Boats

Ranger Boats newest program, Ranger Cup University, supports the enthusiasm and dedication of competitive college anglers across the country. Signup for Ranger Cup University is free and regardless of which brand of boat collegiate anglers own. The highest finishing teams will compete in a one-day competition at Texas' Choke Canyon Reservoir.

Angler Inn

Fishing just seems to get better on Lake El Salto, and Anglers Inn International guests are reporting phenomenal numbers with everywhere. With increasingly warming temperatures in Mexico, anglers can expect a top-water bite becoming increasingly productive. Anglers should consider Anglers Inn International for warmer temps and excellent fishing conditions.

Portfolio

by Joe McDonald



A mother mountain gorilla nurses her baby.



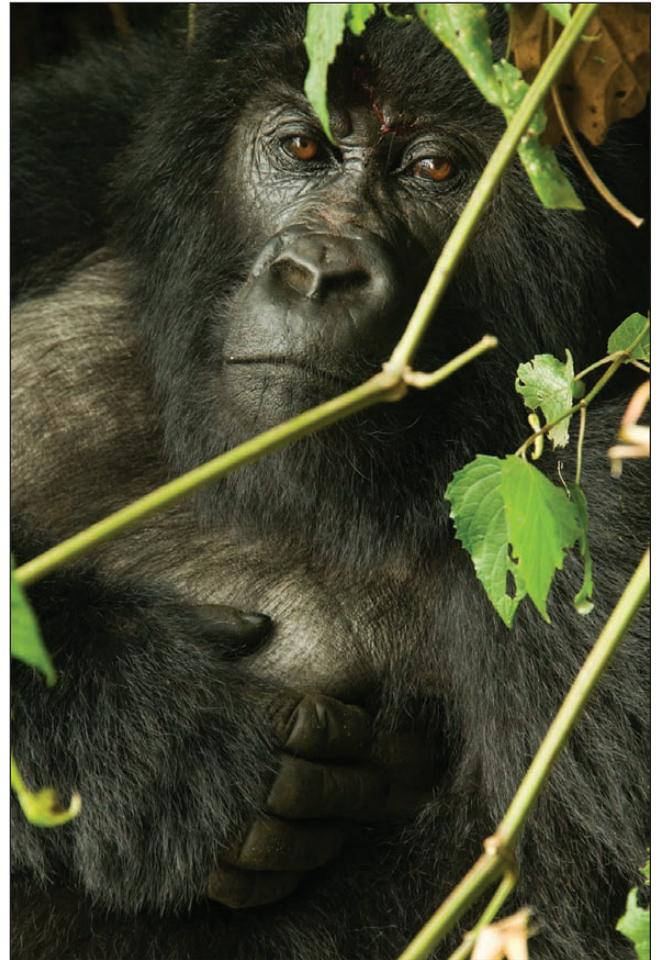
Black back gorilla in an open meadow in Rwanda.

Joe McDonald has been photographing wildlife and nature since 1966, when as a high school freshman he made images of his pet turtles, lizards and snakes. By high school he was selling photos to the National Wildlife Federation, and by his freshman year in college he was publishing in that magazine.

Since then, Joe's been published in every natural history publication in the U.S., including Audubon, Bird Watcher's Digest, Birder's World, Defenders, Living Bird, Natural History, National and International Wildlife, Ranger Rick, Smithsonian, Wildlife Conservation and more. He is represented by multiple stock photo agencies, both domestically and worldwide.

He is the author of seven books, including OWAA Excellence in Craft book contest first place winner "Designing Wildlife Photographs."

McDonald is also a founding member of the North American Nature Photography Association and a former board director for that organization.



Resting in the shade.



It took 55 attempts before McDonald finally captured these images of mountain gorillas.



This mountain gorilla was photographed during a trip to Rwanda in 2010.



After McDonald, a mountain gorilla charged into the clearing, try to show the photographer who was boss.

More of Joe McDonald's Portfolio photos are available in the Online Exclusives section of OU Online.

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Supporter Spotlight

Trout Unlimited, Theodore Roosevelt Conservation Partnership and the American Sportfishing Association

TROUT Unlimited, the Theodore Roosevelt Conservation Partnership and the American Sportfishing Association lauded a recent report from the Whitehouse in its patronage of American outdoorsman.

The report released this February called “America’s Great Outdoors: A Promise to Future Generations,” is a blueprint for the nation on ways to engage young people in outdoor recreation and conservation work, as well as increase cooperative conservation efforts involving communities and outdoor organizations.

Several Trout Unlimited projects are mentioned in the report as successful models of conservation, including:

- The Five Rivers College Outreach program, where Trout Unlimited works with colleges to organize “alternative spring breaks” so that groups of students can gain hands-on experience in aquatic ecology and habitat restoration;
- The Trout In the Classroom project, in which participating classes raise trout in a classroom tank throughout the school year and then release the fish into a stream;
- The Blackfoot Challenge, an restoration program on the Blackfoot River developed by the Trout Unlimited Big Blackfoot Chapter in Montana.

The AGO report also comments on the establishment of a Federal Interagency Council on Outdoor Recreation, a program supported by American Sportfishing Association.

Both the American Sportfishing Association and the Theodore Roosevelt Conservation Partnership are pleased with the

AGO report’s recommendation to fully fund the Land and Water Conservation Fund. This federal trust fund to improve public access to federal lands by accumulating revenues, primarily from offshore oil and gas leases, for acquisition of protected lands and easements.

The AGO report stresses the importance of federal partnerships with state and local governments in the restoration and conservation of waterways, making specific mention of the National Fish Habitat Action Plan (NFHAP). The NFHAP aims to better protect, restore and enhance fish habitat through partnerships that foster conservation and outdoor opportunities for the American public.

The report included the following recommendations:

- Establishing a 21st century Conservation Service Corps to engage youth in land and water conservation.
- Extending the federal tax deduction for conservation easement donations on private lands beyond 2011.
- Supporting collaborative efforts to conserve large landscapes across working lands by targeting resources from incentive-based programs.

The report was drawn from more than 50 public listening sessions held across the country since April 2010 that drew more than 10,000 participants and 105,000 comments.

The report can be found at: <http://americasgreatoutdoors.gov/report>. ■