

Outdoor Writers Association of America

OUTDOORS UNLIMITED

The Voice of the Outdoors July 2011



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OUTDOORS UNLIMITED

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ON THE COVER

By Jim Foster

Pictured is a pelican, photographed by Foster, who is a freelance writer and photographer for books, magazines, newspapers and ad agencies. He is also a columnist and feature writer for *The Port Isabel Press*, *The San Benito News* and *South Padre Island Parade Magazine*. Contact Foster at jimf06@gmail.com, www.jimfosteroutdoors.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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Thinking inside the box

OWAA announces 2011 Bodie McDowell Scholarship recipients

The Outdoor Writers Association of America awarded six scholarships for the 2011-12 school year to undergraduate and graduate students studying journalism.

Successful graduate applicants are **Amy Whitcomb**, University of Idaho (\$3,000); **Patricia O'Kane**, University of Wisconsin-Madison (\$3,500); and **Jason Belts Kauffman**, University of Montana-Missoula (\$4,500)

Undergraduate students receiving scholarships include: **Cole Tanner**, Iowa State University (\$3,000); **Bryce Butner**, University of North Carolina-Chapel Hill (\$3,500); and **Hannah J. Ryan**, University of Montana-Missoula (\$4,500).

OWAA's Education Committee, chaired by **Colleen Miniuk-Sperry**, reviewed scholarship applications, scored them based upon pre-determined criteria and selected the winners. Headquarters staff solicited applications through letters and e-mails sent to appropriate dean's and department chairs.

Thanks to the following for judging this year's applications: **Larry Larson, Tim Christie, Jack Ballard, Phil Bloom, John Nickum, Holly Endersby, Paul Queneau** and Miniuk-Sperry.

Recipients are paid at the commencement of the fall semester, and also receive a one-year student membership in Outdoor Writers Association of America. OWAA's bylaws require trustees to distribute a calculated portion of the Bodie McDowell Fund to college scholarship recipients each year.

Boxes, boxes, boxes ... seems like OWAA headquarters has been mired in boxes for months now. First, with the moving of the office from the Hickory Trail condo to our new digs on Oak Street. And now, with piles of boxes and materials to be transported to our 84th annual conference in Salt Lake City, Utah, in just a few days.

We're hoping to send conference attendees home with boxes, or loads anyhow, of useful information to help them better their craft and make even more money for themselves in the coming year. You've been reading for months about the agenda and the hands-on sessions, the pre- and post-conference trip opportunities, and the excellent facilities awaiting us at Snowbird. Now it's time for you to pack your bags and meet us there!

Headquarters staff will be loading boxes into a Suburban and taking an OWAA road trip down to Salt Lake, where we'll begin a couple days of unpacking and preparing to receive our members and guests for a truly unique summer experience, complete with snow and alpine beauty to help them beat the mid-July heat.

While we're on site, OWAA's Executive Committee and Board will meet for their series of annual meetings on July 7, 8 and 11.

Among the items to be discussed are the revisions to the new Excellence in Craft contests



ROBIN GINER

and rules. Those revised rules will be printed in the September quarterly issue of *Outdoors Unlimited*, so start thinking about what work you want to enter for next year's contests. Thank you to those who have weighed in on the conversation by responding to the proposed revisions as printed in the June issue of *OU*. And be sure to lend your voice to the discussion by attending the membership meeting on Sunday, July 10, immediately following breakfast.

The Board will also look to adopt an updated strategic plan for the organization to help us steer headquarters' work and build a better OWAA; elect a new treasurer and say goodbye and thank you to **Kris Thoenke** for three years of service; and welcome new and returning Board members **Bruce Cochran, Randy Zellers** and **Mary Nickum**, as they take their seats for three-year terms. There's much for the Board to discuss this year, and you can find the entire agenda on page 11. Members are welcome to attend the meetings as silent observers.

As we continue packing boxes, we look forward to seeing our members at Snowbird in just a few days. Be sure to bring a light jacket along – the summer heat will not be following us up the mountain. And for those who are unable to join us this year, you'll find coverage of the conference in the September issue of *OU*, along with downloadable videos of select sessions in the coming weeks at www.owaa.org.

Have a safe Fourth of July and a warm and wonderful summer. ■

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



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www.twitter.com/OWAAonline



www.tinyurl.com/OWAAlinkedin

Correction

Rich Patterson provided the following corrected info for his Circle of Chiefs column, "Ethanol provides false hope for drivers," which appeared in the June issue of *Outdoors Unlimited*. To clarify, Patterson says, "The oil companies receive the Federal tax credit for blending ethanol into gasoline. The companies that make the ethanol do not get this credit as I stated in the article. Right now this is big news in Iowa as it looks like Congress will repeal the tax credit. This really won't impact much as oil companies are required by federal law to blend ethanol into gas, so farmers will continue to get high prices for corn and ethanol companies will continue to make car booze"

A year in review

I think it is important for members to know the inner workings of an organization, so, along those lines I'm using my President's Report to the Board of Directors as my last President's Column.

I hope members will forgive me for the formality of the column and, conversely, hope the board will forgive the familiarity of same.

SALE OF THE OWAA CONDO

We sold the condo. I say "we" because it was a team effort that started with OWAA Past President **John Beath** and carried over through my term. John set the stage for this sale and credit for it should be split between him and OWAA Executive Director Robin Giner. They did the lion's share of the work. History will show the condo sold during my term, but Beath and Giner deserve the credit for getting it sold.

If you would like the details of the sale, contact OWAA staff. Just let me say this, Beath and Giner orchestrated the sale so OWAA makes money. They are to be congratulated for making that happen.

After we repay money "loaned" to us from the Endowment Trustees to purchase the condo (we have about \$74,000 we need to repay the trustees), the remainder of the money from the sale will go into a fund designed for OWAA to use in the future for purchasing a new headquarters building that is totally ours. That may not happen for a while, and that's OK. We aren't losing anything while we rent office space in Missoula. I urge the board and officers not to jump out of the frying pan and into the fire (hopefully, we'll wait a while before we purchase another building) until we see what our real needs are in the next couple of years.

But anyway you look at it, not having the condo around our necks is a welcome relief.

MEMBERSHIP

Perhaps my biggest disappointment is our membership numbers. Despite strong efforts by many on our board, by our individual members and our staff, our numbers continue to drop.

While we aren't alone (the same is happening to our sister organizations throughout the country), it's tough to watch the numbers fall.

Part of the problem is our age. Our membership is not getting any younger — though it needs to — meaning we need new blood and we need it now.

The economy many thought was on an upward trend, still isn't playing nice and definitely is hurting groups like OWAA. Our members are being hit hard around every corner as they try to sell their work to magazines, newspapers and websites.

The ad support for all of magazines and newspapers isn't what it used to be and it may never be again.

Add to that the changes in the way we communicate and it is easy to see why folks aren't lining up to join or renew their memberships in media groups.

But the news isn't all bad. We are seeing some increases in specific areas of our membership, and, if our new blogger membership category becomes a reality (which it should), we should be able to

add many new members (and pick up many renewals from former members).

I urge all of you reading this to work hard to help OWAA — and other media groups — add members to our rolls.

GOLDENROD WORKSHOP

Our first Goldenrod Workshop, held last August in Missoula on the campus of the University of Montana, was a grand success. Former OWAA President **Joel Vance**'s vision became reality and with his and many, many others' hard work, it took flight.

However, the economy still isn't helping and despite our best efforts, round two will not happen this year.

THANK YOU

The year was 1978 and I was a new reporter at a small weekly newspaper in southeast Missouri when the aforementioned Vance called me (and sent a letter via U.S. Postal Service — aka post office) urging me to join OWAA. I still have that letter somewhere.

He was working for the Missouri Department of Conservation and had seen an outdoor column I was writing for the newspaper and thought I should join. I hesitated for a couple of years but finally bit the bullet, paid the fees and mailed in the application and was accepted. I had moved to a daily newspaper by then.

I'm not sure I ever thanked him for prompting me to join OWAA. If I failed to do that, well, "Thanks, Joel."

My membership in OWAA has opened a thousand doors for me and allowed me to see and experience events this Southeast Missouri Swamp Rat never knew existed.

A lot of you helped along the way. So, as president, I get to take up some space here and say thanks:

Mike Walker and Pete Johnson: They asked me to serve on an outdoor writer's marine "council" for one of their clients when they were in business together back in the 70s. The introductions from that group helped me open many of the doors I spoke about earlier.

Mark Thomas: Mark now heads up marketing for National Shooting Sports Foundation, but back when he was shooting video for Bass Pro Shops in Springfield, Mo., he answered my cry for help — as in, "help me find a new job" — and personally took my resume to a magazine and urged them to hire me ... which they did.

Bill Vanderford: A former Formula II race car driver in Europe, award-winning travel and outdoor writer, "Lake Sidney Lanier's oldest guide service operator," longtime OWAA and SEOPA member and genuine all-around good guy, he has been a mentor to me since the day I met him nearly 40 years ago. I doubt there is anyone, anywhere, better to kick around the world with — this I know from experience.

Thayne Smith: Pushed me in all the right directions early in my career. I wouldn't be where I am today if it weren't for his help.

I've only listed five persons, but my thank you list is longer than my leg and I know I'm out of room here. So, thanks to all of you who have helped me get to where I am today. You will always be part of my family. ■

— Tony Dolle, OWAA President
dolle@tds.net



TONY DOLLE

Get Google-d

BY PAUL QUENEAU

“You’ve got to put the hay down where the cows can get it!” so said Jerry Brown, our dean when I was in journalism school. It’s certainly true for the World Wide Web. The snazziest site in the world will do you no good if no one can find it.

Google makes a point of being mysterious when it comes to the hows and whys of its search results. That’s beautifully democratic in a way; a person or company can’t just buy their way to the top of the search listings. But as powerful as Google is for Web searching, it can make you feel powerless when trying to decipher just how to get your site listed prominently.

Here are a few simple tricks that will do much to improve your standing with the big G:

1. Preeminent domain: Your website’s address — aka domain name — can propel it to the top for a particular search query. For instance, search for “elk photography” on Google, and the second listing is www.elkphotography.com. There isn’t a single elk photo on the site — it’s simply the photographer’s last name. Yet it illustrates just how much Google values the words contained in a Web address. If you’ve already chosen a domain name or prefer to stick with something less specific, don’t despair: try setting up some subdomains. These put a term before your domain name, i.e. elkphotography.yourdomain.com. Match your subdomains with the terms folks would use to find you, and Google will view them as golden search tickets.

2. Content is king: Google is its pretty good at judging if you have anything useful to say. Stock your site with diverse, inter-

UNTANGLING THE WEB

■ Creating Google-friendly sites: <http://www.google.com/support/webmasters/bin/topic.y?topic=28800>.

■ Lynx: A text-only Web browser that will show you how search engines “see” your site: <http://lynx.browser.org>.

■ Google Webmaster guidelines: <http://www.google.com/support/webmasters/binanswer.py?answer=35769>.

■ Google Image guidelines: <http://www.google.com/support/webmasters/bin/answer.py?answer=114016>.

esting information about the subjects you cover and Google will take notice and boost you in its hierarchy. It also seems to place a big value on how-to and where-to articles. For photos and videos, though, it hasn’t a clue to the actual quality, so take time to write descriptive captions, include extensive keywords in actual site text (not just image metadata!), use image file names that match the content ([bull-elk-fighting-0342.jpg](#)), and last but not least, descriptive alt text (the text that appears as an image is loading).

It should go without saying, but don’t plagiarize information from other sites. Google places a premium on original content anyway. However, posting pertinent press releases related to your site’s main themes is fair game and may boost your valuable-info index.

3. Map it out: Create a logical hierarchy to your site, grouping similar pages together in sections and subsections. Place text links to most if not all of the main pages on your site in a tiny font at the bottom of each page. It’s also valuable to have a sitemap

page containing all the links on your site laid out like a family tree. Most website software can create this for you, and once you have your sitemap you can submit it to Google using its webmaster tools. (<http://www.google.com/webmasters/tools/>)

4. Employ sticky words: What would someone type to find your site? Write it down and make sure those words appear prominently in your content. Pay special attention to the titles of your pages — the text that appears above the buttons on your browser window. Don’t go overboard with 300 keywords as Google will disregard them, but craft concise descriptions into your page titles about the subject of each page.

5. Get linked: I didn’t put this first because in my experience it’s not nearly as important as some sites might lead you to believe. Yes, getting other sites to link to yours will help Google find you, and having many other sites linking to yours will boost your ranking. However, your time is better spent on the recommendations above. Start by submitting your site to Google at <http://www.google.com/addurl.html>. Google will then know you exist, and once it sees you have valuable information to offer, it will take heed. ■



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

More tech tips in the OU archive: www.tinyurl.com/OUarchive

Before you join your own circus

BY COLLEEN MINIUK-SPERRY

This article is the second installment of a three-part series about leaving an office job for a freelance career. The first article, "Are you ready for a personal Independence Day?" appeared in the June issue of OU. In part three, the author will talk about how to thrive in the freelance life and avoid returning to Corporate America.

Are you ready to run away from your mundane 8-to-5 corporate job and become the ringmaster in your very own sensational circus after reading last month's introduction to this three-part series? Before you trade in your corporate badge for the life you have always wanted as a freelancer, here are critical actions to take to ensure you start as the CEO of "You, Incorporated" on the right foot:

Showcase your talents. Start building a professional-quality portfolio of work that accurately shows off what you can deliver. Post relevant examples of your photography, writing, tear sheets, video clips and audio clips that demonstrate a recognizable style and focus that potential clients will notice and purchase.

Expose yourself. For crap's sake, put your clothes back on! Although streaking would attract attention, albeit the wrong kind, awareness is the first step to making sales. If customers are not aware of your products and services, they will not buy either. To build your network, provide educational presentations throughout your local community, join professional organizations, and be active in social media outlets. A non-paid opportunity can often generate significant income over time. Never underestimate the value of exposure. (Pun intended for those who use histograms.)

Get busy on your breaks. Though it may feel like you are working two full time jobs, you can't afford to wait to start your new business until you leave the windowless office. Take care of the little nagging tasks like registering for state and city tax licenses, opening bank accounts and ordering business cards now so you gain legitimacy as a business owner as you walk out the corporate door.

Don't act like the government. When it comes to making money as an independent, it's not rocket science. Income must be greater than expenditures. Track sales and expenses to not only give Uncle Sam his cut later in taxes, but to also make sure you can cover your incoming bills. And no, you still don't need that expensive new lens.

Learn to increase your revenue streams. Take a marketing class. Not next year. Not next week. Right now. Though the thought of using your left brain during lectures may make you break out in hives, at least go rub shoulders with ambitious marketing majors who might be interested in doing the sales work for your business.

Transform the scribbles on your beer-stained napkin into a Fortune 500-quality roadmap. Without a clueless manager barking orders at you, it's time to get "S. M. A. R. T." with running your circus. When you formalize what you want to accomplish in 3 months, 1 year, and 3 years, test your goals to make certain they are: specific, measureable, achievable, realistic and tangible. The statement, "I will make \$1,000 from photography print sales by Sept. 30, 2012," is S. M. A. R. T. while "I will be rich tomorrow" is not. Once you have set a course, write out the specific steps and resources you need to get there.

Burn the ships after landing. In 1546, upon reaching the shores of Mexico, Hernán Cortés did not make failure an option. When you land your new freelancing career, neither should you. Replace the voices hemming and hawing about what will happen if you fail with more productive thoughts about what you can do to succeed. Heed the advice of automotive pioneer Henry Ford who aptly suggested, "Whether you think you can or can't, you are right."

Schedule the fireworks company to perform at your Independence Day. Whether your sought-after day of freedom is two weeks away or a year off, circle the date on the calendar. Plan your escape to take advantage of your current company's benefits and remember to use all your allocated vacation time before your leave. Having a light at the end of the tunnel can breathe new life into you until you say "bon voyage" to your stuffy gray cubicles walls.

Once you have completed these action items, you're ready to enter your very own big top. In the next issue of OU, we'll explore the best ways to not only stay on the tightrope, but to also give the performance of your life. ■



Residing in Chandler, Ariz., Colleen Miniuk-Sperry is an award winning and internationally published outdoor photographer and writer. As a full-time freelancer, she happily juggles delivering photo-text packages for various editorial outlets, working on three books, teaching photography workshops, and chairing the OWAA Education Committee. Contact her at cms@cms-photo.com.

Internships:

OPPORTUNITY OR HEADACHE

BY MATT MILLER

Internship programs offer a great way to mentor young writers and communicators, while providing vital assistance in your work. It's an incredibly rewarding experience for all involved.

Internships require an inordinate amount of time to manage. Interns are often unreliable and require you to work more, not less. You'll end up wishing you had never signed up.

Which is it?

Quite simply: It depends.

As with many writers, my career began with an internship. Twenty years ago, a fellow Penn State English major told me about a summer internship posting for, strangely enough, OWAA (then headquartered in Pennsylvania).

I knew about OWAA and felt this would be a golden opportunity. Alas, my association with OWAA would have to wait, as the staff decided not to take on summer interns that year. However, Penn State's internship coordinator offered me a writing and editing internship with Penn State's Center for the Performing Arts.

I knew practically nothing about the arts, but I signed on anyhow. As it turns out, the arts center produced a substantial amount of printed material each year — 50 performance programs, press releases, brochures and newsletters. It proved the perfect learning environment: tight deadlines, tough editors and lots of copy that needed to be written.

I stayed on for two more semesters, often skipping class to write and edit one more symphony story. In the meantime, my internship supervisor introduced me to an acquaintance, legendary outdoor writer Jim Bashline, who helped me publish my first outdoor stories.

The performing arts center hired me as a full-time writer the day after I graduated. I've been working as a professional communicator ever since. The habits I formed as an intern still serve me well today.

As such, I recognize the value of internship programs. I have long had this idea that I could mentor an aspiring young writer or public relations student, much as the staff at the performing arts center assisted me.

And yet. Anyone who has worked with many interns knows that this story doesn't always have a happy ending. Interns don't want to write "uncreative" copy like press releases. They need constant supervision. They produce work that requires so much editing it would have taken much less time to do it yourself.

A local university requires internships: the kind of well-meaning protocol that sounds good but ensures a steady stream of unmotivated

students merely ticking off another graduation requirement.

I ended my internship program with this institution after a string of lackluster interns. The final one showed up on the first day and we discussed his first assignment. He then disappeared for a month, my emails and phone calls unreturned. He showed up and announced that he had not had a chance to start my assignment. When I said this was unacceptable, he left and didn't return until the final week of the semester, when he asked me what his grade was going to be.

Extreme instances aside, there are ways to help ensure a productive internship, for you and for the student. Here are some guidelines I'd suggest following.

Be honest with yourself. You imagine yourself the wise sage, passing on advice while mentoring an aspiring writer. And then you are faced with travel, deadlines, meetings and the long list of responsibilities you face. The intern is relegated to some "busy work" and sits around wondering where you are. Internships take time. If you don't have the time or a clear sense of what an intern's duties would be, maybe it's better to not start an internship program.

Set clear expectations. It's common knowledge on college campuses that internships lead to jobs. This may very well be true, but it also gives certain students the mistaken impression that all they have to do is show up a few days a week and they will be rewarded with a guaranteed job. It may be your job to explain the more subtle benefits of internships. Be clear about what will be expected as far as deadlines and time commitment. Creating internship objectives—clear, achievable steps—leaves no doubt as to what you expect, and what success looks like.

Prepare students for unglamorous tasks. Many students—particularly English students—have spent their lives as "creative writers." Many internships force them to confront the far less intriguing world occupied by press releases, promotional copy, photo archives and filing cabinets. Some students want to write the Great American Novel or exercise their "artistic license." They probably won't make great interns. But it's your fault if you promise exciting feature stories and then assign press releases. Giving students a few more interesting assignments to reward their hard work raises morale and builds skills.

Edit. Taking the time to edit your intern's work and then showing her how to improve may be the most valuable tool you can share. Some students react very poorly to having their work edited. They've chosen the wrong major. Others will recognize your assistance and improve their work. They'll begin editing their own work. These lessons will stick throughout their careers.

Treat your intern as a colleague. My performing arts center colleagues included me on their softball team and invited me to happy hours. I received free tickets to all events. Those elements

CONTINUED ON PAGE 9

PRODUCT REVIEW

Panasonic Lumix DMC-FH25

BY JON LAWTON

The Panasonic DMC-FH25 is latest release to the popular Panasonic FH camera line. Panasonic FH series cameras place an emphasis on sleek and compact dimensions while also featuring quick performance and better-than-average zoom capabilities.

The 3.9-by-2.2-by-1.1 inch DMC-FH25 has a 16.1 megapixel CCD sensor behind a Leica 8X optical zoom lens. The effective zoom range is 28mm-224mm, which in a camera this small is rather impressive.

The lens is also image-stabilized to give you sharp photos when hand holding the camera, even at long shutter speeds.

The auto-focus system has been improved and now has 11 focus points that can be individually selected by the user. The rear of the camera features a 2.7-inch LCD screen to aid in image composition and review.

The most notable upgrade is that the DMC-FH25 now is equipped with the Venus Engine VI processor. This is the same image processor that is found on the higher-end ZS5 and ZS7 super zoom cameras. The new processor reduces shutter lag, helps reduce digital noise when shooting at high ISOs, increases autofocus speed, and allows the user to shoot full resolution images at 1.5 frames per second. The ISO sensitivity ranges from 100-1600 ISO.



In addition to capturing still images, the DMC-FH25 is also capable of shooting 720p HD video at 24 frames per second with sound. The DMC-FH25 is powered by a rechargeable lithium-ion battery pack and stores images to an SD memory card or its 70MB of internal memory.

The Panasonic Lumix DMC-FH25 is currently selling for \$159.99 and includes the camera, battery pack, charger, AV cable, USB cable, wrist strap, software CD-ROM and one-year Panasonic manufacture warranty. ■

If you have any questions about this Panasonic Lumix camera or any other photo-related topic, please contact Jon Lawton at jlawton@wbhunt.com.

INTERNSHIPS

CONTINUED FROM PAGE 8

made me feel like an employee, not cheap help. If you don't work in an office, inviting the intern on an outdoor adventure, sharing good books or just sharing some fishing stories can help build a sense of camaraderie — and encourage the intern to work harder.

Be a career counselor. Most interns presumably signed on to better their career

prospects. Even if they don't show up, interns probably look up to you and value your advice. Take a few minutes to discuss their short-term and long-term career goals. A very small time commitment can actually change the lives of interns. Twenty years later, I still think about advice given me by Jim Bashline and my internship supervisors at Penn State. It's a gift I can only repay by helping other young and beginning communicators. ■



Matt Miller is director of communications for The Nature Conservancy in Idaho and a member of OWAA's board of directors. Follow him on two blogs, Idaho Nature Notes (www.idahonaturenotes.blogspot.com) and Cool Green Science (blog.nature.org/author/mmiller). Contact him at m_miller@inc.org.

Summer skiing at Snowbird

BY BRETT PRETTYMAN

Skiing was not supposed to be an option when OWAA picked Utah's Snowbird Ski and Summer Resort as the site of the 2011 annual conference. And, in a normal year, skiing would not be something resort officials could offer in July. But this year is anything but normal and when Snowbird announced it would be staying open to the public on weekends through July 4, it suddenly seemed possible that OWAA members could be skiing during their 84th conference.

So in addition to packing hiking boots, fishing rods, cameras and families into planes, trains and automobiles to get to Snowbird for the July 9-11 conference, some attendees may be bringing along their skis. Well actually, they won't need to worry about drawing crazy stares while driving through Arches National Park with skis on their car rack in July — Snowbird will get them outfitted.

There are a couple caveats required to participate in the skiing. Snowbird, as of June 9, received 776 inches of snow since last October. The count was going up as I talked to Snowbird representative Emily Moench about this event. That is more than 64 feet of snow! Of course, there won't be that much around when conference starts, but there may be enough to run from the top of Hidden Peak, at 11,000 feet, to the base of mountain. As of this writing there was still a snow base of more than 160 inches at the 'Bird. Conditions permitting, skiing or snowboarding will be available for up to 20 OWAA conference attendees.

There should be enough snow, conditions pending, but it won't be the usual fluffy stuff that earned Utah "The Greatest Snow on Earth" moniker. You will have to come back in the 2011-12 winter to experience why our snow is considered the best on the planet.

The plan now is to make at least, and maybe only, one run on July 8. Those 20 skiers, and I'm planning to be one of them, will be the last of a record-breaking 2010-11 season for Snowbird and Utah. This is the third time in resort history that the ski season has made it to July 4th, matching records set in 1995 and 2005. It is unclear if allowing OWAA members to ski will be considered part of the 2010-11 season. But even by going to July 4, Snowbird surpassed, by one day, its longest season of 201 ski days set in 2005.

OWAA officials picked Snowbird for several reasons, including a



Photo by Emily Moench.

reduced room rate for its "off season," never expecting to be able to use the "Ski" in Snowbird Ski and Summer Resort, but the opportunity is there and the folks at the resort are excited to give conference attendees the opportunity to ski in July.

Crazy, but true. Hope to see you on the slopes. ■



Brett Prettyman is the 2011 OWAA Conference Local Committee Chair. A member since 1992, he is also a member of the OWAA Board of Directors. Prettyman is also an outdoor/recreation writer for The Salt Lake Tribune and author of "Fishing Utah," second edition. Contact him at brettp@sltrib.com.

WANT TO HIT THE SLOPES?

Deadline for reserving rental skis was July 1. However, if you have your own gear, there may still be a few spots available. Contact Jessica Pollett at jpollett@owaa.org for details.

Agendas for OWAA board meetings

OWAA's Board of Directors will meet July 8 and 11 in conjunction with the organization's annual conference at Snowbird Ski and Summer Resort in Salt Lake City, Utah.

"We need to practice better transparency as an organization," said President **Tony Dolle**.

"I'm asking our Executive Director to publish our board meeting agenda on OWAA's website at least seven days prior to the Board meeting, earlier if possible. Our membership should know what topics we plan to discuss," Dolle said.

Minutes from the meetings will be published in September OU.

Board meeting agenda

Friday, July 8, 2011, 8 a.m.-5 p.m.

President Dolle, presiding

Call to Order (Dolle)

Roll Call (**Katie McKalip**)

- Receive motion to excuse any absentees
- Approval of actions by Executive Committee since January board meetings
- Approval of January meeting minutes

President's Report (Other officers will report with committees)

Executive Director's Report

Standing Committee Reports

- Awards
- Board Nominating
- Conference Program
- Contests
- Craft Improvement
- Development
- Education
- Ethics

- Finance
- National Affairs & Environment
- Norm Strung Youth Writing
- Officer Nominating
- Past Presidents
- Sections
- Strategic Planning
- Technology

Ad Hoc Committee Reports

- Excellence in Craft Contest Rules Revision Committee
- Marketing Committee
- Member Recruitment & Reinstatement
- Mentor Committee
- Blogger/Internet Category
- Working Group – Membership Criteria Review

Old Business

- Goldenrod Writing Workshop Committee
- Youth Writing Workshop Update
- Supporting Group/Member Classification

- OWAA Student Chapters Update
- Condo Sale Update

New Business

- OU – Print versus Online
- Approve new endowment trustee
- Officers' election
- Nominate/secret vote – Board Member of the Year
- Proposed Bylaws Amendment – Endowment Trustees
- Copyright/Trademark Usage of Outdoors Unlimited
- Endowment Trust Report
- Letters from our Members to the Board
- Comp Registration for Members Speaking at Conference
- Fee for Use on Public Lands
- Minority Member Recruitment
- Letter of Support – North American Wildlife Museum

Good of the Order

Adjournment

Board meeting agenda

Monday, July 11, 2011, 2-5 p.m.

Dolle and **Mike Walker**, presiding

Call to Order (Dolle)

Roll Call (McKalip)

- Receive motion to excuse any absentees

Welcome new directors, treasurer

Election of new president (**Mark Taylor** nominates Walker and moves that nominations cease and Walker be elected by acclamation).

Exchange of gavel. (Walker takes over as president)

Election of new first vice president (**Bill Graham** nominates Taylor and moves that nominations cease and Taylor be elected by acclamation).

Election of new second vice president (Graham nominated and it is moved that nominations cease and Graham be elected by acclamation).

Election of New Life Member

Thank you to Dolle (Walker).

Old Business

- Any remaining issues from July 8 board meeting.
- New Excellence in Craft rules – Vote to approve

New Business

- Approval of committee members (Board Nominating, Finance Committees)

Announce Board Member of the Year

Good of the Order

Adjournment

2011 Excellence in Craft contest winners

The Outdoor Writers Association of America is pleased to announce the winners of the 2011 Excellence in Craft contests. First-, second- and third-place winners were chosen in seven media-based contests and three subject-based contests. Cash prizes totaled nearly \$15,000. Certificates, plaques and prize money will be presented to winners at the awards banquet during OWAA's 84th annual conference, July 9-11, 2011, in Salt Lake City, Utah.

Winners of the President's Choice Awards will be announced in the September issue of *Outdoors Unlimited*.

■ MEDIA-BASED CONTESTS

MAGAZINE/E-ZINE

Sponsored by Ducks Unlimited

Best Long Feature

■ First place: **Bill Watt**, Flagstaff, Ariz., "Fly-fishing Small Streams: Trout Dreams," Arizona Wildlife Views, May/June 2010.

■ Second place: **Marilyn Stone**, Paonia, Colo., "Question of Color: Do Women Customers Really Want Pink Products?" Shot Business, October/November 2010.

■ Third place: **Jack Ballard**, Red Lodge, Mont., "Golden," Wyoming Wildlife, November 2010.

Best Short Feature

■ First place: **Craig Springer**, Edgewood, N.M., "American Fishes: Common Carp," Eddies, Summer 2010.

■ Second place: **Paul Queneau**, Missoula, Mont., "Crash of the Titans," Outdoor Life, August 2010.

■ Third place: **Lisa Densmore**, Red Lodge, Mont., "Chinook: The Wind That Brings Relief from Winter," Wyoming Wildlife, March 2010.

NEWSPAPER

Best Feature Story

■ First place: **Howard Meyerson**, Grand Rapids, Mich., "From the Start," Grand Rapids Press, July 14, 2010.

■ Second place: **Howard Meyerson**, Grand Rapids, Mich., "The River We Know," Grand Rapids Press, July 21, 2010.

■ Third place: **Brett Prettyman**, Salt Lake City, Utah, "Engineering a Self-Rescue," The Salt Lake Tribune, Nov. 14, 2010.

Best News Writing

■ First place: **Bob Frye**, Greensburg, Pa., "Minorities Missing from the Outdoors," Pittsburgh Tribune-Review, May 16, 2010.

■ Second place: **Brett Prettyman**, Salt Lake City, Utah, "Massive Overhaul of Deer Rules Called a Victory for Elite Hunters," The Salt Lake Tribune, Dec. 20, 2010.

■ Third place: **James Card**, Bartlett, Tenn., "In Field Trailing, Bird Dogs Call Shots and Humans Follow," The New York Times, Feb. 23, 2010.

TELEVISION/VIDEOCAST

Best Full-Length Program

■ Third place: **Grant McOmie**, Forest Grove, Ore., "Grant's Getaways # 1," KGW-TV Portland, Ore., Sept. 12, 2010.

■ Second place: **Wes Whatley**, "Brown-ing Expeditions: Alaskan Brown Bears," ESPN2, Jan. 31, 2010.

■ First place: **Dan Small**, Belgium, Wis., "Deer Hunt 2010," Milwaukee Public Television, Nov. 11, 2010.

Best Feature Segment

■ First place: **Dan Small**, Belgium, Wis., "Asian Carp Biology," Milwaukee Public Television, Jan. 14, 2010.

■ Second place: **Karen Loke**, Austin, Texas, "Ranger Ridley," News 8 Austin, Texas, April 2, 2010.

■ Third place: **Dave Carlson**, Eau Claire, Wis., "Chasing the Little Darlings," Northland Adventures, June 25, 2010.

RADIO/PODCAST

Best Short Form

■ First place: **Ty Stockton**, Cheyenne, Wyo., "Duck Hunting Ain't Cheap," Cowboy State News Network, Nov. 3, 2010.

■ Second place: **Chris Slempp**, Culloden, W.Va., "Sighting for Deer Season," West Virginia Outdoors, Nov. 12, 2010.

■ Third place: **Tom Stienstra**, Weed, Calif., "4-Wheel-Bob: No Limits," KCBS-740/106.9 FM-San Francisco, Calif., March 13, 2010.

Best Long Form

■ First place: **Jeff Kelm**, Sheboygan, Wis., "Outdoors Radio Show 550," Outdoors Radio Network WHBL 1330 AM Sheboygan, Wis., Dec. 11, 2010.

■ Second place: **Dan Small**, Belgium, Wis., "Outdoors Radio Show 551," Outdoors Radio Network WHBL 1330 AM Sheboygan, Wis., Dec. 18, 2010.

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2011 EIC contests

CONTINUED FROM PAGE 12

- Third place: **Chris Slemp**, Culloden, W.Va., "Fishing Canada Wilderness," West Virginia Outdoors, July, 24, 2010.

FINE ARTS

Scenic

- First place: **Bill Vanderford**, Lawrenceville, Ga., "Boating Activity on the Nile at Sunrise."
- Second place: **Colleen Miniuk-Sperry**, Chandler, Ariz., "Under the Stars at Lake Powell."
- Third place: **Ron St. Germain**, Grand Ledge, Mich., "A place to Dream."

Flora

- First place: **Tom Ulrich**, West Glacier, Mont., "Oxeye Daisies."
- Second place: **Paul Queneau**, Missoula, Mont., "Curious Cutleaf."
- Third place: **William Mullins**, Boise, Idaho, "Dandelion Seeds Blowing in the Wind."

Fauna

- First place: **Ken Sullins**, Leesburg, Va., "Brook Trout."
- Second place: **Lisa Densmore**, Red Lodge, Mont., "Mother Loon."
- Third place: **William Mullins**, Boise, Idaho, "Brown Bear Cub with Stick on Tidal Flat."

Action

- First place: **Gary Kramer**, Willows, Calif., "The Geese Fly Early in Argentina."
- Second place: **Tom Ulrich**, West Glacier, Mont., "Crimson Rumped Toucan."
- Third place: **Colleen Miniuk-Sperry**, Chandler, Ariz., "Ride With Me."

People

- First place: **Colleen Miniuk-Sperry**, Chandler, Ariz., "Climbing in Devils Canyon."
- Second place: **Bill Vanderford**, Lawrenceville, Ga., "People Playing in a Creek."
- Third place: **Colleen Miniuk-Sperry**, Chandler, Ariz., "Canoeing on Moraine Lake."

PHOTOGRAPHY / ILLUSTRATION

Best Published Image - Newspaper

- First place: **Tom Stienstra**, Weed, Calif., "Shasta Lenticular," San Francisco Chronicle, Nov. 28, 2010.
- Second place: **Tom Stienstra**, Weed, Calif., "Where Heaven and Earth Meet," San Francisco Chronicle, June 24, 2010.
- Third place: **Bill Ferris**, Shippensburg, Pa., "A Polar Bear Seen in Its Natural Habitat above the Arctic Circle," The Sentinel, June 30, 2010.

Best Published Image - Non-Newspaper

- First place: **Mike Wintroath**, Little Rock, Ark., "Swamp Alligator," Annual Harvest Report, November 2010.
- Second place: **Mike Wintroath**, Little Rock, Ark., "Hummingbird Feeding," Arkansas Wildlife, September/October 2010.
- Third place: **Gary Kramer**, Willows, Calif., "White-cheeked Pintail Taking Flight," "Wingshooting the World" by Gary Kramer, December 2010.

BOOK / E-BOOK

- First place: **Eric Jay Dolin**, Marblehead, Mass., "Fur, Fortune and Empire: The Epic History of the Fur Trade in America."
- Second place: **Tim Allard**, Ottawa, Ontario, "Ice Fishing: The Ultimate Guide."
- Third place: **Mike DiLorenzo**, Clinton Township, Mich., "Bows, Does & Bucks: An Introduction to Archery Deer Hunting."

■ SUBJECT-BASED CONTESTS

BIG GAME HUNTING

Sponsored by Outdoor Channel

Magazine / E-Zine

- First place: **Tim Christie**, Coeur d'Alene, Idaho, "A Long Shot," Colorado Outdoors, September/October 2010.
- Second place: **Chris Madson**, Cheyenne, Wyo., "Heeding the Call," Wyoming Wildlife, September 2010.
- Third place: **Jack Ballard**, Red Lodge, Mont., "Presents and Pronghorn: Antelope, Rifles and Other Gifts of the Heart," Montana Headwall, Fall 2010.
- Honorable Mention: **Chris Madson**, Cheyenne, Wyo., "Discipline," Wyoming Wildlife, October 2010

Newspaper

- First place: **Pat Wray**, Corvallis, Ore., "Outdoors: The Tough Part of Wilderness Hunting Success," Gazette-Times, Corvallis, Ore., Oct. 13, 2010.
- Second place: **Steve Pollick**, Fremont, Ohio, "Hunting Tradition Misses Longtime Friend," The Blade, Toledo, Ohio, Nov. 16, 2010.
- Third place: **Brett Prettyman**, Salt Lake City, Utah, "Disabled Man Dislikes Being Road Hunter," The Salt Lake Tribune, Oct. 17, 2010.
- Honorable Mention: **Steve Pollick**, Fremont, Ohio, "Preserve Rules Force Hunters to Pass on a Buck," The Blade, Toledo, Ohio, Nov. 30, 2010.

Photography

- First place: **Joe Byers**, Hagerstown, Md., "Coming Through the Horns."
- Second place: **Dennis Dunn**, Kirkland, Wash., "Silent Entrance to Hidden Valley."
- Third place: **Michael Furtman**, Duluth, Minn., "Big Buck in Snowfall," North American Whitetail, December 2010.

Radio

- First place: **Dan Small**, Belgium, Wis., "New Zealand Big Game Hunting with Rodney Smith," WHBL 1330 AM Sheboygan, Wis., Oct. 23, 2010.
- Second place: **Dan Small**, Belgium, Wis., "Hunting in China with Karl Malcolm" Outdoors Radio Network WHBL 1330 AM Sheboygan, Wis., July 24, 2010.
- Third place: **Chris Slemp**, Culloden, W.Va., "2010 Mast Preview," West Virginia Outdoors, Oct. 2, 2010.
- Honorable Mention: **Jeff Kelm**, Sheboygan, Wis., "Hunting Bluff-Country Bucks with Scott Bestul," Outdoors Radio Network WHBL 1330 AM Sheboygan, Wis., Feb. 20, 2010.
- Honorable Mention: **Ty Stockton**, Cheyenne, Wyo., "Spring Bear," Cowboy State News Network, March 31, 2010.

Television / Video

- First place: **Ron Schara**, Minneapolis, Minn., "Kyle's Safari," KARE-11/NBC, May 23, 2010.
- Second place: **Babe Winkelman**, Brainerd, Minn., "Maxfield's Minnesota Monsters," FSN, Sept. 18, 2010.

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2011 EIC contests

CONTINUED FROM PAGE 13

■ Third place: **Babe Winkelman**, Brainerd, Minn., "Montana Rifle Bucks," FSN, Sept. 4, 2010.

FAMILY PARTICIPATION/ YOUTH OUTDOOR EDUCATION Co-sponsored by RealTree

Magazine / E-Zine

■ First place: **Ann Hirsch**, Smithshire, Ill., "Unplug and Reconnect: 10 Nature Activities for Kids in Camp," Arizona Wildlife Views, September/October 2010.

■ Second place: **Shauna Stephenson**, Wheatland, Wyo., "First Hunt," Wyoming Wildlife, August 2010.

■ Third place: **Jill Adler**, Park City, Utah, "The Joy of Spring," Salt Lake Magazine, March 2010.

Newspaper

■ First place: **Kris Millgate**, Idaho Falls, Idaho, "Little Green Thumbs," Post Register, Aug. 24, 2010.

■ Second place: **Pat Wray**, Corvallis, Ore., "Everybody Loves Clamming ... Right?" Gazette-Times, Corvallis, Ore., July 24, 2010.

■ Third place: **Pat Wray**, Corvallis, Ore., "Outdoors: A Memorable Hunt with My Granddaughter," Gazette-Times, Corvallis, Ore., Nov. 24, 2010.

■ Honorable Mention: **Terry Brady**, Zieglerville, Pa., "Beachside Fishing Tale Awash in Yuletide Trimmings," Outdoor News, July 2, 2010.

■ Honorable Mention: **Brett Prettyman**, Salt Lake City, Utah, "Center of Attention," The Salt Lake Tribune, Sept. 5, 2010.

Photography

■ First place: **James Smedley**, Wawa, Ontario, "Fishing Ontario," 2010 Fishing Ontario Recreational Fishing Regulations

Summary, January 2010.

■ Second place: **Tim Christie**, Coeur d'Alene, Idaho, "Mom and Daughter Time," Colorado Outdoors 2010 Hunting Annual.

■ Third place: **Eugene Hester**, Springfield, Va., "Father and Daughter Hunting," Virginia Wildlife, November 2010.

Radio

■ First place: **Ty Stockton**, Cheyenne, Wyo., "Too Young for a Gun?" Cowboy State News Network, April 29, 2010.

■ Second place: **Ty Stockton**, Cheyenne, Wyo., "Creating a Monster," Cowboy State News Network, Jan. 12, 2010.

■ Third place: **Chris Slemp**, Culloden, W.Va., "Archery in Schools," West Virginia Outdoors, Aug. 21, 2010.

Television / Video

■ First place: **Gary Schafer**, Peoria, Ariz., "Archery in the Schools," azgfd.gov, Oct. 18, 2010.

■ Second place: **Bill Sherck**, Minneapolis, Minn., "First Day Afield!" Due North Outdoors/FOX SPORTS NORTH, Minneapolis, Minn., Nov. 18, 2010.

■ Third place: **Gary Schafer**, Peoria, Ariz., "Navajo Youth Deer Hunt," azgfd.gov, April 27, 2010.

CAMPING/BACKPACKING/OUTDOOR RECREATIONAL TRAVEL/ BIKING/ CLIMBING

Sponsored by Coleman

Magazine / E-Zine

■ First place: **Lisa Densmore**, Red Lodge, Mont., "The Demise of Kilimanjaro's Glaciers," Appalachia, Summer/Fall 2010.

■ Second place: **Ryck Lydecker**, Alexandria, Va., "A Day on the Maine Island Trail," BoatU.S. Magazine, May/June 2010.

■ Third place: **Chris Madson**, Cheyenne, Wyo., "Taking the Heat," Wyoming Wildlife, August 2010.

Newspaper

■ First place: **Risa Wyatt**, Seattle, Wash., "Palau Paradise," Contra Costa Times, Nov. 21, 2010.

■ Second place: **Brett Prettyman**, Salt Lake City, Utah, "Northern Exposure," The Salt Lake Tribune, June 20, 2010.

■ Third place: **Bob Frye**, Greensburg, Pa., "Allegheny River's Pristine Beauty Puts It in a Class by Itself," Pittsburgh Tribune-Review, Aug. 15, 2010.

Photography

■ First place: **James Smedley**, Wawa, Ontario, "Lake Skating," Great Ontario Outdoor Adventure Calendar 2010.

■ Second place: **Dennis Dunn**, Kirkland, Wash., "The Pause that Refreshes," 2010 Mountain Hunter Magazine.

■ Third place: **Kent Dannen**, Allenspark, Colo., "Samoyed Sled Dogs Racing," Samoyeds 2010 Calendar, Summer 2009.

Radio

■ First place: **Ty Stockton**, Cheyenne, Wyo., "Camping Red Flags," Cowboy State News Network, March 9, 2010.

■ Second place: **Ty Stockton**, Cheyenne, Wyo., "Protect Your Land," Cowboy State News Network, Feb. 2, 2010.

■ Third place: **Dan Small**, Belgium, Wis., "Adventures with the Wild Institute with Chris Heeter," Outdoors Radio Network WHBL 1330 AM Sheboygan, Wis., Feb. 6, 2010.

Television / Video

■ First place: **Grant McOmie**, Forest Grove, Ore., "Let's Go Camping" KGW-TV, Portland, Ore., July 16, 2010.

■ Second place: **Dave Carlson**, Eau Claire, Wis., "Snow Bikers" Northland Adventures, Feb. 19, 2010.

■ Third place: **Kris Millgate**, Idaho Falls, Idaho, "Icing on Top" KPVI News 6, Jan. 6, 2010.

OWAA thanks the 2011 contest sponsors for their continued support
of this prestigious contest program:

Coleman Company
Ducks Unlimited

RealTree
Outdoor Channel

NEW MEMBERS

Karl Malcolm
Amber Pratt
Mathew A. Soberg
Alex Turner

**ASSOCIATION
UPDATE**

Joseph Kenneth Pecoraro, 2700 Old Highway 633, Apt. 12-303, Columbia, MO 65201. (H) 847-507-7373, jkpxd@mail.missouri.edu. Currently a junior at the University of Missouri, majoring in agricultural journalism with an envi-

ronmental emphasis. Vice President of the University of Missouri student chapter of OWAA. Applying for Student Membership; sponsored by Bill Allen.

Stefan A. Slater, 3961 Blackbird Way, Calabasas, CA 91302. (H) 818-222-1354, (W) 818-281-2864, stefanslater88@gmail.com. Paid intern at the San Fernando Valley Business Journal and freelance surf writer. Applying for Associate Membership; sponsored by **Mary Nickum**.

PROPOSED NEW MEMBERS

Bill Brassard, National Shooting Sports Foundation, 11 Mile Hill Road, Newtown, CT 06470. (H) 203-426-6848, (W) 203-426-1320, (F) 203-421-1245, bbrassard@nssf.org. Director of communications, National Shooting Sports Foundation. Regularly produces press releases, blog posts, magazine articles and video posts, give presentations and speeches, serve as media spokesperson and manage the SHOT Show press room. (Andrea Zimmermann) Applying for Active Membership; sponsored by **Glenn Sapir**.

Billy E. Brown, 108 River Oaks Court, Durango, CO 81303. (H) 970-259-2224, retire2river@gmail.com. Retired CPA, investment advisor and financial planner. Working on a series of short stories appropriate for magazine publication or combined for a book. (Pamela) Applying for Associate Membership; sponsored by **Paul Queneau**.

Shelby Gonzalez, Northern Wilds, 1617 E. Second St., Apt. E, Duluth, MN 55812. (H) 218-341-2584, (W) 218-341-2584, shelbygonzalez@gmail.com. Managing editor of Northern Wilds, a bimonthly outdoor publication. Also writes for a variety of other magazines and newspapers, including credits in Minnesota Conservation Volunteer, Minnesota Trails, Outdoor News, Lake Superior Magazine and others. Applying for Active Membership; sponsored by **Shawn Perich**.

Nancy Reece Jones, Words Rule!, 734 KM Ranch Rd., Whitefish, MT 59937. (H) 406-257-1840, (F) 406-257-1840, nancyreecejones@gmail.com. Began outdoors communications as a seasonal interpretive aide at Rocky Mountain National Park during college. Has since worked for an environmental consulting firm, the Colorado Division of Wildlife, U.S. Bureau of Reclamation and the National Renewable Energy Laboratory. Began freelancing in 2005 and launched her business, Words Rule! in 2007. Currently writes primarily for the Great Falls Tribune, the Glacier National Park visitors guide and other local magazines, including Flathead Living. (Ken) Applying for Active Membership; sponsored by **Gail Jokerst**.

John McLaughlin, 7705 S. Arnette Rd., Grain Valley, MO 64029. (H) 816-838-8240, jlm7wle@mail.missouri.edu. Student at University of Missouri, studying science and agricultural journalism. Founder and president of the University of Missouri student chapter of OWAA. Applying for Student Membership; sponsored by Sharon Wood-Turley.

Johnathan O'Dell, Arizona Game and Fish Department, 1688 S. Longspur Lane, Gilbert, AZ 85295. (H) 480-980-4767, (W) 623-236-7357, jodell@azgfd.gov. Small game biologist, Arizona Game and Fish Department. Frequently asked to write about topics related to hunting and species considered game for Arizona Wildlife Views. Also writes a monthly piece for a local sportsmans group newsletter. (Jeri) Applying for Active Membership; sponsored by **Gary Schafer**.

**NEW SUPPORTING GROUPS,
AGENCIES AND BUSINESSES**

Appalachian Mountain Club Maine Wilderness Lodges, P.O. Box 298, Gorham, NH 03581. Contact: Rob Burbank, public affairs director. (W) 603-466-8155, (F) 603-466-2822, rburbank@outdoors.org, www.outdoors.org. The Appalachian Mountain Club operates three sporting camps for the public in Maine's 100-mile wilderness region, where guests can enjoy fly-fishing for Maine brook trout as well as hiking, paddling and cross-country skiing on a growing network of groomed trails.

Havalon Knives, 3726 Lonsdale St., Cincinnati, OH 45227. Contact: Paul Shwartz, sales manager. (W) 800-638-4770, (F) 800-628-3450, pschwartz@hevels.com, www.havalon.com. Maker of replaceable scalpel blade knives for complete field dressing.

Travel Manitoba, 155 Carlton St., 7th Floor, Winnipeg, Manitoba R3C3H8 Canada. Contact: Cathy Senecal, manager, global media relations. (W) 204-927-7827, (F) 204-927-7828, csenecal@travelmanitoba.com, www.travelmanitoba.com/media. Travel Manitoba promotes sustainable tourism throughout the central Canadian province in partnership with Manitoba's tourism industry, including numerous fly-in and drive-in hunting and fishing lodges and outfitters. Manitoba's outdoor attractions span from the subarctic wilderness and Hudson Bay coast in the far north to rivers and lakes of the boreal forests and prairies near the U.S. border. The agency organizes and hosts familiarization trips for outdoor writers as well as the general travel media.

**REINSTATED SUPPORTING GROUPS,
AGENCIES AND BUSINESSES**

Wildlife Research Center Inc., 14485 Azurite Street, 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.

Louisiana Department of Wildlife and Fisheries

The Louisiana Department of Wildlife and Fisheries (LDWF) has announced the contest rules for the 2012 Louisiana Waterfowl Conservation Stamp, or Louisiana Duck Stamp, competition. Any species of waterfowl known to winter in Louisiana, other than northern pintail and wood duck, can be the subject of this year's contest for the 2012 stamp with the requirement that associated habitat is also featured. Please visit this link to view the 2012 Louisiana Waterfowl Conservation Stamp competition artist agreement and full list of rules: <http://www.wlf.louisiana.gov/hunting/2012-louisiana-duck-stamp-contest>.

Mule Deer Foundation

Introducing about 10,000 youngsters to the shooting sports each year is one goal of the Mule Deer Foundation's new education initiative. MDF announced today that it has hired outdoor educator Jon Zinnel as its Youth Programs Coordinator to help meet and exceed that goal. Zinnel, an avid hunter and former national 4-H Shooting Sports Ambassador, will work with field directors, partners and many of the MDF chapters to expand the successful M.U.L.E.Y. (Mindful, Understanding, Legal, Ethical Youth) Program, according to MDF's Chief Operating Officer Eric Tycksen, who oversees the organization's strategic education initiative. He gave credit to member volunteers and MDF Sponsor Larry Potterfield and MidwayUSA for funding the program. For more info, visit <http://www.theoutdoorwire.com/story/1307088056urh4hcj5h8x>.

Ducks Unlimited

Ducks Unlimited welcomed longtime volunteer and Louisiana resident John Newman as its 41st president at DU's national convention in Quebec City, Canada, last week. Newman succeeds John Pope, who now serves as chairman of the board. As president, Newman

said he plans to focus on DU's mission of maintaining landscapes capable of sustaining North American waterfowl populations, ensure that waterfowl and sportsmen have a voice in the public policy arena, support youth participation in the waterfowling traditions, and increase the number of waterfowl hunters who support Ducks Unlimited as volunteers and members. Newman was elected first vice president of DU in May 2009. He served as treasurer from 2005-2009 and as a member of the Development Committee and Finance Committee for more than 20 years.

Delta Waterfowl

Like dozens of other Delta Waterfowl chapters across North America this spring and summer, the Lancaster, Pa., chapter is utilizing its WHF for "off season" hunter education and skills training for new waterfowlers, particularly youth. The education effort dovetails into First Hunt,

Delta's new program to recruit and retain waterfowl hunters in the U.S. and Canada, where participation has been declining for years. For more information about the Lancaster chapter of Delta Waterfowl, visit www.lancasterpadelta.org.

Tri-Tronics

Garmin Ltd., the global leader in satellite navigation, today announced that one of its subsidiaries has signed an agreement to acquire Tri-Tronics Inc., the leading designer and manufacturer of electronic dog training equipment. The acquisition will allow the combined company to expand its leadership position in both the tracking and training of sporting dogs and household pets alike. Tri-Tronics will operate as a wholly-owned subsidiary of Garmin Ltd. Its existing management team will be retained and will continue operations at its headquarters in Tucson, Arizona. Financial terms of the agreement will not be released.

SUPPORTING GROUP NEWS TIPS

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

SUPPORTER SPOTLIGHT: MyTopo

Trimble has acquired privately-held MyTopo, based in Billings, Mont. MyTopo is a leading provider of print and digital maps for outdoor enthusiasts. The acquisition expands Trimble's ability to offer unique map content and new outdoor-centric products while simultaneously enhancing its popular mobile apps Trimble Outdoor, AllSport GPS, Geocache Navigator, Cabela's Recon Hunt, and Backpacker GPS Trails. Financial terms were not disclosed.

MyTopo offers several products to outdoor consumers using its topographic, satellite and aerial photograph map imagery. Products include print-on-demand

custom waterproof maps, Internet-based map layers, digital map tiles for mobile devices and Terrain Navigator, a suite of mapping software products.

"Many adventures begin with a map. The acquisition of MyTopo allows us to provide our customers with unique solutions for virtually every step of their adventures. From pre-planning trips at home to creating custom print maps to taking mobile maps into remote areas on their iPhone or Android phone," said Rich Rudow, general manager for Trimble Outdoors. "MyTopo brings top-notch maps with unparalleled quality and rich features to our customers and partners

such as Cabela's and Backpacker magazine. We are excited to offer these unique services."

Trimble Outdoors' customers can access the new maps at www.trimbleoutdoors.com. The digital maps are available on more than 300 smartphones and mobile handsets that run Trimble Outdoors mobile apps.

"We are excited to join Trimble. Our multi-terabyte map database and unique content layers paired with Trimble's mobile app platform will offer outdoor enthusiasts a cohesive suite of mapping and mobile products," said MyTopo founder Kevin Toohill.

'Jim Shockey's The Professionals' set to debut a second season

After Season I earned a 2010 Golden Moose Award, "Jim Shockey's The Professionals" is set to debut Season II June 28, 2011, on **Outdoor Channel**. Tune in on Mondays at 7 p.m. EST, Tuesdays at 7 p.m. EST or Saturdays at 1 a.m. EST, as viewers go behind the curtain for an up close and personal look into the life and career of **Jim Shockey** and his production team. With more than 200 big game species and counting, each episode highlights the highs and lows experienced by the hunting legend and his team as they continue the pursuit.

Epic Outdoor Game Fair slated for September

Safari Club International Foundation and Quail Unlimited will host the EPIC Outdoor Game Fair Sept. 23-25, 2011, at the Foxhall Resort and Sporting Club near Atlanta, Ga. The three-day event will provide hands-on activities bringing outdoor sporting "Education, Participation, Instruction and Competition" to families, youth and individual enthusiasts. Outdoor writer registration is free! Visit their booth at the 2011 OWAA Annual Conference, get more information at www.epicgamefair.org. or call **Jodi Stemler** at 703-915-1386.

The Outdoor Magazine Radio app now available

Fans of Michigan's number one outdoor radio show now have another way to listen to the program. The Outdoor Magazine Radio app available free for iPhone and Android users. The app features easy access to all three hours of each weekly podcast, as well as archives of several recent programs. The app is a great resource to listen to the show, contact host Mike, send pictures of your outdoor adventures and link to other Outdoor Magazine sites including Facebook and Twitter. Apple app can be downloaded at <http://tinyurl.com/3ny5n73> and the Android version is available at <http://tinyurl.com/3sm9ncw>.

Cabela's hosts Waterfowl Classic in August

Cabela's in Kansas City will host the world's best waterfowl hunters and callers for the 2011 Cabela's Waterfowl Classic August 12-14. The Classic will include Cabela's Waterfowl Classic Calling Contest, celebrities, seminars and a Ducks Unlimited Waterfowl Hunters Banquet.

Waterfowl manufactures will be on hand to share the latest tips and tactics as well as provide hands-on instruction about all aspects of waterfowl hunting. The Cabela's Waterfowl Classic is designed for both the waterfowl enthusiast and those interested in learning more about the sport. Legend-

ary waterfowl hunters will give informational seminars all weekend on different aspects of waterfowl hunting. The event will also include a variety of seminars and live demos. For more information about Cabela's Waterfowl Classic or to shop the most comprehensive selection of waterfowl gear and accessories available online, visit www.cabelas.com and click on "Retail Stores/Kansas City."

Lone Star News producing new e-newsletter

Excitement is brimming at the offices of Lone Star Outdoor News, Texas' premier outdoor newspaper. Its new e-newsletter has been well received by thousands of outdoors enthusiasts. The latest blast of e-news takes a look at the honeymoon bass caught by country singer Miranda Lambert. (She's from Lindale, Texas.) The newsletter also proves the LSON crew gets out of the office; it links videos of a recent staff "retreat" where editors caught bluegills and interviewed a nice bass. Another video shows how to enjoy a crawfish — head and all. And there's more. New forums have been added to LSONews.com, giving outdoors enthusiasts a place to sound off on everything from bass to bucks to bobwhites. Sign up and get chances to win \$100 bills. To receive the newsletter, go to <http://tinyurl.com/3t3sqkk>.

NEWS BRIEFS

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

BRIEFLY...

SEOPA seeks applications for scholarship that sends young journalist to conference

In honor of the late Lindsay Sale-Tinney, the Outdoor Journalist Education Foundation of America (OJEFA) will choose one aspiring young writer or photographer to attend the 2011 Southeastern Outdoor Press Association (SEOPA) conference in Branson, Missouri, October 5-8 at no cost.

The scholarship includes one free conference registration, four free nights lodging at the beautiful Chateau on the Lake Resort, and up to \$500 toward travel expenses. Entries must be received by August 1. The winner will be selected by August 12. To obtain the official scholarship application and checklist please visit www.seopa.org and click on "OJEFA" or contact Lisa Snuggs at the SEOPA-OJFEA office via e-mail at lisa@seopa.org or by calling 704-984-4700.

Nominate a conservationist for Capstick Award

Nominations are being accepted through July 30 for a prestigious award that recognizes significant contributions to wildlife and habitat conservation, as well as sustained commitment to the heritage of hunting.

The Peter Hathaway Capstick Hunting Heritage Award is the top conservation and service award given by the Dallas Safari Club (DSC) and Dallas Ecological Foundation.

For more information, visit www.biggame.org.



"While photographing other birds located on a higher level this quail and its covey almost walked into my blind," Jim Foster said. "Several young were with the adults."



A mature bald eagle watches the Salmon River near Challis, Idaho, for a trout or salmon. This was one of a pair that nested in a large cottonwood near the river.

Portfolio

by Jim Foster



More of Jim Foster's Portfolio photos are available in the Online Exclusives section of OU Online.



This page, clockwise from top left:

Photographed on a South Texas ranch this caracara, or so called "Mexican eagle," watched several turkey vultures eating away on a whitetail deer that had died from the drought.

Photographed on the Bosque del Apache National Wildlife Refuge in New Mexico, this single crane was only one of 10 or 20 thousand cranes feeding there.

Answering a hen call, this mature gobbler put on quite a show for the camera. This gobbler was one of twenty called in that morning.

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July 2011



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

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Bookshelf

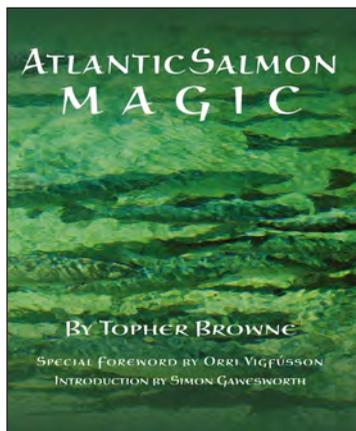
Wild River Press, the Seattle, Wash.-based publisher of high-end sporting books, has released two new books about Atlantic salmon flies and fishing.

Thomas R. Pero is Wild River Press's publisher.

"Atlantic Salmon Magic," and a smaller companion volume called "100 Best Flies for Atlantic Salmon," are by Topher Browne of Portland, Maine, a lifelong salmon devotee and acclaimed spey caster. The writing and graphics are extraordinary.

The new titles are part of the award-winning "Masters on the Fly" series by Wild River Press, featuring virtuoso anglers sharing their enthusiasm for, experience with, and hard-won expertise in pursuit of their favorite game fish.

The two salmon books come fresh in the wake of national recognition for "A Passion for Tarpon," by Andy Mill, which Wild River published one year ago. At BookExpo America in New York



in May 2011, Mill's tarpon book received four awards for excellence, including gold medal Benjamin Franklin Book of the Year awards in two categories — recreation/sports and regional — from the Independent Book Publishers Association, the country's largest organization of 3,200 independent publishers. Previously, no fishing book had ever achieved this distinction.

Nearly 500 pages with hundreds of stunning color photos and original illustrations, "Atlantic Salmon Magic" is destined to become a classic. The book is an invaluable guide to everything about *Salmo salar*, the legendary leaper, celebrated since the time of the Romans. A rich literary and visual feast, this impressive new title from Wild River Press is an absolute must for the avid salmon angler. Order online at www.wildriverpress.com or call 425-486-3638.

■ **Atlantic Salmon Magic** by Topher Browne
455 pp., Wild River Press, \$100
Special Foreword by Orri Vigfússon
Introduction by Simon Gawesworth
ISBN 9780984227174

■ **100 Best Flies for Atlantic Salmon** by Topher Browne
238 pp., Wild River Press, \$25
Photography by Ted Fauceglia
ISBN 9780984227181