

...OF BETTERING OUR PROFESSION, TO GIVE MORE STABILITY AND STANDING TO THE SAME, AND TO

Outdoor Writers Association of America

# OUTDOORS UNLIMITED

The Voice of the Outdoors Spring 2012

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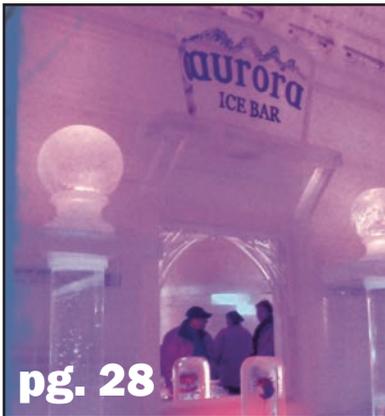


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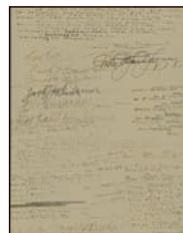
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### ON THE COVER

#### Bill of Organization

*“We the undersigned, being agreed that an organization of recognized outdoor writers should be formed in America, for the purpose of bettering our profession, to give more stability and standing to the same, and to eliminate untruths from stories of the outdoors, do hereby form the Outdoor Writers Association of America.”*

## 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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Welcome to OU's Online Exclusives! This page features a sneak peek of all the extras we just couldn't fit into the print publication. To check out these bonus features, refer the website links mentioned below.

-ASHLEY SCHROEDER, OU EDITOR



## OWAA turns 85

Visit OU Online for a special feature about the past 85 years of OWAA. An extended photo gallery and memories gathered from members can be found at [www.owaa.org/ou/2012/2/85-anniversary-memories](http://www.owaa.org/ou/2012/2/85-anniversary-memories).

You can also add your memories and well wishes in the comments section of that page.

## Can you hear me?

For information about cell phone and Internet access at Chena Hot Springs Resort, the location of OWAA's 2012 conference, visit [www.owaa.org/2012conference/2012/01/05/cell-and-wi-fi-access-at-chena](http://www.owaa.org/2012conference/2012/01/05/cell-and-wi-fi-access-at-chena). Conference coordinator Jessica Pollett provides updates and answers to frequently asked questions in her blog at [www.org/2012conference/category/conference-blog](http://www.org/2012conference/category/conference-blog).

## Outdoor Alerts

To help get supporters' news out to members on a timely basis, OWAA headquarters has responded to supporters' request for a more instant online "news feed" on Outdoors Unlimited Online.

OWAA supporters (and individual members) can submit news that will be posted daily, Monday through Friday, on OU Online. Visit [www.owaa.org/ou/submit-news-tips](http://www.owaa.org/ou/submit-news-tips) for details.

## Outdoor Market

Looking to make money? Some recent Outdoor Market posts include contests, article opportunities and jobs. For the latest listings, go to at [www.owaa.org/ou/category/market/](http://www.owaa.org/ou/category/market/).

# 2012-2015 OWAA Strategic Plan

The vision of the new strategic plan is to attract and retain members and supporters across all membership categories, and to create financial stability within OWAA.

In order to achieve the OWAA ideal and address the most critical issues facing OWAA, the Strategic Planning Committee established five working goals, and strategies to accomplish them, that fulfill the strategic vision for the next three years. The full strategic plan, including the action steps identified to accomplish these goals, can be found on OWAA's website at [www.owaa.org/about/strategic-plan](http://www.owaa.org/about/strategic-plan).

## Investing in OWAA's future

In case you haven't yet heard, OWAA turns 85 next month. I hope you will consider adding to the investment of OWAA, to ensure the organization's success in the next 85 years.

Your monetary gift will do more than just help OWAA's bottom line. Your support bolsters fellowships and programs for members, helps mentor the next generation of outdoor communicators, and more. Your support helps OWAA help you.



MIKE WALKER

Leave it to **Lisa**

**Densmore** to come up with a great idea: "\$85 for 85 years." And the kick-off date is the 85th day of 2012: March 25.

I worked with Benedictine College in

Kansas on a similar campaign and the priests never announced the campaign until they had 25 percent committed. I'm afraid we don't have that luxury and need to get moving a little faster. That's why we need to have March 25 as a kick-off day.

Every member would give \$85, one dollar for each year of OWAA's 85th anniversary.

There will be four giving categories because we recognize that not all members can afford \$85.

These categories are:

- Scribe: \$8.50 (to \$84.99)
- Columnist: \$85.00 (to \$849.99)
- Author: \$850.00 (to \$8,499.99)
- Pulitzer: \$8,500 +

We're working out the details, but we want to show our appreciation to those who invest in OWAA. Donors can expect gifts like camouflage OWAA logo gear and

exclusive opportunities at upcoming conferences. All donations at the Pulitzer level include a life membership to OWAA.

Donors will be listed in *Outdoors Unlimited* and at [www.owaa.org](http://www.owaa.org) on a special Web page that will track the campaign's progress.

Please contribute what you can, whether it's \$85 or \$850. Every little bit can make a difference. If you can add to the investment, we are grateful. And remember, your contribution is tax-deductible to the fullest extent of the law.

It doesn't take much to build a fund that can go a long way to making the difference for OWAA. Please join others and me in making OWAA a strong association. ■

— OWAA President Mike Walker,  
[mike@walkeragency.com](mailto:mike@walkeragency.com)

### Editor's Letter

## Update in store for Outdoors Unlimited

If it weren't for the last minute, nothing would get done.

Or maybe you're more familiar with the "If it weren't for deadlines ..." variation.

Either way, we're never short on things to do here at headquarters. Lots of projects and deadlines. And despite having a never-ending to-do list, for better or worse it's also easy to fall into a routine.

But, starting with this issue of *Outdoors Unlimited*, my schedule is going to get shaken up and I think it's worth telling you about it.

*Outdoors Unlimited* has undergone several changes the past few years. This latest change — which we hope will be a more permanent solution — embodies feedback from all of those incarnations.

*Outdoors Unlimited* will

now be published six times per year as a full-color magazine that will be delivered directly to your mailbox.

A PDF version of those issues will still be provided for those folks who prefer reading *OU* that way. We'll also keep posting frequent updates to *OU* Online, including *Outdoor Alerts* and other timely content.

Why this change again?

I was fortunate to be able to take part in the recent strategic planning meeting. (After all, my vehicle fits six people and they needed help shuttling folks around during that blustery weekend.)

The committee put together a detailed plan that includes a several big technology-based projects. Technology is a constant, albeit changing, aspect of all our lives. To

ensure the future of OWAA, it's important to keep OWAA and its members and supporters up-to-date with the latest tech trends.

I'm very excited about these new benefits we'll be able to offer in the near future.

On that note, aside from putting together *OU*, I'm in charge of maintaining OWAA's website and social media presence. Also, some of the new technology-related tasks outlined by the committee will fall on my shoulders. This requires a need to balance my time to best benefit members.

This past year, I've been tracking analytics for our website, which we overhauled last spring. I can tell how many people read the online-only issues of *OU* and see what *Outdoor Market* listings are

viewed.

I want to spend more time seeking out money-making opportunities for the Market. I will also be gearing up to start working on some of those new projects. (How cool would it be to easily access our membership Directory from your smartphone?)

With the new tasks and the need to provide timely information — not just once a month or on a quarterly basis — changes have been made to what I'll be doing here at headquarters.

Needless to say, I'm looking forward for what the next couple years have in store for me, you and OWAA. ■

— OWAA Publications and  
Communications Director  
Ashley Schroeder,  
[aschroeder@owaa.org](mailto:aschroeder@owaa.org)

## Shape our future, celebrate our past

**W**elcome to our commemorative issue of Outdoors Unlimited celebrating OWA's 85th anniversary. We hope you'll enjoy the stories and memories shared by some of our association's long-time members.

There are also ties to OWAA's future in this issue, including a summary of the 2012-15 Strategic Plan on page 25. In November, the Strategic Planning Committee met in Missoula, Mont., to draft this plan, which was voted on and approved by the Board of Directors during the winter board meeting. The plan is filled with attainable goals that will help cement OWAA's place as the premier organization for outdoor communicators for another 85 years.

On pages 20-23, you'll find the biographies, mug shots and answers provided by this year's slate of candidates for the Board of Directors election, along with a few bylaws initiatives that require your input. Some of the candidates' names have been on the ballot before, others are new to the process — but all are worthy of your time and attention, and most importantly, your action by way of your vote. As in past years, the voting is only open to Active, Senior Active and Life members, and you'll be asked to cast your vote between April 1 and May 1. But this year's process will be a bit different...

Over the past decade, my math skills tell me that on average only 27 percent of eligible members participate in voting. So, with the blessing of the current board, we're going to try something different:



**ROBIN GINER**

online voting. For those few members that we don't have emails for, you'll receive a ballot in the mail. For the rest, you'll receive an email on April 1 with a link to the online ballot. This is, in part, a cost-savings strategy, as mailing the ballots gets more expensive every year. But it is, most importantly, a strategy to get more members to participate in the process and elect their fellow colleagues who will help guide the organization for the next three years. Exercise your right and vote for your top three candidates when the email hits your inbox.

Research tells me, through data collected by the American Society of Association Executives, that more individuals return their ballots via online voting than with traditional paper ballots. A 2009 study conducted by the consultant group The Kushner Companies reports that on average, ballots returns increased by at least 10 percent at 100 associations surveyed when they switched from paper balloting to electronic. Another article found on ASAE's website suggests that voter participation rates could easily double with the online format. Although the process is a little different from years past, I hope you'll take a couple minutes to review the candidates' profiles and cast your vote when the time comes.

While many things have changed over the 85 years since OWAA began, one thing remains the same: OWAA remains the largest and most prestigious organization for those of us privileged enough to call the outdoors our office. ■

— OWAA Executive Director Robin Giner,  
[rginer@owaa.org](mailto:rginer@owaa.org)



**Want to make some money?  
Check out the Outdoor Market.**

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

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

# A key ingredient of professionalism

BY GLENN SAPIR

*Following are some of the comments offered by Glenn Sapir, as part of a three-person panel that presented a session on professionalism at the 2011 OWAA Conference.*

In researching the word “professionalism,” I haven’t bothered to read a *Merriam Webster*. In regard to this topic, I’d pay more attention to what a *Merriam’s* gobbler would have to say. Talking turkey boils down to basic communication, and in my opinion, professionalism boils down to basics as well. Professionalism is born out of codes of common courtesy and conduct and requires considerate communication among all parties involved. Your professional standards are a reflection of whom you are, how you treat others and how you approach a task — any task. Professionalism, in my opinion, has less to do with how well you write or edit as it does with the demeanor with which you fulfill your assignment and your responsibilities. And if you do your job conscientiously, in a timely manner, thoroughly and as well as you can, you have reached a high level of professionalism.

I would like to emphasize one aspect of professionalism, and in my opinion, it is a reflection of someone’s codes of courtesy and conduct and their manner and manners of communicating.

That aspect comes under the heading of a single word — acknowledgement — and lack of acknowledgement is a pet peeve of mine.

In this electronic age, acknowledging receipt of a query, a request, an article submission or any other communication is ridiculously simple.

Examples:

“Attached is my manuscript assigned for the October issue, due on July 28. Thank you for the assignment. If you determine that any aspect of the article needs to be improved, please don’t hesitate to contact me.

“Thank you for this opportunity.

“Robert Writer”

How long will it then take to press “Reply,” and type “Thanks”? Or if you really have time, “Thanks for the submission, a week ahead of deadline. I look forward to reviewing it.”

“Eddie Editor” and press “Send.”

Maybe a younger generation is so used to using electronic communication that it has total faith in its delivery, so that Eddie Editor doesn’t feel he needs to acknowledge. And Robert Writer might believe that if the submission did not go through, he would have gotten an “Undeliverable” message from his email server.

But that’s not good enough. I want to know that my communication went through, was opened and accepted.

If Eddie Editor reads the manuscript, finds an area of deficiency and sends an email asking for more information in a certain part of the manuscript and that he’d like that revision by Aug. 1, shouldn’t he expect a reply of acknowledgement? Should Eddie Editor be wondering whether Robert Writer got his email? No, a professional will acknowledge receipt of the request and assure the editor he will address the request and that he will get the submission back to him by the deadline.

Without acknowledgement, doubt may needlessly creep into your mind. Lack of acknowledgement can even set the stage for disaster. Acknowledging correspondence is quick, simple, important — and, yes, professional.

In any assignment I send out via email, I outline the assignment, including scope, deadline, word length, et cetera, and ask

that the writer acknowledge receipt of my email and confirm his or her interest and availability in fulfilling the terms of the assignment. I don’t leave anything to chance. Each member knows what to expect from the other, and they know that meeting those expectations will bring a satisfactory result.

That, I believe, is an important part of a professional relationship. ■

Acknowledgement takes the guesswork out of — and injects courtesy into — the assignment development process.

— GLENN SAPIR



*Glenn Sapir is director of editorial services for the National Shooting Sports Foundation. He is also an outdoor columnist for The Journal News. A member since 1975, Sapir is from Putnam Valley, N.Y. Contact him at [gsapir@earthlink.net](mailto:gsapir@earthlink.net).*

# Get those e-books sold

BY KEVIN RHOADES

*This is the final installment of a three-part series about e-books. The first, "Make money on the e-book gravy train," appeared in the December issue of Outdoors Unlimited; the second, "E-books can be much more than a pdf file," was published in January.*

Now that you've created e-book files to upload to Amazon.com's Author Central, Barnes & Noble's PubIt and Apple's iBookstore, the next step is to create author accounts and upload content to all three booksellers. It's crucial that you provide comprehensive promotional details and the book file itself; preferred formats include mobi or prc files for Amazon.com's Kindle; epub for Barnes & Noble's Nook; and epub for Apple's iPad and other devices.

Creating an author account on Amazon.com is simple and straightforward. Doing so on B&N is a bit more cumbersome, and on Apple's iTunes Connect the process is challenging unless you own a Macintosh computer. Of the three booksellers, Amazon.com's application process is the most expedited. Apple's e-book creation tools are expected to overtake the textbook market, but for now, Amazon.com has the largest and most diverse buying audience and by far the finest advertising campaign to publicize you and your book.

Initiating your account with each bookseller entails completing contact and tax information including your checking account's routing and account numbers. Do so — and promote your e-book well — and the dollars will automatically accumulate in your checking each month.

Assemble your billboard by typing or copying your book's author and promo information into the correct fields. Include the book's description, author biography and photos, the cover photo, a sample chapter or two, and editorial and customer reviews. Usually, the book's cover and sample chapters appear automatically when the book's file is uploaded, but you may have to do it yourself.

"Editorial reviews" are one- or two-line promotional blurbs that the author places there himself; copy author recommendations and endorsements from your book's back cover or press release here, attributing the endorser. The more blurbs that entice prospective customers to buy the book, the better. "Customer reviews" are written by those who have read your book. Nudge colleagues, reviewers and patrons to post customer reviews. The more, the better. Shoot for a minimum of 10, and keep asking.

Increase viewer interest by adding multimedia to your billboard. Amazon.com has the capacity for you to add video, blog and Twitter

feeds. If your book is as good as you think, take advantage of the full gamut of possibilities so viewers can decide to pony-up the cash.

While working through booksellers' menus, you'll see opt-in and opt-out check boxes that might puzzle you. One choice is whether to choose digital rights management. Do you want people to borrow or share your intellectual property? Research this beforehand so you don't have to choose on the fly.

Another choice: Do you want to opt-in to Amazon.com's KDP Select Program, making your e-book exclusive to one bookseller? The enticement is a chance to earn a pile of cash whether or not your book sells a single copy. Amazon.com pledged 6 million to the program in 2012, but your share is calculated by the number of qualified borrows. The catch: exclusivity. Agree to the terms and you cannot sell your e-book on your website or anywhere else.

Apple has its enticements, too, via its new, fantastic e-book creation tool iBooks Author, which, if used to create your e-book, limits where you can sell books created with their application. This restriction takes away much of the luster of what could be a game-changing tool. Let's hope Apple changes its mind.

Tricky choices aside, there's little doubt that the e-book explosion is upon us. The time is right. The cost is low. No printing to pay for. No more book stacks in the garage taking away space reserved for decoys and fishing garb. No bubble mailers to purchase. No stamps to buy. No more standing in line at the post office.

With your good book and excellent online promotion, much of which is free and nowadays can be done from a dark cubby hole from behind a computer in a spider-infested basement — you'll count the e-dollars stacking up in your checking account at the end of each month. ■

*Editor's note: To read more of Rhoades' articles about e-books, go to [www.owaa.org/tag/kevin-rhoades](http://www.owaa.org/tag/kevin-rhoades).*



*Kevin Rhoades, [www.KeinRhoades.com](http://www.KeinRhoades.com), specializes in producing quality print books, e-books and websites for outdoor communicators. His first book, "Stalker of the Wild – Days in the Life of Wildlife Filmmaker Bob Landis," was dually published last year as a print- and e-book by [www.FiveValleysPress.com](http://www.FiveValleysPress.com).*

# Macro photography

## The devil's in the details

BY COLLEEN  
MINIUK-SPERRY

Whether you are photographing brilliant wildflowers, bizarre-looking insects, or valuable outdoor products, macro photography opens the door to an enchanting world of minute details often overlooked in a broader scene. This close-up style offers shutterbugs the opportunity to add a story-telling perspective to their portfolio and articles. Here's how to make a big impact by recording small wonders with your camera:

**Equip yourself properly.** A macro (or micro) lens allows photographers to magnify and get closer to their subjects than with other lenses. Though some manufacturers claim their equipment has macro-like capabilities, true macro lenses enable 1:1 or 1:2 magnification ratios. These ratios indicate that the photographer can render the subject at life-size (1:1) or half size (1:2) in the final frame. Some specialty glass can magnify subjects up to a 5:1 magnification ratio, or five times larger than life-size! Those without an official macro lens can still capture fine detail with a telephoto lens or by using close-up filters, extension tubes, or bellows on a variety of different focal length lenses.

**Identify a simple subject.** If you don't know what you're trying to capture with your image, your viewers certainly won't either, since often they are not standing next to you when you snap the shutter. Start by asking yourself, "What is catching my eye with this scene? What am I trying to show my viewers in this frame? Why do I enjoy this subject?" Pay attention to your answers, as this evaluative process assists in defining a strong starting point for composing your photograph.

**Compose with harmony.** Get close to a clean, healthy-looking specimen and fill the entire frame with the detail you'd like to emphasize, such as the center of the flower



Wild bergamot growing along the West Fork of Oak Creek in Arizona. Photo by Colleen Miniuk-Sperry

or a finger ready to pull the gun trigger. To create a sense of balance, arrange the key elements off-center at the intersection points of the imaginary tic-tac-toe grid described in the Rule of Thirds.

**Behold the background.** Set your aperture to a wide setting such as f/2.8 or f/4 to blur the background. Then check to ensure there are no bright or odd-shaped objects distracting your viewer's eye away from your primary subject. If you cannot find a clean background, place a natural-looking green, brown, blue, or black shirt, bed sheet, or poster board at least one foot behind your subject to serve as an artificial backdrop.

**Create dynamic lines with the "Dutch tilt."** Best applied when the horizon is not visible, this popular cinematography technique enables photographers to turn static vertical and horizontal lines into more visually appealing angles by intentionally slanting the camera a few degrees to the right or left while composing an image.

**Stay focused on the right parts.** Ensure your primary subject is sharp. This means

that only the tip of a perfectly tied fly, the pistol or stamen of a wildflower, or a lizard's eye closest to the camera may be in focus with your close-focusing range and the shallow depth of field inherent to a macro lens. Hand-holding your camera while employing the auto-focus mode will assist in reacting more quickly to moving subjects. For slow or non-moving subjects, however, minute adjustments to a focusing rail while using the manual focus mode will make it easier to find precise focus.

**See the light.** The contrast between highlights and shadows aids in creating the illusion of shape in two-dimensional photographs. For optimal shaping light, position your camera to record side or back light on your center of interest. Subjects illuminated with front and top light often look flat because the camera can't "see" the critical difference in tones.

**Tame harsh contrast.** Under a cloudless day, natural mid-day light may appear too

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# Reading Russell Annabell:

*The cure for the modern outdoor story*

**BY MATT MILLER**

When the modern sporting press has me down, I have a tried and true antidote: Read some Russell Annabell.

Recently, I paged through a popular national hunting magazine, and noticed an article that promised to share an author's greatest hunting day. Ever.

I can perhaps be forgiven for not expecting what came next: The adventure began with our outdoor writing hero rising from bed and strolling to his laptop, where he dutifully checked his game cameras remotely to see which deer feeder he should choose.

As Dave Barry says, I swear I am not making this up.

The rest of the article details his intense excitement when his laptop revealed a huge trophy buck had visited his feeder earlier in the morning. The writer gushed and effused as to how this made his hunt more exciting. It ended with a plug for all serious deer hunters to have computer programs that sync with their game cameras.

Has it really come to this?

The joy of owning an overflowing library is that I can journey back in time, can be transported to that time when outdoor writing meant adventure and dreams.

I tossed the magazine aside and pulled a book of Russell Annabell stories off the shelf. As you prepare for the OWAA conference in Alaska, you might want to do the same.

Annabell wrote hundreds of outdoor stories from the 1940s through his death in 1979, mostly for Sports Afield. He told stories of adventure and mayhem, many involving his friend, Tex Cobb, as they hunted, fished, prospected and explored remote regions of Alaska and Mexico.

Annabell's world was one populated by a mind-boggling assortment of crazed moose, man-eating bears and vengeful wolves. The animals he encountered often exhibited human traits, including excessive pride, intentional rudeness and just plain old nastiness. A rock slide awaited around every bend; a blizzard occurred at least once a week. Add up the various adventures and you might reasonably conclude that Annabell lived to be 250 years old.

And here I imagine many friends chiding my Annabell recommendation, particularly those of you with whom I have enjoyed discussions on Hemingway, Jim Harrison or other literary writers.

I'll be honest: Annabell's writing often is more pulp fiction than non-fiction. He clearly fails by any current standard of political or

The joy of owning an overflowing library is that I can journey back in time, can be transported to that time when outdoor writing meant adventure and dreams.

— MATT MILLER

ecological correctness. Then again, it's always a mistake to use the present to judge the past.

His stories have no value as how-to pieces, unless you happen to find yourself trapped under a log during a blizzard, your rifle ten feet away, as a rabid and hungry wolverine stalks you. In which case, working knowledge of Annabell would come in pretty handy.

No doubt, much of Annabell's canon lies in the realm of fiction, or at least hyperbole.

Here's the thing: The guy could tell a story. Reading of his adventures as a kid made me want to grab my BB gun and

head outside. Reading him today still recalls nostalgia. And I still keep turning the pages.

His prose may indeed be purple at times, but it's also descriptive. You can picture the Mexican canyon, you can feel the cold, feel the fear as the grizzly charges.

Reading a few stories by old Rusty drives home that point: Stories still matter.

That should be obvious to anyone in the outdoor communication business. Evidence suggests it's not.

Too many magazine stories are really ad copy, filled with product placements seasoned with regrettable sentimentality. Annabell's charging grizzlies may indeed live in the realm of tall tale. But claiming that shooting a deer over an automated corn feeder is some form of adventure — an adventure which mentions 25 products, each of which performs flawlessly — is a much uglier brand of lying.

"Stories" extolling computer-controlled game monitors, high-fenced shooting galleries and 900-yard "hunting" rifles are not attracting young hunters. The numbers don't lie. Good stories — told or written, including the timeless tall tale — remain the foundation of outdoor sport. But still the advertising copy too often fills the pages.

Environmental organizations aren't much better. Environmentalists speak in jargon, or ramble endlessly about Beltway politics, or engage in fear mongering. None of this is particularly useful or interesting to the general public.

I recently attended a meeting in which a very intelligent environmental staffer said, "This movement doesn't need writers, it needs promoters."

CONTINUED ON PAGE 26

## MEMBER NEWS

Email news to editor@owaa.org.

### Dubuc to provide Fish & Game reports for WWL-TV

Noted Louisiana outdoorsman and broadcaster **Don Dubuc** began contributing to WWL-TV in February, continuing the station's popular "The Fish and Game" segment and contributing to Eyewitness News broadcasts and to WWLTV.com, according to the TV station's website. Dubuc continues a tradition of covering the sportsman's paradise established 30 years ago by Frank Davis, who announced his retirement late last year.

"Don knows fishing, he knows hunting, he knows Louisiana, and he knows precisely how to convey those subjects to the audience," Davis said of his successor. He added that he and Dubuc have been friends and colleagues for many years, dating back to Davis's days hosting an outdoors show on WWL Radio.

### Lynde, Schafer receive regional Emmy for Environmental Program

Arizona Wildlife Views producers **Carol Lynde** and **Gary Schafer** took home the Emmy for Environmental Program from the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Sciences on Oct. 15, 2011, in Phoenix, Ariz. This makes a total of 12 Emmys for Lynde and six Emmys for Schafer. The winning program featured several stories highlighting the Arizona Game and Fish Department's commitment to conserve wildlife and habitat in Arizona.

### Ricciuti writes column for Patch news platform

Full-time freelancer **Ed Ricciuti** has begun a column for Patch, the online hyperlocal news platform. Outdoors With Ed Ricciuti covers the full spectrum of natural history, conservation issues, wildlife management, fishing, hunting and biology related to nature's world. Ricciuti writes for Connecticut (Killingworth-Durham-Middlefield).

### Aeon Marine's Beavertail Skiffs release series featuring Apte

**Stu Apte** has been given a designed consultant partner position with Aeon Marine's Beavertail Skiffs for the "Stu Apte Signature Series." Apte promises his signature series boat will be the most angler friendly backcountry boat ever produced, using advanced technology which eliminates the compromise between a shallow draft boat and a comfortable ride.

### Pollick announces retirement

Steve Pollick announced that he retired from The Blade at year's end on Dec. 20, 2011, after 40 years "in harness."

In a note to OWAA headquarters staff, he says, "... It simply is 'time' for me. Peggy and I marked this point on our trail years ago and we have hiked there. The view is fine. Now it is [time] to slow down, relax and reflect more, and do less. I still plan to keep writing my biweekly 'Open Season' column in Ohio Outdoor News, and have left the door open with The Blade for occasional pieces, on my initiative only. Beyond that, time will tell."

### Walking with Whitetails DVD

By **Richard P. Smith**, Smith Publications, \$19.99 plus S&H.

One of the best ways to learn about whitetailed deer is to follow them around to see where they go and what they do, but that's impossible. Right? Wrong. Veteran photojournalist Richard P. Smith from Marquette, Mich., has been walking with whitetails, both bucks and does of all ages, for years. And now you can share in learning some of the unique things he's seen and learned about these normally shy animals.

### Boundary Waters Canoe Camping

By **Cliff Jacobson**; third edition, FalconGuides, www.falcon.com; 194 pages; \$18.95.

This completely revised and expanded edition contains everything you need to know to canoe and camp in the Boundary Waters Canoe Area and Quetico Provincial Park. There are more than 100 stunning full-

## BOOKSHELF

color photos, new product ideas and revised appendices.

Cliff Jacobson is one of North America's most respected outdoor writers and wilderness canoe guides. He is the author of more than a dozen top-selling books on camping and canoeing. In 2003 the American Canoe Association presented Jacobson with the Legends of Paddling Award and inducted him into the ACA hall of Fame.

### Birding Trails – Texas: Prairies, Pineywoods, Panhandle

By **Jim Foster**, Sandhill Crane Press, books@wildadvpres.com, 866-400-2012, softcover, 400 pp., \$28.95.

Currently, there are more than 48 million birders in the country of which 20 million

travel an average of 14 days each year to pursue their birding passion.

Texas is one of the top five birding states in the U.S. with at least 400 different species. In this book, there are more than 200 full-color photos of the key species of birds and more than 50 trail maps and a birder's check list for each region.

### The Mindful Carnivore: A Vegetarian's Hunt for Sustenance

By **Tovar Cerulli**, Pegasus Books, 212-504-2924, hardcover and e-book, 304 pp., \$26.95.

A vegan-turned-hunter explores our nutritional relationships with the larger-than-human world. Tracing the evolution of his dietary philosophy — from a fateful encounter with a brook trout to a rekindled relationship with the only hunter in his family — Cerulli's tale blends personal narrative with historical perspective.

## Do you dream of getting paid to travel and explore the outdoors?

**Who:** *You!* The Goldenrod Writing Workshop is open to both novice communicators and published professionals. OWAA members, or not. Anyone with a desire to improve their outdoor communications skills is welcome to attend.

**What:** The week-long workshop is designed to improve skills in outdoor, nature and environmental writing. This year's workshop offers a casual setting with hands-on learning from peer groups and veteran instructors. The curriculum includes assignments, discussions, readings and shared critiques, along with time to explore the beautiful Montana outdoors and socialize with others who share a passion for outdoor writing.

**Where:** The University of Montana – Missoula. The workshop will be held in The School of Journalism, and students and faculty alike will take advantage of room and board on campus as well.

**When:** July 22-28, 2012. Registration deadline is June 1, 2012.

**Why:** This workshop works to promote both expansion of creativity and craft improvement in the outdoor communication field as well as excitement and passion for writing.

**How:** Enrollment is limited to 30 students on a first come, first served basis. The \$995 fee includes tuition and room and board.

Additional information, including registration details, can be found at [www.owaa.org/goldenrod-writing-workshop/](http://www.owaa.org/goldenrod-writing-workshop/).



**J. Drew Lanham**, an ecologist and professor at Clemson University who blogs about nature and the outdoors, was among those attending the 2010 session of OWAA's Goldenrod Writing Workshop on The University of Montana campus in Missoula. OWAA will offer the 2012 Goldenrod Workshop July 22-28. For more information about the 2012 Goldenrod Workshop, go to [www.owaa.org/goldenrod-writing-workshop](http://www.owaa.org/goldenrod-writing-workshop). OWAA photo.

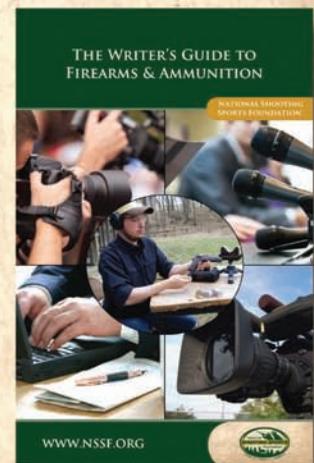
## HAPPY 85TH, OWAA!

### NATIONAL SHOOTING SPORTS FOUNDATION®

Thanks to many years of cooperation between OWAA, its members and the National Shooting Sports Foundation, the shooting sports and hunting are in remarkably good shape.

Know that in these changing times for outdoor journalism, NSSF remains a steady supporter and resource for OWAA and its members.

Visit [NSSF.org/Newsroom](http://NSSF.org/Newsroom) and download NSSF's updated Writer's Guide to Firearms and Ammunition.



[WWW.NSSF.ORG](http://WWW.NSSF.ORG)



BRIEFLY...

**Dolle heads new marketing, public, media relations firm**

Citing the need for more personalized marketing communication, public and media relation services, veteran communications professional **Tony Dolle** created The Consultants Group.

Headquartered in Nashville, Tenn., the company's client base includes the conservation, outdoor television and soft goods industries.

Dolle, the new firm's CEO, said the company provides digital and social media services and specializes in strategic marketing, public and media relations. Event planning and marketing are also among the company's areas of expertise.

"We work with the best creative service professionals, photographers, videographers, Web and digital media experts and writers around the country to meet our clients' needs," Dolle said. Being headquartered in Nashville opens a lot of doors to the entertainment industry, which also provides many opportunities to pair the entertainment industry with the company's current clients, he said.

Dolle said that along with outstanding customer service, companies are looking for firms with real world experience. The staff at The Consultants Group has more than 75 years of combined experience in marketing, public and media relations in a variety of industries.

The Consultants Group can be reached at 615-870-7700 or at [jadolle53@gmail.com](mailto:jadolle53@gmail.com).

**DONORS**

January brought monetary gifts from generous donors. These tax-deductible donations are dedicated to funds designed to boost OWAA efforts ranging from education programs to operational costs. For details about OWAA funds, contact OWAA headquarters at 406-728-7434.

**Operating Fund**

- Paula J. Del Giudice**
- Mike Walker**
- Roy A. Welch**

**Madson Fellowship Fund**

- Martin H. Garrell**
- Larry L. Kruckenberg**

**McDowell Scholarship Fund**

- Cody Ryan Bloomsburg**
- Milt Rosko**

**NEW MEMBERS**

- Don Moyer**
- John C. Robinson**
- James H. Stenson**

**PROPOSED NEW MEMBERS**

**Hal Herring**, P.O. Box 330, Augusta, MT 59410. (H) 406-562-3759, (W) 406-562-3433, [herring@3rivers.net](mailto:herring@3rivers.net). Contributing editor, Field & Stream. Contributor, High Country News and other conservation magazines. Hundreds of published articles dating back to 1997. Applying for Active Membership; sponsored by **Paul Queneau**.

**Abe Moore**, Texas Parks and Wildlife, 4200 Smith School Rd., Austin, TX 78744. (H) 512-784-2854, (W) 512-389-8589, (F) 512-389-4733, [abe.moore@tpwd.state.tx.us](mailto:abe.moore@tpwd.state.tx.us). TV producer, editor and reporter for 15 years. Currently a producer for Texas Parks and Wildlife TV. Applying for Active Membership; sponsored by **Karen Loke**.

**Daniel Newberry**, P.O. Box 1029, Jacksonville, OR

**ASSOCIATION UPDATE**

97530. (H) 541-899-6943, (W) 541-973-7996, [dnewberry@jeffnet.org](mailto:dnewberry@jeffnet.org). Frequent freelance contributor to the Mail Tribune in Medford, Ore. Primary areas of outdoor writing are trail running, hiking and other aerobic activities and nature writing that highlights biodiversity. Executive director, Siskiyou Field Institute. Worked as a hydrologist since 1993. Applying for Active Membership; sponsored by **Mark Freeman**.

**Christine Peterson**, Casper Star-Tribune, 2350 S. Poplar St., Casper, WY 82604. (H) 307-797-0731, (W) 307-266-0524, [christine.peterson@trib.com](mailto:christine.peterson@trib.com). Full-time staff reporter for the Casper Star-Tribune in Casper, Wyo. Open Spaces reporter responsible for producing the weekly outdoors page as well as writing more in-depth outdoor and environmental stories. (Joshua) Applying for Active Membership; sponsored by **Shauna Stephenson**.

**Marsha Petrie Sue**, P.O. Box 15218, Scottsdale, AZ 85267. (H) 602-418-1991, (W) 480-661-8756, (F) 480-661-8755, [marsha@thewoma.com](mailto:marsha@thewoma.com). President, The Women's Outdoor Media Association. Executive committee, NRA Women's Leadership Forum. Member, POMA. As president of MPS Inc., Sue is a professional speaker and best-selling author. (Al) Applying for Active Membership; sponsored by **Deb Ferns**.

**REINSTATED MEMBERS**

**Mike Strandlund**, Grand View Media Group, (Active Member) 5959 Baker Rd., Ste. 300, Minnetonka, MN 55345.

(H) 612-201-0604, (W) 952-405-2280, (F) 952-405-2281, [mikes@grandviewmedia.com](mailto:mikes@grandviewmedia.com). Editorial director of Grand View Outdoors, the publisher of Bowhunting World, Archery Business, Whitetail Journal, Waterfowl & Retriever, Predator Xtreme, Cabela's Outfitter Journal and AR Guns & Hunting.

**NEW SUPPORTING GROUPS, AGENCIES AND BUSINESSES**

**Crossroads Angling Auction**, P.O. Box 755, Hillburn, NY 10931. Contact: Steve Starantino, president. (W) 845-598-0888, [steve@crossroadsanglingauction.com](mailto:steve@crossroadsanglingauction.com), [www.crossroadsanglingauction.com](http://www.crossroadsanglingauction.com). Auction house for antique fishing tackle and angling books.

**Yo-Zuri America Inc.**, 668 NW Enterprise Dr., Port St. Lucia, FL 34986. Contact: George Large, executive vice president. (W) 772-336-2280, ext. 210, (F) 772-336-9775, [george@yo-zuri.com](mailto:george@yo-zuri.com), [www.yo-zuri.com](http://www.yo-zuri.com). Manufacturers of fishing lures and lines.

**REINSTATED SUPPORTING GROUPS, AGENCIES AND BUSINESSES**

**Edgecraft/Chef's Choice**, 825 Southwood Road, Avondale, PA 19311. Contact: Valerie Gleason, public relations, marketing manager. (W) 610-268-0500, (Toll Free) 800-342-3255, (F) 610-268-3545, [val.gleason@edgecraft.com](mailto:val.gleason@edgecraft.com), [www.chefschoice.com](http://www.chefschoice.com). Edgecraft products, marketed under the Chef's Choice brand, include technologically-advanced sharpeners and high-quality cutlery, award-winning electric and manual knife sharpeners, food slicers, waffle makers and mixes and hot beverage products.

## WELCOME TO OWAA



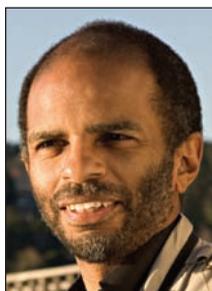
**Bob Ford** has hunted with beagles throughout the country, from northern Alabama to the Quebec border, and he is always looking for new species of rabbits and hare for his hounds to pursue. He is an ordained pastor in the Susquehanna Conference of The United Methodist Church and currently resides in State College, Pa. Ford believes that American-made, double barrel, 16 gauge shotguns from the previous century are the best firearms available to the small game hunter, and that few things compare to the sound of a pack of beagles chasing rabbits on morning dew in a foggy valley. He writes a monthly column for both the American Beagler and Hounds and Hunting magazines. Additionally, Ford is the author of two books, “Beagle Tales” and “Beagle Tales 2”, both published by Sunbury Press.



Born and raised in a small farming town in northwest Iowa, **Kelly Jo McDonnell** learned to respect and love the outdoors thanks to her father, **Jim McDonnell**. Whether it was fishing or trapping, she usually found herself outdoors helping her father (instead of inside with her mother, learning to cook). From a young age, she knew she wanted to write. She earned bachelor’s degrees in mass communications and English literature from Briar Cliff University, where she also played college basketball for four years. She later earned her master’s degree in communications from Bethel University. She currently lives in the Twin Cities with her young son, and is the operations director at Ron Schara Productions, an award-winning outdoor television production company. She’s been with the company for more than 16 years, and is **Ron Schara**’s “right hand man.” Her freelance writing publications include the (Minneapolis) Star Tribune, Parent Magazine, HerLife Magazine and numerous newspapers across Minnesota.



**Don Moyer** began writing his outdoor column, Tight Lines, in 1979 at the Tracy Press in California. As years went by, his writing expanded to other newspapers. Also a freelance fishing writer, Moyer’s work has appeared in Angler and Flyfishing the West magazines. An angler and hunter since childhood, he has been active in fishing and hunting conservation groups for decades. A former region manager of California Trout and member of Trout Unlimited and the Federation of Flyfishermen, Moyer also served on the board of directors of the Tuolumne River Trust. He has been a member of The Rocky Mountain Elk Foundation, Ducks Unlimited and the NRA. Don’s book, “Tight Lines, Observations of an Outdoor Philosopher,” is a collection of his most memorable columns and magazine articles over more than the past 30 years. He might make you laugh, cry, or angry, but whether you agree or disagree, he’ll surely make you think. Tight Lines is truly the observations of an outdoor philosopher.



A professional ornithologist, keynote speaker, and environmental consultant, **John C. Robinson** holds a bachelor’s degree in biology from Iowa State University. He has published six books about nature and birds, including “An Annotated Checklist of the Birds of Tennessee,” “Secret of the Snow Leopard,” and “North American Bird Reference Book.” He has also led professional birding and natural history tours to exotic and picturesque locations from south-east Arizona to South Africa. For more than 30 years, Robinson was an ornithological biologist for the U.S. Fish and Wildlife Service and the U.S. Department of Agriculture’s Forest Service. He was also chief ornithologist with the Scotts Miracle-Gro company. Robinson is an advocate for minorities in bird-watching and nature and has spent the past 13 years conducting research on how to connect youth to nature through bird-watching. He is currently on tour speaking about his most recent book, “Birding for Everyone: Encouraging People of Color to Become Birdwatchers.”

## ARE YOU NEW TO OWAA?

Help us introduce you to the rest of the membership.  
Send your bio and photo to [aschroeder@owaa.org](mailto:aschroeder@owaa.org).

*Outdoors Unlimited follows AP style and your bio may be edited accordingly.  
Photos need to be high-resolution (300 dpi, at least 1MB in size).*

# Through the years

*This is the first of a two-part series. This piece focuses on a sampling of OWAA's history from 1927 to 1962, taken from "Sixty-Five Years of OWAA: A Historical Summary of the Outdoor Writers Association of America," edited by Don G. Cullimore and Edwin W. Hanson.*

This does not, and cannot, attempt to be comprehensive in the sense of a full review ... The source material is too vast and too formidable.

The decision: To search for and select that combination of representative events, interesting highlights and key "turning points" ... Much of importance would be necessarily omitted or abridged. Various trivialities would be included as indicative of the trend of the times. It would not be a Pollyanna production reflecting only sweetness and light; it would recognize that problems and points of dissension existed, and within those problems and dissensions the character of the organization was molded and, on occasion, revised.

The date was April 9, 1927, and the site was Chicago.

Despite the aura in which it was written — that of the natural resources-minded Izaak Walton League — OWAA's Bill of Organization contained no reference to conservation. It sought to establish professional status, to upgrade the quality of writers and their writing and to create recognition of OWAA as the standard-bearer of the outdoor writing field. Subsequent events would further emphasize OWAA's conservation commitment.

With a dateline of April 5, 1940, Outdoors Unlimited made its first appearance; a newsletter on a single sheet of heavy, legal-size paper. Its originator, and editor ... was J. Hammond Brown.

The 1941 business meeting was again held in conjunction with the North American Wildlife Conference.

Outdoors Unlimited noted that OWAA

"was given a distinct part in the conference," conducting "three big open forums, on conservation, on education and on publicity ..." OWAA was moving more firmly into recognition.

Despite the war, a substantial number of members were signed up in 1942. In October the newsletter reported that membership totaled 400.

On Aug. 14, 1945, Japan surrendered. The war was over. On Aug. 24, the Board of Directors along with a few other members, met at Dayton, Ohio, where Brown proposed the first step toward regeneration. He would resign as president, to accept an executive director post in which he would concentrate on OWAA's activities in furthering conservation. Col. L.B. Rock, publisher of the Dayton (Ohio) Journal-Herald, would be named the president ... his chief task being that of obtaining financing.

In October 1947, Brown's President's Message pleaded for aid in obtaining 30 or 40 or 50 associate members at \$25 each.

The following January (1948), the newsletter summarized OWAA's year-end status: "We are flat broke, in fact a bit in debt..."

The Board of Directors approved two postwar objectives. One was the achievement of a financing problem that would eliminate the constant shoestring scrimping. This had failed.

The other objective: Structural reorganization ... This was achieved and embodied in a document titled: "Constitution and Bylaws of the Outdoor Writers Association of America, corrected and including amendments up to Jan. 1, 1948."

In September 1948, the newsletter reported, OWAA had just signed up its one-thousandth member — the record!

With the regeneration documented by the new constitutional provisions, the contents of Outdoors Unlimited reflected the heavy emphasis being placed on the conservation scene. Mike Hudoba (Sports Afield's Washington correspondent) became OWAA's secretary in 1948, and was in a

position to monitor congressional developments and administrative directives in the capital, and to work closely with Brown in both newsletter production and legislative maneuvering.

OU grew in size and scope as an expanded membership provided funds.

In preparing this historical summary, an analysis of the content of Outdoors Unlimited from 1947 through 1949 [revealed] no comments on skills, marketing potential and problems, etc.; nor to the campaign for expanded coverage in daily and weekly newspapers, which had been cited as a key objective immediately after the end of World War II.

The resurged interest in these professional phases ... was due at least in part to a series of early 1950s letters to OU.

Outdoors Unlimited was the prime medium for informing, and inspiring, such writers; and Brown, as a veteran Baltimore newspaperman, was sharply aware of the necessity for (and techniques of) employing news in influencing legislative and administrative circles in the nearby nation's capital.

The problem in organizing this impact was financial. OWAA dues were minimal. The increasing cost requirements of the newsletter — being steadily expanded as issues surged to the fore — outstripped the available funds. Efforts at securing other financial sources proved ineffectual ...

Ergo: Two targets could be hit with one shot — a basic membership expansion that would both increase political impact, through force of numbers and the volume of their crusading voices, and bolster the financial income through dues.

It would be simple to summarize in retrospect that Brown became so obsessed with the vision of a large, powerful force for conservation that he lost his perspective as to the fundamental nature of OWAA and its basic concept as a writers' organization of professional status and interests.

Two things must be taken into consideration: The contingency of the times, in which

the immediate postwar land-and-water exploitation/dam construction upsurge threatened to overrun the conservation-defender outposts, and the membership of the then small and largely professional OWAA voiced no substantial challenge to the direction in which he was leading the organization.

It may be well conceded that Brown was of a domineering character in leadership, but it also must be acknowledged that he was meticulous in obtaining on-the-record approval of policy steps taken in that capacity. If enthusiasm for what he saw as significant conservation accomplishments blinded him as to the denouement, a similar myopia must be assigned to his colleagues within the organization.

His enthusiasm appeared to have been contagious. The published membership supplements showed that many who later were critical of results of the wide-open-door acceptance of applicants, were themselves the sponsors of non-writing questionables whose qualifications lay in sportsman activities and a sympathetic attitude toward conservation.

In the 1949-54 period following the open door constitutional revision, incoming new members included many who would be future leaders in OWAA. These members, as well as many others, were listed with unmistakable outdoor writing qualifications.

Brown died Aug. 13, 1955, at the age of 78. In the years following Brown's death, OWAA's course was centered on maintaining the organizational framework while groping cautiously, and somewhat uncertainly toward, future changes.

At the Aberdeen, Wash., OWAA convention in June 1957, the proposed new constitution and bylaws were submitted ... Late revisions to meet objections were made at a board meeting prior to the annual business session, and it appeared there existed a general agreement on the document's adoption without major dissension. The long-simmering stew could quietly recede and grow cold, or so it was thought.

A surprise last-minute amendment was proposed ... and carried. The "grandfather clause" altered the active member section ... conferring permanent active membership on everyone regardless of the extent of



Lobster feast at the Rangeley Lake, Maine, conference in 1955. Left to right, Jackie Knight, Doc Jernigan, Katherine Thomas, Margie Rogers, unknown, unknown, Buck Rogers, Irl Thomas, unknown and Don Cullimore. Photo courtesy of Griets Gresham.

their writing then, or any time in the future. Additionally, it eliminated the professional requirement for active status.

Murray Crowder was a relative newcomer to OWAA. His first President's message, following election at Aberdeen, read:

"Most of you are aware of the fact that by adoption of the new constitution we ceased being a policy making, lobbying or conservation group ..."

This was sufficiently startling by its exclusionary references to a basic conservation commitment; something quite beyond the intent of those who agreed with the emphasis on professionalism in membership; on abstaining from lobbying and on restraint in passing resolutions. But Crowder, still burning from what he considered the underhanded sneak attack that created the grandfather clause ... said:

"... Our job, as I see it, is to give members each side of any controversial issue or question. What disposition he makes of such material, or which side he takes, is up to him and his editor or publisher."

This provoked rejoinders ... [who] protested that Crowder's statement went far beyond their concept of the objectives of the new constitution, and questioned the survival of an organization unless there existed an idealistic fundamental base.

Subsequently, in December, Crowder's President's Message acknowledged the severity of the reaction.

Crowder's President's Message, April 1958, said:

"Word has spread ... that the new OWAA is against conservation. Now how dumb and

asinine can some people be? Are we, as writers about the outdoors, dumb enough to cut our own throats? I memorably stated that we as a group should not attempt to set policies or dictate to our members what they, or their editors, should or should not print."

At the 1958 meeting in the Florida Keys, the Constitution adopted at Aberdeen underwent extensive amendment. Although the grandfather clause adoption of the previous year remained a sore spot with many members, no effort was made to overturn it. ... [T]he decision was to avoid any further inflammation of the schism within the organization.

Meanwhile, a group of members moved quietly to reestablish OWAA's primary commitment to conservation objectives — an effort to affirm basic principles. It took the form of an award to an OWAA member selected as having been of outstanding service in the field of conservation.

The following year the Jade Award and the Circle of Chiefs — the recipients — were formally established.

The three years following the 1958 meeting found OWAA groping for solutions to problems that, as viewed in retrospect, were inherent in a volunteer and underfinanced organization that lacked a strong central base for communication and cohesive controls.

As president in fiscal year, 1958-59, Ries Tuttle brought to the office years of experience on the board, and a conviction that there needed to be a period of relative calm, without internal flare-ups; plus a start toward developing a services program to attract and hold the professional type of membership to which OWAA was now recommitted.

In February 1962, President Ed Keenan reported:

"The Professional and Trade Association Counsel of Chicago has been designated ... to make the survey and each member of OWAA has been mailed one of the survey forms. ... [T]he response of our members was far and away beyond what had been expected ..."

OWAA was approaching a new opening in the road, with apparent enthusiasm. ■

# 85 AND COUNTING

Join us as we take a look at OWAA's prolific history through pictures and words of past and current members. More memories are available online at [www.owaa.org/ou/2012/02/85-anniversary-memories](http://www.owaa.org/ou/2012/02/85-anniversary-memories).



Kendrick Kimball (Detroit News) and Lou Klewer (Toledo Blade) talk over the day's happenings at the 1951 OWAA-MOWA convention in Escanaba, Mich. Photo courtesy of Field & Stream.



Jack Miner, an OWAA charter member, releasing first banded goose, 1915. Photo by Dr. Sloane. Photo courtesy of The Jack Miner Migratory Bird Foundation, Kingsville, Ont., Canada.

“Membership in OWAA has been one of the most rewarding experiences in my life. I can't think of another place where a fellow in the audio business could have the opportunity and privilege to meet, mingle and pick the brains of some of the most elite outdoor communicators in the world. ... There is a vast difference in being a member of a professional organization and being an active member in a professional organization. I heartily encourage new members to find the time to volunteer and serve on a committee. There is a direct correlation between services rendered and benefits received. ... When I think of those visionaries who organized this association in Chicago back in 1927 it gives me a pause. Through good times and bad OWAA has prospered. May that always be so.

— **MARTY MALIN**,  
PAST PRESIDENT (2004-05)



The 1979 mid-year meeting was at Indian Rock Resort, Little Rock, Ark. Left to right, front row: Pete Czura, Ed Hanson, Joel Vance, Ben Callaway, Don Ingle, Sylvia Bashline, Dave Richey, George Harrison and Stan Green. Back row: Tom Opre, Tom Gresham, Gene Kirkley, Glen Titus, Judd Cooney, Thayne Smith, J. Wayne Fears, Bob Smith, V.H. (Doc) Jernigan, Bill Chaffee, Norm Strung, Dan Saults and Bob Dennie. OWAA photo.



"Coldwater purist" Tom Fegely. OWAA photo.

CHICAGO, Ill.  
 APRIL 9TH, 1937  
 9TH, 1937.

Growing up with OWAA has brought me many treasured memories along the way. My first conference was as a 10 year old child at Glenwood Springs, Colo., travelling with Dad — my first experience with the Rocky Mountains — back in 1965 (could it be that long ago ... 47 years?). A post-conference trip to the 7W Guest Ranch afforded the perfect opportunity to see what outdoor writing was all about as we fished and rode horses under the clear blue skies of the Centennial State. It planted a seed that continues to grow ...

In conferences that followed, I was able to take casting instruction from Homer Circle and shooting instruction from Grits Gresham. It doesn't get any better than that!

My first conference as a member was Spokane, Wash., in 1982. It's all a blur as the legends of OWAA came over to welcome me into the fold, one by one. One of the all-time highlights was a post conference trip with my dad, Pat McManus, Sheila Link, Charlie and Kathy Farmer. It was an overnight whitewater raft trip on the Grande Ronde River of Northeastern Oregon. Spectacular! OWAA is the best!

—BILL HILTS JR.



Annual dinner of OWAA, April 25, 1930. Seated, left to right, around the table: Don Parsons, N.Y.; Seth E. Gordon (conservation director, Izaak Walton League of America); Joe Godfrey, Chicago; Henry P. Davis (Press-Scimitar), Memphis, Tenn.; R.H. Cook (World Cruise); Glen Hayes (Hayes-Loeb Co.); Dr. C.P. Fordyce (Outdoor Life), Denver; Dick Wood (National Sportsman); Bob Becker (Chicago Tribune); Ed Rosenthal (Sportsmen's Review and Sportman's Digest), Cincinnati; Morris Ackerman, presiding (Cleveland Press); James W. Stuber (Columbus Dispatch); L.P. Gilman (Memphis Star); Maurice Duher (Fur-Fish-Game), LaPorte, Ind.; W.L. Moore (Sportsmen's Review); Ozark Ripley, Cattanooga, Tenn.; Karl Marat, Madison, Wis.; Cal Johnson (Chicago Daily News); D.H. Kipp (Wisconsin Conservation Commission); and William Rosenthal, Chicago. Photo by Kaufman, from American Game Bulletin, the American Game Protective Association (which later became the Wildlife Management Institute), 1927-1931. Photo courtesy of Lonnie L. Williamson.

main  
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MORRIS ACKERMAN  
 ACKERMAN

PREJ  
 TAYLOR  
 TAYLOR



Spouses all dressed up for a luncheon at the 1965 conference in Glenwood Springs, Colo. Photo courtesy of Homer Circle.

I joined OWAA in the early 80s in self-defense to keep Joel Vance, my mentor and friend, from constantly asking me to join. As a working fisheries biologist, who had just moved over to include writing for the popular hook and bullet market, I didn't see the need for membership and, with a growing family I didn't need the added expense.

Boy was I wrong.

I found the monthly newsletter worth the cost of admission and, not surprisingly, it fostered a competition within me to increase my production and writing skills enough to reach active membership status. I accomplished this within the next year, and, as the saying goes, never looked back.

And, Joel stopped bugging me to join ... thank you, Joel, for pushing me forward.

— **SPENCER TURNER,**  
PAST PRESIDENT (2005-06)

I can still remember how excited I was to be nominated for membership by Howard Bach, who was writing for me in my editor days at American Shotgunner magazine. I was such a young kid and had all these great writers working for the magazine — Bach, Joel Vance, Tom Huggler, H. Lea Lawrence, Chuck Cadieux, Bob Gooch, and so many others — who became my friends and mentors. And I wanted to be just like them, so I jettisoned my paying job — a good thing since the magazine tanked soon afterwards — and took up freelancing. Then there was Glenn Sapir who took a chance on me and first published what I wrote. How lucky was I?

It was clear I was a leader even way back then: During the banquet at my first conference, I accidentally put horseradish sauce on my baked potato, thinking it was sour cream. Everyone at the table followed my lead. Wow, the looks on their faces when they took their first bite! What? Doesn't everyone eat horseradish sauce on their baked potatoes?

— **PAULA DEL GIUDICE**



OWAAers cooled off with Lone Star Beer and Mexican food at the 1964 meeting in McAllen, Texas. The hats were gifts from Long Star Brewing Company hosts. OWAA photo.



OWAA's Alaska Trek travelers photographed at Seattle en route. Unfortunately, many faces have since been forgotten. A few are: front, second from left, Lou Favret; third, Viv Gray; sixth, Lou Klewer; behind Gray, Ken Crawford; top of steps, leaning heavily on rail, Jimmy Stuber.



Editors of "America's Great Outdoors" examine the results of their efforts during the Snowmass, Colo., conference in 1976. Left to right: George Harrison, art director; Jim Bashline and Dan Saults, editors. OWAA photo.

“ Hopes for the future of OWAA: That the association successfully complete its transition to the electronic/Internet era objectively and creatively without becoming irrelevant ... That it reach out and embrace tomorrow's communicators without seeing the profession sell its collective soul to the devil.”

— **BILL MONROE**,  
PAST PRESIDENT (2001-02)



J. Hammond Brown with barracuda in Miami, Fla., 1936. Photo by George Huber.

# BOARD CANDIDATE PROFILES

Six OWAA members are running for three seats on OWAA's Board of Directors. All Active, Senior Active and Life members are encouraged to vote. 2012 marks the start of online voting, a new way to participate in OWAA's annual election. However, a paper ballot will be sent via postal mail to those few members that don't have an email address listed in OWAA's database. For the rest, an email with a link to the online ballot will be sent on April 1. All ballots must be received by May 1. Three elected candidates will begin serving three-year terms on OWAA's board on Sept. 6, 2012. Results will be published in *Outdoors Unlimited* and on the main OWAA website. Candidates are listed by lottery drawing. They were asked to submit a short biography and answers to the same four questions, which were drafted by OWAA's Board Nominating Committee.

## QUESTIONS:

1. As an organization, OWAA strives to uphold the highest professional standards. At the same time, we seek new members to increase our ranks, but many of today's communicators don't meet our rigorous requirements. How do you believe we can balance our need for membership growth with our desire to remain the preeminent professional organization?
2. What do you believe is OWAA's single greatest asset? How can this asset be used to further advance the organization?
3. In 2011, OWAA experienced a budget shortfall, and without a substantial increase in membership, such is likely to be the case again in 2012. More than 55 percent of the organization's operating budget comes from member dues. How can we lessen our budget reliance on dues to balance the budget?
4. Where would you like to see OWAA in five years?

## TIM MEAD

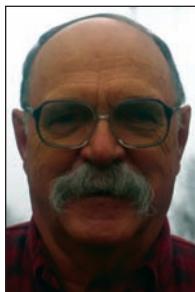
**Residence:** North Dakota.

**Years of OWAA membership:** 25.

**Conferences attended:** Four.

**Committees:** National and Environmental Affairs, Strategic Planning, Membership Screening.

**Tim Mead** is a freelance journalist, with credits in *Boundary Waters Journal*, *North Carolina Sportsman*, *Fly Fishing and Tying Journal*, *Fish Alaska*, and *Midwest Outdoors*. He is also a past president of Southeastern Outdoor Press Association. Excellence in Craft contest winner, OWAA, SEOPA. His website is [www.timmeadfishing.com](http://www.timmeadfishing.com).



TIM MEAD

**1. How do you believe OWAA can balance our need for membership growth with our desire to remain the preeminent professional organization?**

While it is true that many active outdoor communicators do not meet the minimum OWAA membership standards, there are many who do who are not members. We need to make systematic attempts to identify them (e.g., compare the OWAA roster with other organization rosters — SEOPA and AGLOW as examples) and to recruit them; a mailing of an OWAA membership packet and invitation is insufficient.

These persons should have personal contact from a board of directors member. When I was a member of the 1999-2000 Strategic Planning Committee, we conducted exit interviews with most people who did not renew membership. In the decade since, OWAA staff has continued that practice. Exit interviews are critical to assess ways in which the organization does not meet member needs and take steps to correct those that are correctable. We also need to consider whether "compensated" activity is an adequate standard of professional activity; for example, websites and blogs which support book sales, consulting fees, and speaking engagements presentations which promote outdoor activity. OWAA should have active membership recruitment by one or more board members at industry activities like the SHOT Show, ATA and others.

*[Editor's note: "Compensated activity" is not the only way to fulfill OWAA membership qualifications. Under the new Digital Media Journalist criteria, blogging is one of these options. Criteria descriptions are available at <http://owaa.org/join/individual-member-eligibility>.]*

**2. What do you believe is OWAA's single greatest asset? How can this asset be used to further advance the organization?**

OWAA's single greatest asset is its membership. There are a lot of very talented people in OWAA. When **Boyd Pfeiffer** was president in 1988-89, I conducted a survey of the membership to determine what the membership expected and what

steps the organization could do to realize those expectations. We need to replicate that study to assess the membership and guide the board in maximizing not only services to the membership but the services of the membership to the organization.

*[Editor's note: An in-depth benefits survey was conducted in conjunction with the 2010 OWAA dues renewal process. OWAA headquarters received responses from 20 percent of all Individual Members and Supporting Groups surveyed during a 12-month period.]*

**3. In 2011, OWAA experienced a budget shortfall, and without a substantial increase in membership, such is likely to be the case again in 2012. More than 55 percent of the organization's operating budget comes from member dues. How can we lessen our budget reliance on dues to balance the budget?**

Some of OWAA's activities may be eligible for funding by grants. An aggressive effort should be made to identify possible sources of grant funds. Further, there are many potential supporting groups that are not members. A rigorous effort should be made, and the board should assume an active responsibility in doing so, to identify and recruit such members.

**4. Where would you like to see OWAA in five years?**

1) Solvent. 2) Steady or increasing in membership numbers. 3) Among the premier professional organizations in North America. ■

## CHRIS HUNT

**Residence:** Idaho.

**Years of OWAA membership:** 20.

**Conferences attended:** I've attended six straight conferences, and I look forward to seeing everyone in Fairbanks.

**Committees:** The Digital and Online Communications Committee (established in 2011 to help bring blogger, vloggers, etc., into the OWAA fold).



CHRIS HUNT

Chris Hunt is a freelance writer and blogger, the conservation editor for Southwest Fly Fishing magazine, and the national communications director for Trout Unlimited. He's a former newspaper editor and reporter, and the winner of numerous journalism awards, including the 2004 Dolly Connelly Award for Excellence in Environmental Journalism. He lives in Idaho Falls, Idaho, with his wife, Liza, their two children, Delaney, 13, and Cameron, 9.

### 1. How do you believe OWAA can balance our need for membership growth with our desire to remain the preeminent professional organization?

I think it's more important than ever to welcome digital communicators — the blogger, vlogger, etc. — into the fold. While these folks might not technically be "professionals" in the field of outdoor communications, they are making a significant contribution to outdoor media, and many of them are becoming very well-versed in their efforts to communicate to consumers about the same things most of us love: hunting, fishing and the outdoors. I believe it falls to OWAA and its existing members to embrace a new breed of communicator, share with them the ethical and professional standards to which good journalists adhere, and help them develop their skills and earn more credibility. And, truthfully, we can't hope to grow — at least not significantly — if we don't become a more well-rounded organization that embraces change and makes it possible for digital communicators to enjoy the benefits and the education that comes with OWAA membership.

### 2. What do you believe is OWAA's single greatest asset? How can this asset be used to further advance the organization?

OWAA's most valuable assets are its members and the sense of community OWAA members have created in this diverse and wonderful field of outdoor communications. Nowhere else can an aspiring outdoor communicator find such a wealth of knowledge, experience and wisdom than within the ranks of this venerable organization. My hope, as we begin to embrace a new breed of communicator, is that our long-standing and most-respected members will be willing to mingle with new members and share some of that experience. In doing so, they'll also share the prestige of the organization, which will ensure its health in the future.

### 3. In 2011, OWAA experienced a budget shortfall, and without a substantial increase in membership, such is likely to be the case again in 2012. More than 55 percent of the organization's operating budget comes from member dues. How can we lessen our budget reliance on dues to balance the budget?

This is a difficult challenge, and I regretfully suspect that a dues increase — even if just a modest increase — is a necessary evil if OWAA is to survive financially in the years to come. I would also look to our supporting groups for additional revenue; increasing membership dues on journalists should be accompanied by an increase in supporting group fees as well. OWAA offers supporting groups a unique opportunity to have access to some of the field's most prolific and talented communicators — that's an asset we don't market as much as we should.

There are other avenues worth exploring. For instance, foundation grants are available to groups like OWAA who operate on a nonprofit basis, and can be used for any number of activities, including capacity building, membership growth and day-to-day operations. Being creative in these challenging economic times is what is needed if OWAA is to stay afloat financially, and no stone should be left unturned.

### 4. Where would you like to see OWAA in five years?

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

## JEFF WILLIAMS

**Residence:** Arkansas.

**Years of OWAA membership:** Nine.

**Conferences attended:** Seven.

**Committees:** I was on a conference planning committee and worked on the magazine section committee.

Jeff Williams has worked as a writer, editor, reporter, graphic artist and photographer for 30 years, including jobs at the Arkansas Gazette, Arkansas Times, Arkansas Business and, currently, the Arkansas Game and Fish Commission (editor of Arkansas Wildlife magazine). He has a bachelor's degree in journalism from the University of Arkansas and a master's degree in journalism from the University of Arkansas at Little Rock. Williams is in his final year as a board member of the Association for Conservation Information.



JEFF WILLIAMS

### 1. How do you believe OWAA can balance our need for membership growth with our desire to remain the preeminent professional organization?

I think OWAA has been slow to accommodate new forms of media. Our membership is rooted in magazines, newspapers, television and radio, and those remain very important forms of media. But we must be open to all forms, including digital media. I don't see these various forms of media as a problem; they should be embraced. I think the question is: What do members want OWAA to be? Is it a professional organization for journalists who cover the outdoors and make a living doing so? If so, that's a pretty small group.

On the other hand, we can create guidelines that are much more open to today's forms of media. We have a wide range of backgrounds among our members — from students to careers that span more than 40 years. If we don't use our knowledge to attract members who are working in today's world of communications, what's the point? We can't be as concerned about whether a prospective member is a professional as we are about whether that person can benefit from the organization.

[Editor's note: The new "Digital Media

CONTINUED ON PAGE 18

**CANDIDATE PROFILES**

CONTINUED FROM PAGE 21

*Journalist” membership criteria was established at the 2011 summer board meeting.]*

**2. What do you believe is OWAA’s single greatest asset? How can this asset be used to further advance the organization?**

Our ability to network with other members is our greatest asset. We have the experience to solve our problems if we can avoid petty conflicts and stop working and thinking in the past.

**3. In 2011, OWAA experienced a budget shortfall, and without a substantial increase in membership, such is likely to be the case again in 2012. More than 55 percent of the organization’s operating budget comes from member dues. How can we lessen our budget reliance on dues to balance the budget?**

OWAA has to give potential supporters reasons to work with the organization. The number of supporters has dropped drastically and I think part of the reason is supporters aren’t clear about the return they can expect. By increasing the number of supporters, OWAA would not necessarily add to the budget, but the costs of conferences and other activities could be cheaper. We have to build stronger relationships with supporters and we have to look for creative ways for them to become involved.

**4. Where would you like to see OWAA in five years?**

I’d like to see a much larger and broader version of OWAA. Hook-and-bullet stories are our nuts and bolts, but there is so much more to the outdoors. I’ve seen an attitude among members that anything that isn’t shooting or fishing doesn’t belong in OWAA. That attitude will kill the organization. We should be open to all sorts of communicators who work with outdoors topics. ■

**GARY MOORE**

**Residence:** Vermont.

**Years of OWAA membership:** 27.

**Conferences attended:** 16.

**Committees:** Outdoor Ethics, Education, Membership Status, Craft Improvement, Contests

Gary Moore is a freelance writer and photographer whose work has appeared in many newspapers and magazines. He has written a syndicated weekly column since

1977. He and his wife of 42 years live in his hometown of Bradford, Vt.

He is a former school administrator whose varied career has included stints as the Vermont Commissioner of Fish & Game, chair of the Vermont Water Resources Board, chair of the Northeast Association of Fish and Wildlife Agencies and member of the executive committee of the International Association of Fish and Wildlife Agencies. He has also represented Vermont on the Connecticut River Atlantic Salmon Commission, Connecticut River Valley Flood Control Commission, and Connecticut River Joint Commissions.

He currently chairs the Vermont State Colleges system board and is an active member of the Vermont Hazardous Response Team.

Moore teaches weapons of mass destruction, incident management, and a variety of anti-terrorism courses around the country and responds to emergency situations such as floods, fires, hurricanes.



**GARY MOORE**

**1. How do you believe OWAA can balance our need for membership growth with our desire to remain the preeminent professional organization?**

We need to continue to uphold high professional standards or the organization will lose its relevance. It is imperative that we endeavor to increase our membership by actively recruiting qualified members. We also should strive for more associate and student members and mentor them so that they can eventually meet the requirements for active status.

**2. What do you believe is OWAA’s single greatest asset? How can this asset be used to further advance the organization?**

The single most important benefit OWAA has provided me is the ability to network. I have been able to improve my writing and photography and sell a lot more work thanks to the help from active and supporting members. We need to promote the benefits of networking and the importance of our annual conferences.

**3. In 2011, OWAA experienced a budget shortfall, and without a substantial increase in membership, such is likely to be the case again in 2012. More than 55**

**percent of the organization’s operating budget comes from member dues. How can we lessen our budget reliance on dues to balance the budget?**

I am not very knowledgeable about the finances of OWAA, but do realize we must do something to get back on a firm footing. I have many years of experience chairing and serving on nonprofit boards including museums, historical societies, hospitals, colleges and the New England Outdoor Writers Association. Each is different as is OWAA and they all require different business plans and types of fundraising.

Should I be elected to the OWAA board I would concentrate on learning what has been done and what is being considered. It will take a concentrated effort by the board and the membership to stabilize our financial condition.

**4. Where would you like to see OWAA in five years?**

I have fond memories of the organization I joined in 1985 and of the conferences I attended through the 90s. A return to something akin to that would be my desire with one exception. The traditional hook-and-bullet markets are far fewer than they were in 1985. Our organization cannot prosper unless we continue to recruit and involve those who write, broadcast, tweet and blog about other subjects such as hiking, canoeing, camping, sailing and the environment to name a few. ■

**JASON JENKINS**

**Residence:** Missouri.

**Years of OWAA membership:** Eight.

**Conferences attended:** Five.

**Committees:** Chair, Education Committee, 2005-2008, 2011; Chair, Strategic Planning Committee, 2010-2011; Chair, Board Nominating Committee, 2011; OWAA Board of Directors, 2010-2012

In January 2010, Jason Jenkins was named managing editor of Rural Missouri, a 540,000-circulation monthly tabloid published by the Association of Missouri Electric Cooperatives. He serves as a writer, photographer, editor and designer and is tasked with overseeing the overall content and scope of the publication’s print and digital editions. In 2011, he led the launch of the publication’s outdoor page. He lives with his wife, Nicole, and children, Aiden and Ashlyn, in central Missouri’s Callaway County.

**1. How do you believe OWAA can balance our need for membership growth with our desire to remain the preeminent professional organization?**

The definition of “who” is a communicator has changed vastly with technological advances, and when you couple that with the decline in traditional full-time outdoor communicator positions, it’s no wonder that



**JASON JENKINS**

OWAA has experienced continued membership decline. As a result, a lot of working, professional communicators don’t fit the mold that OWAA’s membership criteria require. Recent efforts to reach out to young communicators with our college chapters and expand membership categories into the digital realm are encouraging, but I think there is room to go farther. While I don’t believe we want to become a social club, I think some relaxing of the membership requirements would go a long way toward bringing in new members.

**2. What do you believe is OWAA’s single greatest asset? How can this asset be used to further advance the organization?**

The members of OWAA are its greatest asset. It is the members who have the passion for the outdoors and the craft of outdoor communications, and it is the members who care whether OWAA thrives or perishes. In many ways, it may be now or never for OWAA. If we want to further the cause, we need all members to reflect on what OWAA has meant to them and then try to give even a small portion of that back in a time when OWAA needs them most.

**3. In 2011, OWAA experienced a budget shortfall, and without a substantial increase in membership, such is likely to be the case again in 2012. More than 55 percent of the organization’s operating budget comes from member dues. How can we lessen our budget reliance on dues to balance the budget?**

I am as tight with money as anyone out there, but I think OWAA has been selling itself short when it comes to the pricing of the annual conference. We just increased the conference registration price to \$225. What a steal. I attended a conference for another communications organization last

year in San Antonio, and the cost for three days was \$325, and that didn’t include near as many meals as what are provided at an OWAA conference. We can’t break even or lose money on conferences as has been the recent trend. It should be a money maker for the organization.

**4. Where would you like to see OWAA in five years?** In five years, it’s my hope that OWAA has found a way to reverse the membership decline and that our ranks are growing among both professional communicators and college students. Our organization has so much to offer, and we need to do more to share those benefits so that in five years, all outdoor communicators should feel like OWAA is something they can’t live without. ■

## PETER SCHROEDER

**Residence:** Washington and California.

**Years of OWAA membership:** 18.

**Conferences attended:** 12.

**Committees:** Chaired Craft Improvement and Development Committees, and served on various others.

**Peter Schroeder**, a 20-year freelance writer and photographer, writes outdoor adventure travel articles focusing on cruising under sail, scuba diving, and winter recreation. He annually writes the Western Snow Sports Guide, which reviews 100 ski resorts in the western U.S. and Canada. Credits include National Geographic Traveler, Sail, Yachting, Outdoors Northwest, AAA publications, Scuba Diver, Pacific Yachting, and newspapers throughout North America as well as publications in Europe and Australasia. He is a former U.S. editor of SA Yachting, northwest editor of Boating Industry magazine, and boating editor of Seattle Times newspaper. He has been a speaker at numerous regional writers conferences including seven OWAA conferences on subjects related to successful freelancing. He is a former OWAA board member and treasurer and was twice voted Outstanding Board Member.



**PETER SCHROEDER**

On a whimsical note, he adds, “I love this organization and care about it very much, so much so that I even married one of our

members, Risa Wyatt, a couple of months ago.” He and Risa, a food, wine, and adventure travel writer, divide their time between homes in Seattle and Sonoma, Calif., where they tend their organic Syrah vineyard.

**1. How do you believe OWAA can balance our need for membership growth with our desire to remain the preeminent professional organization?**

I recommend (1) lowering the financial and credentialing barriers to membership for one or two years for younger people just entering the media world and (2) aggressively reaching out to those producing for the digital media to make them aware of OWAA’s new membership category created for them, something I helped develop at last year’s board meeting.

**2. What do you believe is OWAA’s single greatest asset? How can this asset be used to further advance the organization?**

OWAA’s single greatest asset is the conference. To attract more attendees, we need to keep conference fees low, select easily accessible geographic locations, and negotiate low-cost accommodations.

**3. In 2011, OWAA experienced a budget shortfall, and without a substantial increase in membership, such is likely to be the case again in 2012. More than 55 percent of the organization’s operating budget comes from member dues. How can we lessen our budget reliance on dues to balance the budget?**

We can lessen our budget reliance on dues by aggressively pursuing foundation grants. Note that the Society of Environmental Journalists, an organization the same size as OWAA, receives more than half its budget from these types of sources.

**4. Where would you like to see OWAA in five years?**

In five years I’d like to see OWAA expand to include (1) significant numbers of digital media journalists, (2) an ethnically diversified membership, and (3) a membership representing a full-range of outdoor activities, but nevertheless with hunting and fishing well represented. ■

**Editor's note:** Editor's note: At its 2011 summer and 2012 winter meetings, the Board of Directors approved the following proposed bylaws amendments for a vote in the May 1, 2012, Board of Directors election. The ballot will include 2012 board candidates as well as the following proposed bylaws amendments. Active, Senior-Active and Life members should return ballots before the May 1 election. Members are encouraged to post comments on [www.owaa.org/blog/2012/02/2012-proposed-bylaws-changes](http://www.owaa.org/blog/2012/02/2012-proposed-bylaws-changes).

■ **Bylaws proposed change No. 1 (relating to membership meeting quorum)**

The OWAA Board of Directors, by electronic vote on Aug. 29, 2011, proposes the following change to the OWAA Bylaws, for the purpose of adjusting the required number of members present at the annual membership meeting to constitute a quorum.

Paragraph 5.1 shall be amended by replacing the word “fifty” with the word “twenty-five.”

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

The OWAA Board of Directors, by vote on February 11, 2012, proposes the following changes to the OWAA Bylaws, for the purposes of adding regular duties for the Education Committee and adding two additional committees to be appointed annually.

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

“An Education Committee, which shall be in charge of selecting recipients for OWAA scholarships and increasing involvement of student members.”

(2) There shall be added two additional subparagraphs to paragraph 9.2 following the subparagraph dealing with the Finance Committee, to read as follows:

“A Marketing Committee, which shall identify target audiences and create marketing plans for all OWAA programs and products.

“A Membership Committee, which shall review and suggest revisions to OWAA’s membership criteria, establish and implement plans to recruit and retain members for all categories of membership, and conduct surveys of members and former members to assess the value of OWAA and its programs and products.”

■ **Bylaws proposed change No. 2 (relating to Mission Statement)**

The OWAA Board of Directors, by vote on February 11, 2012, proposes the following language as a slightly amended version of the OWAA Mission Statement and as a replacement for paragraph 2.1 of the OWAA Bylaws:

“The mission of the Outdoor Writers Association of America is to improve the professional skills and opportunities of our members, set the highest ethical and communications standards, encourage public enjoyment and conservation of natural resources, and mentor the next generation of outdoor communicators.”

# 2012-2015 OWAA Strategic Plan

With input gathered during a weekend planning retreat, OWAA's Strategic Planning Committee identified the three most critical issues facing the organization: a lack of marketing effort, declining membership, and budgetary obstacles. The vision of this strategic plan is to attract and retain members and supporters across all membership categories, and to create financial stability within OWAA.

In addressing the goals of the organization, the committee members articulated the core values of OWAA and what they want the organization to be, both now and in the future: OWAA is the premier national association of professional outdoor communicators who learn, network, engage their peers, find business opportunities and mentor the next generation of outdoors communicators.

The following strategic plan focuses on branding the organization as the "how to" organization for outdoor communicators — for students, for aspiring outdoor communicators and for accomplished professionals; curbing the membership decline and working to increase membership within the next five years; increasing the retention rate for existing members; and reaching attendance goals for each conference.

In order to achieve the OWAA ideal and address the most critical issues facing OWAA, the committee established five working goals, and strategies to accomplish them, that fulfill the strategic vision for the next three years.

**Goal No. 1:** By 2013, establish an OWAA brand with a clearly-defined marketing campaign.

- Create a standing Marketing Committee.
- Clarify OWAA's "brand" and develop marketing strategy.
- HQ staff to engage in professional marketing training.
- Develop a social media policy and strategy.
- Promote member achievements and work products on [www.owaa.org](http://www.owaa.org).

[www.owaa.org](http://www.owaa.org).

- Publicize and market OWAA publications.

**Goal No. 2:** By 2015, OWAA will stop membership decline and begin to increase membership numbers. This will be accomplished by stopping membership decline in 2012, and increasing net membership numbers by a rate of 1 percent in 2013, 3 percent in 2014, and 5 percent in 2015.

- Create a standing Membership Committee.
- Review and revise current membership criteria.
- Distribute PSA on [www.owaa.org](http://www.owaa.org) and YouTube.
- Establish a membership drive.
- Increase membership among employees of conservation groups, state agencies and nonprofits.
- Increase involvement of student members.
- Identify up to three tradeshow events to attend to thank current Supporters and recruit new Supporters.
- Host three "pilot" house parties, picnics or social events,

**The full strategic plan, including the action steps identified to accomplish these goals, can be found on OWAA's website at [www.owaa.org/about/strategic-plan](http://www.owaa.org/about/strategic-plan).**

locally hosted by a board member and local active members.

- Conduct a survey of current or recently lapsed groups to assess OWAA's strengths and weaknesses.

**Goal No. 3:** Retain membership at 85 percent renewal beginning in 2012.

- Look into direct deposit/monthly payments for membership dues.
- Board members will contact lapsed members.

■ Improve personal contact between OWAA leadership and membership, and increase communications with Supporting Groups.

- Establish state and regional chairs to rally nearby members.
- Establish an OWAA blog network.
- Increase transparency between board/decision makers and OWAA membership.

- Create an app for OWAA Membership Directory.
- Continue to encourage every member, who is active on social media, to connect with OWAA (Facebook, Twitter, LinkedIn, etc.) to increase contact between OWAA and our members.
- Video presence and tutorial videos on [www.owaa.org](http://www.owaa.org).

**Goal No. 4:** Reach attendance goals for annual conference.

- Set minimum attendance goals for Individual Members and Supporters at annual conference.
- Consider each location and its limitations and opportunities.
- Develop a unique marketing plan based on the host city location.
- Outreach and marketing to members and supporters.
- Outreach to local entities.
- Develop a meaningful program.
- Increase off-site conference coverage.

**Goal No. 5:** By 2015, donations and new grants will average \$15,000 annually using the following model: Donations will remain at current \$4,000 threshold for 2012; donations will increase by 50 percent to \$6,000 in 2013; donations will increase to \$9,000 in 2014; and increase donations to \$15,000 by 2015, continuing at that average annual level beyond 2015.

- Add donation link to signature block on all employee emails and at the end of the email blasts.
- Look into recurring donation system.
- Identify key donors for personal outreach.
- Add grant seeking opportunities to the winter board meeting agenda for brainstorming.
- Develop a donation appeal in conjunction with our 85th anniversary to be deposited into the Operating Fund.
- Approach Life members for donations in lieu of membership dues.
- Offer donation premiums for various levels of giving.
- Seek out members and contacts who are grant writers and ask for input. ■

## MEMBERSHIP MATTERS

Looking to get more out of your membership? Need some talking points to “sell” OWAA to potential members or supporters?

This new feature will highlight some of the more than 50 benefits OWAA provides to members and supporters.

### MORE FOR LESS

Enjoy member-priced discounts throughout OWAA's store:

■ **Annual conference videos:** You can download videos of select conference sessions (starting with the 2011 conference at Snowbird Resort in Utah) from OWAA's website. The option to purchase DVDs is also available.

■ **OWAA logo gear:** In addition to the staple polo shirts and baseball caps, the store features new merchandise such as camo beanies and moisture-wicking long-sleeve shirts.

■ **Must-have publications:** Steer clear of sticky situations by reading the outdoor communicator's handbook, “Freelancers Guide to Business Practices.” And don't forget the “OWAA Outdoor Reference Manual” and “Legal Handbook for Freelancers.”

■ **Exclusive sales and discounts:** Follow OWAA on Facebook ([www.facebook.com/OWAAonline](http://www.facebook.com/OWAAonline)) and Twitter ([www.twitter.com/OWAAonline](http://www.twitter.com/OWAAonline)) to receive news about sales and exclusive promo codes. ■

## MACRO PHOTOGRAPHY

CONTINUED FROM PAGE 8

direct and too bright for your camera to record a well-balanced exposure. Using a reflector or artificial flash can help reduce this stark contrast by adding light to the shadows. Or, holding a diffuser over your small scene will produce muted, more even illumination, mimicking the quality of light experienced during an overcast day.

**Make friends with the wind.** When photographing outdoor subjects, the slightest breeze can make you want to pack up your gear and head home. Successfully record images on a blustery day by using the fastest shutter speed you can, increasing your ISO speed setting as needed to enable shorter exposure times. Then set your camera to continuous shoot mode, and wait for a lull in the wind. Create a wind block by draping a sheet over an extra tripod and place over your shooting view to reduce the movement of your subject. You can also stabilize a flower bud or plant with a Wimberly Plamp during the exposure. Alternatively, consider slowing your shutter speed to 1/30th of a second or less to convey the sense of motion and record a more impressionistic look. ■



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



Underside of an oxeyedaisy with refraction in insect eggs. Photo by Colleen Miniuk-Sperry.

## READING RUSSELL ANNABEL

CONTINUED FROM PAGE 9

Wrong. The movement, too, needs stories. In my job with The Nature Conservancy, I've eschewed meetings and jargon in favor of getting in the field and collecting stories: The Colombian rancher who said the beautiful wide-open spaces and flocks of birds filling the sky sustained him through decades of unspeakable violence. The Idaho rancher who lassoed badgers for sport — and who also is putting more water in the river so salmon can spawn. The young man who began his career chopping fins off living sharks, who now is a dedicated marine conservationist.

These stories resonate with our members. In a field dominated by policy talk and jargon, people respond when they read stories.

OWAA is still a refuge for storytellers, a fact so apparent to me as I think about some of my recent reading: intelligent books by **Joel Vance**, **Kevin**

**Rhoades, E. Donnal Thomas Jr.** and **Eric Jay Dolin**; honest and compelling magazine articles by the likes of **Kirk Deeter** and **Tim Gallagher**; and humorous newspaper tales by friends **Mark Freeman** and **Brett Prettyman**.

Stories still matter. And while the stories may look different than when Annabel was writing, his colorful stories of Alaska still provide a decent working blueprint for good storytelling. And they beat the hell out of deer hunting via bait-by-laptop. ■



*OWAA board member Matt Miller is director of communications for The Nature Conservancy in Idaho. He is currently writing about Pacific island marine issues as part of a conservation fellowship. He is also editor of Backcountry Journal, a blogger at Idaho Nature Notes and Cool Green Science, and a freelance writer.*

# Working Together for Sportfishing's Future



OUTDOOR WRITERS  
ASSOCIATION  
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**There is one very special thing that the American Sportfishing Association and the Outdoor Writers Association of America have in common – a passion for the outdoors!**

As a member for 62 years, the American Sportfishing Association congratulates OWAA on 85 years of helping to keep our traditional outdoor sports alive through the stories and images that their members use to illustrate how important it is to be passionate and engaged about our nation's great outdoors.

For more information, please go to [www.ASAfishing.org](http://www.ASAfishing.org).



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# North to Alaska for new frontiers in journalism

*"We'll meet at a unique resort in the state's interior, about 1.5 hours east of Fairbanks, with spruce trees on rolling hills, a small brook running through the grounds and amazingly wonderful hot springs the size of a farm pond," says Bill Graham, 2012 Conference Program Chair.*



Native guide Cliff Adams demonstrates subsistence fishing techniques using a fish wheel model.

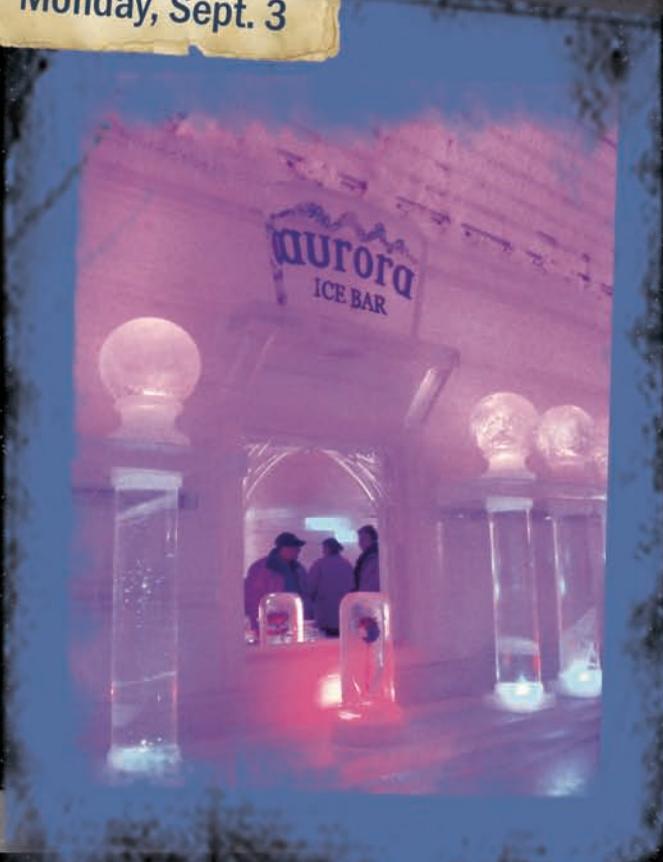


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Monday, Sept. 3

OUTDOOR WRITERS  
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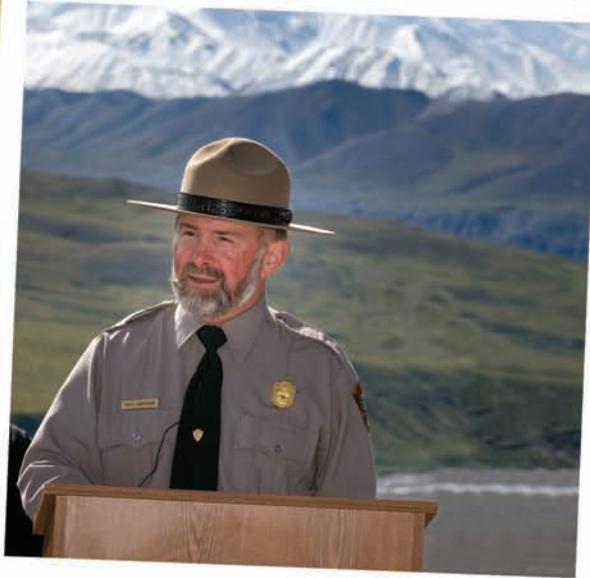
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# KEY NOTE

Paul Anderson,  
Denali National  
Park & Preserve  
superintendent



Visitor Center's  
"not exact but close  
enough"  
Mileage Post

THESE PREMISES UNDER SURVEILLANCE

NORTH POLE, AK. 22<sub>mi</sub>

198 ARCTIC CIRCLE<sub>mi</sub>

45<sub>mi</sub> Pump Station 7

DENALI PARK 140<sub>mi</sub>

250<sub>mi</sub> COLD FOOT

VALDEZ 350<sub>mi</sub>

Delta Junction 110<sub>mi</sub>

450<sub>mi</sub> PRUDHOE BAY

ANCHORAGE 370<sub>mi</sub>

2<sub>mi</sub> Fox Spring H<sub>2</sub>O



NEWS MAKERS, PHOTO CONTESTS  
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MEET-THE-EDITORS and more

Please join us in Alaska!



# Kayaking and whitewater adventures

BY CHRISTOPHER BATIN

For most of us, boating is a means of transportation to fulfill the requirements of the job, whether it is scuba diving, fishing, hunting, or canoeing remote streams or rivers.

In Alaska, boating at its basic level means kayaking and that's the best way to enjoy the secret hideaways Alaska has to offer this coming September. But don't expect to paddle aimlessly around a lake or saltwater bay.

Kayaking among the icebergs is one of those experiences. The terminus of a tidewater glacier is where tons of ice breaks off and drifts with the current before getting temporarily stranded on an outgoing tide. This is as challenging as it gets, kayaking on an incoming tide through a maze of ice that can stretch for several miles. Attentiveness and safety are the first two prerequisites here, as chunks can melt off the iceberg and the subsequent waves capsize a kayak, while others drift with the current, posing a danger should they unexpectedly roll. There is the hiss of escaping air, like the air hose at a service station, as the melting ice releases air bubbles. Just multiply the sound by 20 to imagine the decibel level. In essence, you are breathing air that can be hundreds if not thousands of years old. In my opinion, there is no finer boating adventure in Alaska than kayaking among icebergs.

There are many areas to do this, from Glacier Bay out of Gustavus, to Whittier, Seward, and Valdez in south-central Alaska. Numerous services provide all the kayaks, foul-weather gear, guides and transportation to and from these areas. Weather plays a big part in how much ice is available. Nevertheless, the kayaking trips, usually enjoyed in either single or tandem kayaks, allow for wildlife viewing and close-up examinations of marine tide pools.

The tandem kayak is the best choice for a member and spouse, as one can paddle while the other rests. It's important that one of the occupants be strong enough to paddle for both people, even though many of the adventures don't take much physical strength. There are no heavy currents to fight in most waters, and the rudders help you easily steer around ice obstacles. If a husband and wife are looking for a memorable day trip that symbolizes the uniqueness of Alaska, this is one of my top recommendations. I have taken my family and friends kayaking numerous times and it has always been a highlight of their Alaska trip.

If you're looking for the best whitewater rafting trip in



Photo by Chris Batin.

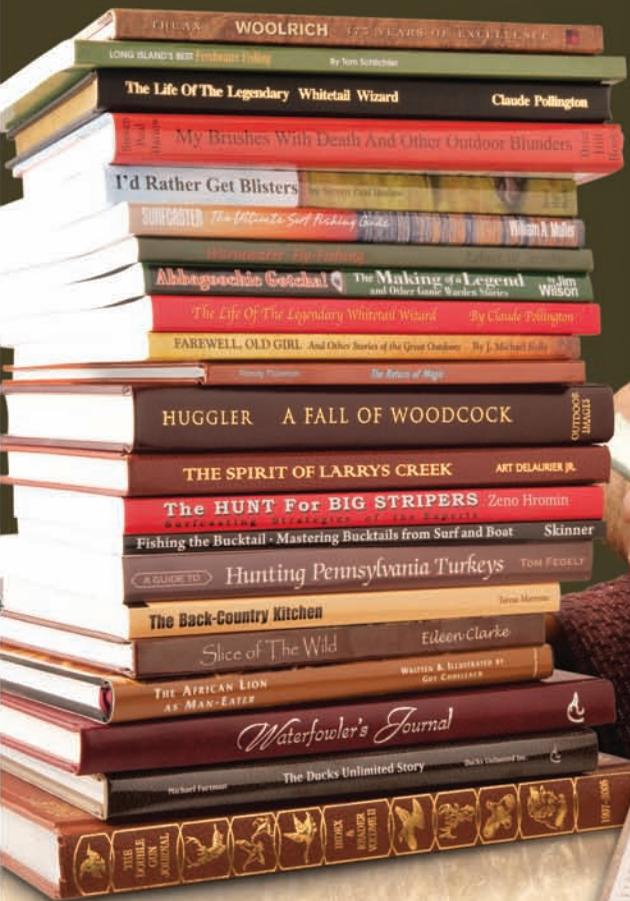
Alaska, Six Mile Creek, just south of Anchorage, offers Class IV and V adventure in narrow canyons, while the Lion's Head run on the Matanuska River north of Anchorage offers a more panoramic and scenic adventure that isn't to be missed in late August and early September. These are two of my favorite guided whitewater adventures. For something tamer, the rafting trips out of Denali are a good choice. If there has been a period of rain and high water, the rapids become formidable, but you always can choose how much whitewater fun you can handle before you go. Again, look to the pre- and post-conference trip selections at [www.owaa.org/2012conference/pre-and-post-conference-trips](http://www.owaa.org/2012conference/pre-and-post-conference-trips).

Either way, your Alaska adventure will be complete with at least one of these kayaking or rafting adventures under your belt. You won't be disappointed. ■



*Chris Batin is the 2012 OWAA conference local chair. He is available to answer member questions about scheduled fishing and hunting trips, tours or to help members with custom trips. Contact him at [chrisbatin@alaskaangler.com](mailto:chrisbatin@alaskaangler.com)*

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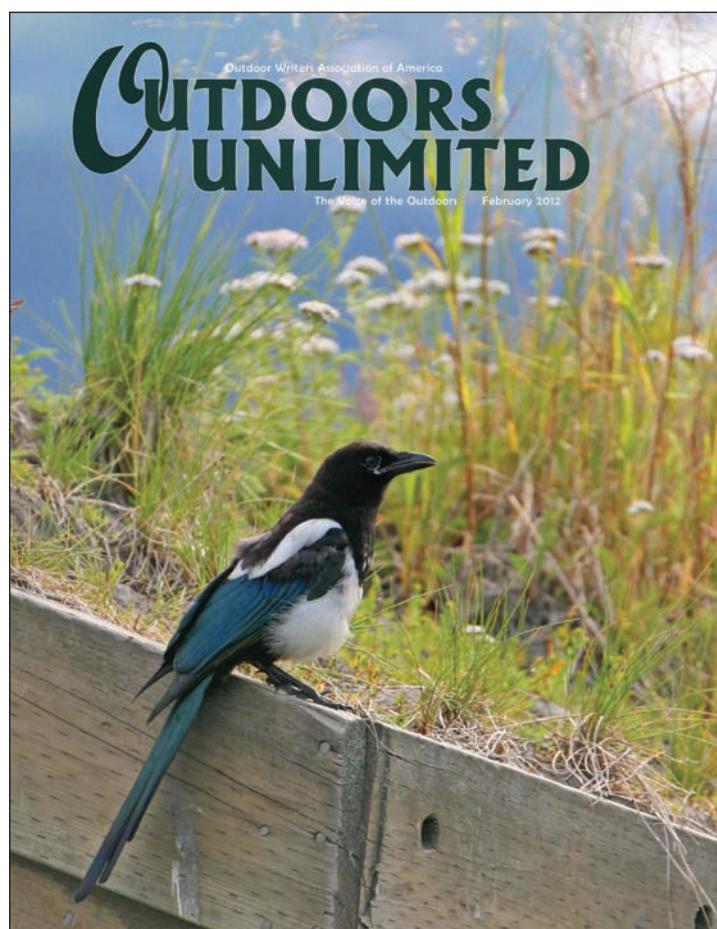
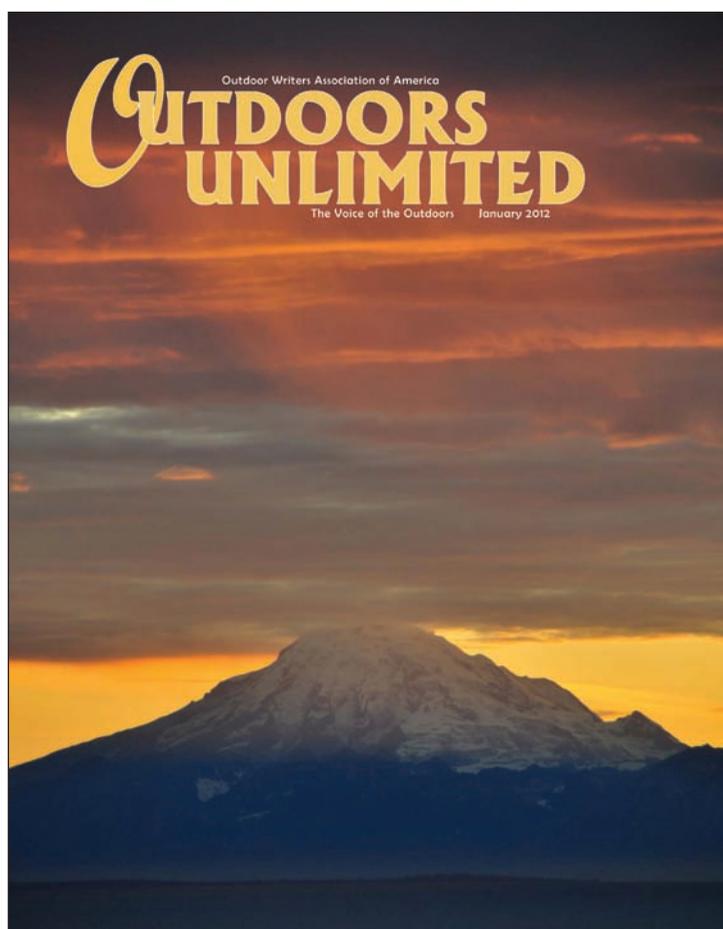
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Spring 2012



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- 9 Educator uses photography to connect youth with outdoors  
*by Wil MacAllister*
- 10 E-books can be much more than a PDF file  
*by Kevin Rhoades*
- 11 Book appeal  
*by Shawn Perich*
- 14 Tracking your notes: Margin shorthand  
*by Tom Watson*
- 15 Whoa, their!  
*by Charlie Slovensky*

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

- 6 Basic rules for writers  
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- 11 To blog, or not to blog  
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