



# POWVOW

Newsletter of the Pennsylvania Outdoor Writers Association

Spring 2012



David McKeown Photo

Winners of POWA's Excellence in Craft Awards, announced at the Spring Conference in Pottsville, were (back, left to right): Mark Nale, Terry Brady and Alex Zidock; (front): Gerry Putt, Paula Piatt and Charlie Burchfield. Not pictured: Bob and Linda Steiner, Bob Frye and Will Elliott.

## Pottsville plays host to POWA

By Doyle Dietz

Looking back over the last year, I find myself thinking about the Bob Dylan lyrics that "lost time cannot be found" and how they relate to putting together the 2012 Pennsylvania Outdoor Writers Association Spring Conference, because neither my wife and conference co-chair Betty nor I can figure out where the time went.

We began making plans for the Pottsville-based conference that featured activities in and near Schuylkill County, on the drive home from last year's conference in Bedford, and thanks to the support and cooperation of so many people, we were able to provide plenty of activities to generate copy and others designed just to have fun. Some of the choices we had to make were easy, such as the Ramada Inn being the only location with enough rooms to be the host site, but when it came to selecting activities for the members and spouses, we had to make some difficult choices because of the options.

Thursday's early arrivals were treated to a tour of the Yuengling Brewery in Pottsville, which is America's oldest brewer and has been in Dick Yuengling's family since 1829. In addition to arranging this special after-hours tour,

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## Masters of their craft

**POWA members honored for excellence at annual banquet**

The Pennsylvania Outdoor Writers Association Excellence in Craft Awards were presented during the POWA Spring Conference banquet in Pottsville, PA on Saturday, May 5.

Board Chairman Tom Tatum distributed to 10 individuals in 16 categories. Winners are:

### POWA CORE AWARDS

**Best Newspaper Column** (sponsored by *Pennsylvania Hunters Sharing the Harvest*) – Linda & Bob Steiner for

"Hunt Helps Make Sense of Emotions" published in *The Derrick* and *The News-Herald* on Oct. 13, 2011.

**Best Newspaper Feature** (sponsored by *Safari Club International, Pa. Chapters, Region 25*) – Bob Frye for "Survival of the Pheasant" published in *The Tribune-Review* on May 15, 2011.

**Best Magazine or Regional Newspaper Column** (sponsored by *Ultimate Fishing Maps*) – Bob Steiner for "Time We Stop Making Spectacle of Outdoors Women" published in *Pennsylvania Outdoor News* on Feb. 18, 2011.

**Best magazine or Regional Newspaper Feature** (sponsored by *Reed Exhibi-*  
See CRAFT, page 3

# Craft Improvement

## How to win POWA

### Excellence in Craft Awards

By Bob Steiner  
*Craft Improvement*

Enter! You can't get into the race without a horse.

Here's the simple formula. First, love your craft, be it writing, photography, art, video or radio. Love your audience and write, photograph or paint to their heart from yours.

Read your own finished product out loud, have someone else read it, critique it and then read it again. Only when it is absolutely clean, give it to your editor. Know that any mistakes in spelling, facts, figures or punctuation will be credited to you. Your publication is no longer responsible now that they just cut and paste your stuff into their layout. If you doubled an "at" or forgot a "not" after a "do," it's all yours.

We, Linda and I, have successfully entered state and national outdoor writer contests now for nearly four decades. Why you ask?

First and most importantly, winning is resume building. The more you win, the more you can put in a letter introducing yourself to a new editor or when applying for a job where your writing skills are expected to be of value to your intended employer.

Second, when editors are aware of them, your awards give them confidence to assign you articles or other work. You are now in the enviable position of being their "go-to" person. Ever wonder why you see some names so often in magazines? Editors know what to expect from these people – quality.

Finally, winning awards gives you bargaining chips to use when trying to squeeze a little more money out of your editors. After all, wouldn't you, too, give the best oats to the horse that wins the race?

Entering contests is easy. Spend an evening or two going through your well-organized files and matching your pieces of work with the POWA core awards and then matching them with the specialty awards.

The rules say an article can only be entered in one core award, but may also qualify in several specialty awards. We review every piece we produce in the eligible year and list them for any award they remotely fit into. Then we sit down and read. Slowly but surely we pare them down to the maximum amount we are allowed to enter in each category. We have shoveled the manure out of the barn.

We believe that entering as many submissions as permitted can be very important. Remember that these are human judges, selected from outside POWA by the committee chairman's appointees in each award category. We try to play to them without having any idea who they might be, how they think or what they like.

When applying for the "Best Newspaper Column," for instance, we select one article aimed at emotions and another that is good reporting. Win with either and you have a resume builder and a \$150 check. In the end, enter the maximum number allowed that you feel represent your best work.

Now comes the tough part. Find a good-quality copy machine, a pair of scissors, several rolls of Scotch tape and a pen with heavy black ink. Cut and neatly tape so a judge can easily follow and read the submission. Black out what the instructions tell you to and fill out the entry sheet. The neater the better.

Next package your submissions as instructed. We put each category in a separate envelope and mark it "his" or "hers" or "ours," then bundle them with

See WIN, page 3

# PowWow

Spring 2012

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[www.paoutdoorwriters.com](http://www.paoutdoorwriters.com)

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## Win

from page 2

rubber bands as such. The envelopes are then forwarded to the awards chairman in a Priority Mail box. When the chairman opens the box he finds mine, hers and ours and can separate them readily into categories.

From the chairman to the award coordinators to the judges there is a lot of work in the POWA awards program. Make it easy for them. Learn to follow instructions. First Grade, 101. Brush the horse and make him look good.

Now here are some tips for the photography contests, as I've experienced them. Cute and cuddly and technically correct is hard to beat. Majestic and technically correct can win if cute and cuddly didn't enter the race. Pretty is pretty, but not a horse to bet on. Three bear cubs beats two bear cubs, if both are technically good. Off-the-wall (unusual) can be a winner if the judges grew up in the 1960s. Technically incorrect can bring the best horse up lame.



Contributed Photo

### Bob Steiner poses with his recent POWA Excellence in Craft Awards.

POWA Excellence in Craft awards are important to you. They build resumes, direct work your way and can make your work worth more. It's time for some of

the younger and newer writers, artists, photographers and other eligible media persons to get serious and fill the field with good horses.

## Craft

from page 1

tions) – Paula Piatt for “Bass Tournaments Improve Release Practices, But Debate Still Swirls” published in New York Outdoor News.

**Best Published Newspaper Photo** (sponsored by POWA Past President's Fund) – Bob Steiner for “New Wings Need Passion to Soar” published in The Derrick and The News-Herald.

**Best Published Magazine Photo** (sponsored by POWA Membership Fund) – Bob Steiner for “Rattler” published in Pennsylvania Magazine, May/June 2011.

**Best Radio/TV Program Award** (sponsored by sponsored by Susquehanna River Trails Association) – Alex Zidock for “Out in the Open TV Program: Opening Day of PA Trout Season” on Blue Ridge TV13.

**Best Published Art** (sponsored by GATCO Sharpeners/Timberline Knives) – Gerald Putt for “Mentored Morning”

published by the Pennsylvania Game Commission, 2011 Wild Turkey Heritage Print.

### SPECIALTY AWARDS

**Bass Pro Shops Pass it On Award** (sponsored by Bass Pro Shops) – Terry Brady for “1st Striper: A Pound for Every Year She's Been His Fishing Buddy” published in Pennsylvania Outdoor News, Nov. 11, 2011.

**Pennsylvania Trappers Award** (sponsored by Pa. Trappers Association) – Bob Frye for “The Mystery of the Vanishing Muskrats” published in FUR-FISH-GAME, May 2011.

**Trout & The Coldwater Resource Award** (sponsored by PA Council of Trout Unlimited) – Mark Nale for “Hard-Working Individuals Can and Do Make a Difference” published in The Daily Herald on July 12, 2011.

**Youth Fishing Award** (sponsored by Expositions, Inc.) – Terry Brady for “1st Striper: A Pound for Every Year She's

Been His Fishing Buddy” published in Pennsylvania Outdoor News, Nov. 11, 2011.

**Youth and the Hunting/Shooting Sports Award** (sponsored by National Shooting Sports Foundation) – Charlie Burchfield for “Squirrel Hunting Lessons Invaluable” published in Tri-County Sunday on Oct. 16, 2011.

**Young Trees Habitat Award** (sponsored by the Allegheny Chapter of the Ruffed Grouse Society) – Bob Steiner for “State Game Lands Remake – Be Patient, it's All Good!” published in Pennsylvania Outdoor News on October 28, 2011.

**Crossbow Award** (sponsored by the Pennsylvania Crossbow Federation) – Will Elliott for “Crossbow Demo Draws Interest” published in The Buffalo News/Sunday on April 24, 2011.

**Wildlife Art Award** (sponsored by The Ned Smith Center for Nature and Art) – Gerald Putt for “Meeting the Challenge” which features an elk herd in Colorado's Rocky Mountain National Park.

# President's Message

by Rich Faler



Being a member of the Pennsylvania Outdoor Writer's Association is quite a ride! I've been an active member since 1978 and have been able to experience the group in a number of ways.

My first meeting in Donegal, I met Nick Sisley. In reference to his freelance lifestyle, he said, "I know the steering wheel of my truck better than my wife!" I met Jim Bashline and by the time 1984 rolled around was able to use him for a personal reference that helped land me editorship of "The Trapper & Predator Caller."

As an outdoor reader, then writer, these were my heroes. And I got to shake their hands! It was a heady experience.

I shared the POWA booth with Sylvia Bashline the entire Harrisburg Show one year. I've been committee chairman several times, on the board of directors, vice-president, president and now president again. At all times it has been an honor to serve. Anyone serving within the group gets much more back than what is invested. It is simply a good deal.

The group has evolved. We no longer insist on great camping at the conferences. We now concentrate on a location with top hotel amenities. POWA now has a paid executive director. Instead of a fall and a spring conference, we have one in the spring.

We have in recent years seen a decline in membership. Why the decline?

Newspapers cutting back on outdoor columns is the most cited reason. And, it is probably the number one reason. We must not forget the economy. Many individual members and corporate sponsors have tightened their belts. They reevaluate every expenditure. With that assessment, POWA may take the hit and lose a member.

Nothing stays the same – ever. We continue to evolve. I sincerely believe that POWA still provides professional

Pennsylvania outdoor communicators with a community.

Regardless of our politics on deer management, Sunday hunting and stocking programs, POWA holds us together with more than a fraternal hold. POWA members, both active and supporting, are the thinkers and the heralds of our outdoor heritage. As professionals we need to make a buck. As professionals, we also step into the position of responsibility to those who love and enjoy our outdoors.

Is the recent downsizing of membership a permanent decline? No. I don't believe that for a minute.

There are many hard copy publications, book markets and PR jobs. We all have a shot at these and POWA membership, with their abilities, should get more than their share of these positions.

Equally of note, as newspaper jobs have decreased, outdoor positions on the internet have had staggering increases. It is a recent phenomenon. As such, it is a new animal which we are just now beginning to lay hands on and tame. It is evolving as we must.

By the time this is in print, I will have sent the board and the Membership Development Committee information of another outdoor communicator's group that has already done a lot

of homework on wooing membership from those marketing to the internet. This is a first baby step. It should be the mission of POWA to embrace our fellow communicators that find markets on websites and blogs.

If we push ahead with an open mind and diligence, we should find as many, or more, active members through this category as we lost with the newspapers and economic downturn. I will do what I can to stay on top of this as one of my main missions as this year's POWA president.

My second, and equally important, mission is to bring the rewrite and final ratification of the Constitution and By-laws, and Duties Manual to a conclusion. It is time we get this major review behind us. We are close and this should all be finalized at the spring conference in Oil City.

Finally, I would like to thank everyone who has agreed to be on the board and on a committee. It takes a lot of members to fill these positions. Through the years, we have always found members who are willing to donate of themselves to further the POWA. Whenever you see someone donating precious time to do these jobs, thank them. They deserve it!

And remember what I said early in this message? You always get more back than you give. POWA makes us better at what we do!



Contributed Photo

**POWA President Rich Faler with a velvet-antlered buck.**

# Executive Director's Report

by Bob Lollo,  
Executive Director



We have 158 total members, composed of eight life members, five apprentice members and 144 active members and one honorary member. The active member total is net of the those not renewing this year. We currently have 100 supporting members on the books with 73 renewing to date. Those numbers include all of our new supporting members.

## CHANGES & CORRECTIONS

Ron Koch has a change in email addresses: rbvideo54@comcast.net

Oil Region Alliance of Business has a contact change to: John R. Phillips, President, email is jphillips@oilregion.org

PA Council of Trout Unlimited has the same PO Box but change to Bellefonte and a new contact: skutskel@coldwaterheritage.org

Drop the street address for Environ-Metal, the rest remains the same.

## NEW SUPPORTING MEMBERS

### **Pennsylvania Forest Coalition**

740 Oak Hill

Boiling Springs, PA 17007

Email: pennahunters@aol.com,

forestcoalition@aol.com

Web: paforestcoalition.org

Services: "Good stewardship of our public lands." We inform hunters, anglers, hikers, etc. about our natural resources.

Contact: Richard Martin, coordinator

Sponsor: Mark Nale

### **Custom Gun Finishes**

280 Wood Street

Cumbola, PA 17930

Phone: 570-277-6420

Email: sales@customgunfinishes.com

Web: www.customgunfinishes.com

Services: Custom finishes for firearms, optics, aftermarket products, accessories and other items utilizing Duracoat® and water transfer printing

process.

Contact: Troy

Dando

Sponsor: Doyle Dietz

### **Yo-Zuri America, Inc.**

668 NW Enterprise Drive  
Port Saint Lucie, FL 34986

Phone: 772-336-2280

Fax: 336-9775

Email: george@yo-zuri.com

Web: www.yo-zuri.com

Services: Fishing lures and line.

Contact: George A. Large

Sponsor: Bob Lollo

### **Bucktail Outdoors.Com**

7756 Ft. Everett Road  
New Tripoli, PA 18066

Phone: 484-515-3558

Email: steve@bucktailoutdoors.com

Web: bucktailoutdoors.com

Services: Outdoor website

Contact: Steve Kish

Sponsor: by Cindy Ross

### **Navionics, Inc.**

6 Thatcher Lane

Wareham, MA 02571

Email: jnoel@navionics.com

Web: www.navionics.com

Services: Electronic navigational charts for chart plotters.

Contact: Jon R. Noel

Sponsor: Bob Lollo

### **Central Pa. Convention & Visitors Bureau**

800 E. Park Avenue

State College, PA 16803

Phone: 814-231-1401

Fax: 814-231-8123

Email: christieb@visitpennstate.org

Web: visitpennstate.org

Services: Convention and visitors bureau; market outdoor recreation as product and event including fly

fishing, birding, hiking, mountain biking.

Contact: Christine Black

Sponsor: Bob Lollo

### **Pennsylvania Fly Fishing Museum Association**

P.O. Box 51

Enola, PA 17025

Phone: 717-732-5050

Fax: 717-732-2414

Email: fcfp@ix.netcom.com

Web: paflyfishing.com

Services: A fly fishing museum.

Contact: Fred Bohls

Sponsor: Bob Lollo

## NEW ACTIVE MEMBERS

### **Robert Ford**

P.O. Box 30

Ramsey, PA 16671

Clearfield County

Phone: 814-378-5565

Work: 814-404-4650

Email: beaglebard@gmail.com

Services: Book author

Sponsor: Steve Sorensen

### **Jessica Welshans**

282 Fourth Gap Road

Loganton, PA 17747

Phone: 570-725-2015

Work: 570-326-1551 Ext. 3119

Fax: 326-0314

Email: twelshans@tds.net

Services: Outdoor/travel writer for the Williamsport Sun-Gazette.

Sponsor: Bob Lollo

## NON-RENEWALS

Jeremy Bechtel, Allen Benas, Christian Berg, Phil Burkhouse, Betty Lou Fegely, Den Haring, Arlene Koch, H. Robert Myers, Kirby Neubert, C. Boyd Pfeiffer, Lori Richardson and Ron Tussel.



## Market News

by Freddie McKnight



**Outside** is a monthly national magazine dedicated to covering the people, sports and activities, politics, art, literature and hardware of the outdoors. Although features are usually assigned to a regular stable of experienced and proven writers, the magazine is always interested in new authors and their ideas. In particular, the magazine looks for articles on outdoor events, regions and activities; informative seasonal service pieces; sports and adventure travel pieces; profiles of engaging outdoor characters; and investigative stories on environmental issues. Queries should present a clear, original and provocative thesis, not merely a topic or idea, and should reflect familiarity with the magazine's content and tone. Features are generally 1,500 to 5,000 words in length. Dispatches articles (100 to 800 words) cover timely news, events, issues and short profiles. Destinations pieces (300 to 1,000 words) include places, news and advice for adventurous travelers. Review articles (200 to 1,500 words) examine and evaluate outdoor gear and equipment. Send queries (not manuscripts) and two or three relevant clips along with a self-addressed stamped envelope to: Editorial Department, Outside magazine, 400 Market St., Santa Fe, New Mexico, 87501. Response time is usually six to eight weeks.

**The Contemporary Sportsman** is a quarterly online magazine devoted to people who share a serious passion for fly fishing and wing shooting. Each quarterly publication has at least three feature articles about fly fishing (fresh or salt) and/or wing shooting. An average feature article contains 2,500 to 3,000 words. Payment is made upon publication and is from \$450 to \$700 for feature articles, based on quality not length. A portfolio feature of an artist is included in each issue of the magazine. Send que-

ries to: Jim Stenson, Publisher/Managing Editor, Contemporary Sportsman, 4362 Byron Ave., North Mobile, AL 36609. Email: jim@integrateddigitalpublishing.com.

**Trapper & Predator Caller's** editorial goal is to inform, educate and entertain readers with articles, photographs and illustrations that promote trapping, predator calling and muzzleloader hunting. Highest consideration will be given to stories focused on methods and equipment used in trapping, calling or hunting. Payment is made within 45 days of publication. Amount received is based on the quality of writing and photography as a package.

**Outdoor Photographer** is a national magazine published 11 times per year for enthusiasts with a special passion for nature, travel and outdoor sports. The magazine takes a fresh look at the modern photographic world by encouraging photography as part of a lifestyle associated with outdoor recreation. Editorial is intended to demystify the use of modern equipment by emphasizing practical use of the camera in the field,

highlighting the technique rather than the technical. **Outdoor Photographer** is written and presented to accomplish two ends: to stimulate outdoor, sporting and nature enthusiasts to enhance their recreational and travel enjoyment through photography, and to satisfy the needs of amateur and professional photographers with a special interest in the outdoors.

**The Drake Magazine** wants its fishing stories to be educational and entertaining, not instructional. Not published are "how-to, where-to" pieces. Check out one or two issues if you have questions. If you want a submission published, write it well. Think literary and tell us a story. Write about your dog. Make us laugh. As for photography, please be creative. No "grip and grins." The magazine is also looking for artwork, cartoons, illustrations, etc. All payments are negotiable. Departments: City Limits – stories of fishing in an urban environment; Rod Holders – profiles of people that are in depth, well-written and accurate; let us know who they are, not just how they fish or hunt; Tippets – short, 200-600 word essays or opinions from the sporting world; anecdotes, stories that are funny. Bugs – entomology, plain and simple; not patterns, but actual insects, their life cycle, habitat, flight times, etc. Send submissions to: The Drake Magazine, 1600 Maple St., Fort Collins, CO 80521. Email: info@drakemag.com.

### **SPONSOR 3 NEW POWA MEMBERS IN 1 YEAR ... AND YOUR NEXT YEAR'S DUES ARE FREE!**

**What a deal! Help your professional outdoor media organization to grow; help someone else to benefit from membership in POWA; and help yourself to a free year of membership ... on us.**

**This special "1 GET 3; YOURS IS FREE" membership offer applies to all POWA membership types – active, apprentice and supporting. You may sponsor three in one membership category or mix categories.**

**Who can sponsor a new member? POWA active members and supporting members (the latter with an active member co-signer).**

**Where to get applications? POWA individual and supporting member applications can be printed from the POWA Web site, [www.paoutdoorwriters.com](http://www.paoutdoorwriters.com). Information on the value and benefits of membership is on the Web site, too. For more information, contact Executive Director Bob Lollo.**

## Pottsville

*from page 1*

Yuengling donated all the beer for the hospitality room.

A very special treat was the “Taste of Schuylkill County Buffet” at Maroon’s Sports Bar and Grill in Pottsville following the brewery tour, and a presentation by owner Jim Ditmar on the history of the 1925 National Football League champion Pottsville Maroons. Making a special presentation on the history and outdoors recreational opportunities of Schuylkill County was “Porcupine Pat” McKinney of the Schuylkill Conservation District, who also held a raffle for door prizes.

Clearly, not enough thanks can be given to the volunteer turkey and fishing guides who made this one of the all-time productive conferences, with a record four spring gobblers being taken during the Friday activities. Guide Troy Starr, whose FearNot Game Calls stack up favorably with any national brand, and some family members produced gobblers for POWA members Charlie Burchfield and Tom Tatum; guide Steve Behun of the National Wild Turkey Federation Schuylkill Spurs Chapter and HuntNut.com produced the first-ever gobbler for POWA member Mark Demko; and guide Ron Bass, a Pennsylvania Game Commission deputy wildlife conservation officer, produced a gobbler for POWA supporting member Bob Anthon of Gatco Sharpeners/Timberline Knives.

Local anglers Terry Brown, Terry Kuzma and Craig Morgan of the Schuylkill County Sportsmen’s Association, supplied their boats and acted as guides for those who chose to fish Sweet Arrow Lake County Park in Pine Grove. POWA member and Schuylkill Trout Unlimited Chapter member Bruce Schneck organized the guides for those who chose stream fishing at various locations.

POWA member Dennis Scharadin acted as tour guide for those going to Keystone Shooting Park, the nation’s newest Olympic shotgun training facility, located at Martz’s Game Farm in Dalma-



David McKeown Photo

**Outgoing POWA President Freddie McKnight, left, passes the gavel to incoming President Rich Faler during the annual banquet.**

tia. Allen Chubb of Keystone and Mike Martz of Martz’s made their facilities available for various trap shooting and lunch, and each participant was supplied with two boxes of trap loads by Jessica Kallam of Remington Arms.

POWA member Mary Linkevich, who is in charge of public relations at Hawk Mountain Sanctuary, put together an impressive program on the various activities and projects of this internationally known raptor sanctuary and also provided lunch. This was open to POWA members and spouses, and thanks to Betty Dietz for leading the group from Pottsville to Hawk Mountain.

Friday evening, events coordinator Harold Luther of the Cabela’s store in Hamburg arranged for manufacture representatives to have a display of various outdoors products and hosted the group for a buffet. In addition, he also provided members with a special discount card that was valid in the store through Sunday.

As a special treat, Pat Murphy of Murphy’s Jewelers ran a special promotion for both POWA members and their spouses by providing a discount

certificate which was valid at both his Pottsville store and Hamburg location near Cabela’s. Everyone attending the conference got a key – one of which would unlock the chest holding a bracelet at the Hamburg location, but it went unclaimed.

Saturday’s breakout was held at Friedensburg Fish and Game, and club President Gary Slutter and members prepared a pig roast for lunch, which was sponsored by Reed Expositions. Nationally known gun dog trainer Joe DeMarkis of Pottsville and Wayne Lehman of the Schuylkill Conservation District presented seminars which were followed by a craft improvement presentation by POWA member Bob Ballantyne.

With three ponds to test fishing tackle and kayaks provided by Jim O’Brien, the manager of the Bass Pro Shops store in Harrisburg, members had the opportunity to use some of this year’s newest products. In addition, Robin Sharpless of Redding Reloading provided supplies for those who wanted to load and fire some ammunition, and Chuck Matasic

See **POTTSVILLE**, page 8

## Pottsville

*from page 7*



Harvey Bauer Photo

Above, gun dog trainer Joe DeMarkis demonstrates tricks of his trade during Saturday's activities. Below left, Todd Puleo shows off a monster largemouth caught at Friedensburg Fish and Game, and Gerry Putt, below right, paddles one of the kayaks provided by Bass Pro Shops.

of Kodabow had several of the West Chester-based company's newest models available for testing.

A few members opted for the story opportunities that Saturday's spouse's tour provided, led by Cindy Ross and Betty Dietz – and they managed to overcome detours and road construction to get everyone there and back. First stop was one of the farthest western points of Schuylkill County at the award-winning Benigna Creek Vineyard and Winery. Then it was north to Ashland's historic Mine Shaft Cafe for lunch before travelling east to the nationally known Kowalonek's Kielbasy Shop.

With the breakout and shopping activities concluded, all returned to the Ramada for the annual banquet, sponsored by the National Shooting Sports Foundation. Gary Hess, one of Schuylkill County's three commissioners, and his wife Sandy of Hess Catering of Schuylkill Haven, went the extra mile to make sure there was an abundance of home-style food for the 90 banquet attendees.

Before heading home Sunday, attendees were treated with a presentation by Pennsylvania Game Commission information specialist Joe Neville. All of which put a capper on an extended weekend that left everyone wondering just where the time went.



Don Feigert Photo



Todd Puleo Photo



Betty Dietz Photo

Above, Marilyn Black, Connie Yingling, Jack Harris, Joe Faux, Terry Brady, Betty Dietz, Russ Englehart, Nancy Englehart and Karen Lollo enjoy the sights from the North Lookout at Hawk Mountain Sanctuary.



Doyle Dietz Photos

Left, after years of trying without success, Bob Anthon of Gatco Sharpeners/Timberline Knives took a Pennsylvania spring gobbler during Friday's activity day. Above, Troy Dando of Duracoat explains the procedure of applying the lifetime finish for firearms during Saturday's breakout at Friedensburg Fish and Game.

# Writers visit Olympic shooting park

By Connie Mertz

*(Editor's note: This story originally ran in The Daily Item on May 12, 2012.)*

A small group of outdoor writers learned firsthand what it's like to shoot Olympic-style trap recently at the Keystone Shooting Park near Dalmatia. Perhaps just as intriguing as the actual shooting was the amazing facility itself.

The group was taken to an underground bunker where up to 200,000 clay targets are stored.

"This isn't like American trap," Allen Chubb, Jr. said. "The targets for American trap comes out of the trap house at 40 miles per hour, but Olympic targets come out going 64 mph. There are also 15 machines set in patterning at different heights."

Even the targets themselves are constructed differently than American trap to keep them from breaking. The entire operation is all automated. It had taken Chubb, who is the brainchild of the facility, about five years to design the range before construction began.

Finally in May 2011, it became a reality.

The writers then climbed the stairs to the firing range. Chubb told the writers that everything is computer automated. Shooters must obtain a smart card to access the range. From that point on, the computer does all the work.

"Don't talk on the range because any sound will activate the computer," he said.

Most of the outdoor writers were experienced trap shooters, but that made little difference in their scores. They were only able to break a handful of targets, but they got a taste of the degree of difficulty in Olympic-style trap.

"Shooters are quite stunned at the level of difficulty. It is drastically more



Connie Mertz Photo

**Allen Chubb, Jr., far right, talks to outdoor writers prior to shooting at the Keystone Shooting Park, the nation's newest Olympic shotgun training facility.**

complex," said Chubb, who is a level II coach of Olympic shotgun sports. "It's the most difficult shotgun shooting the world."

Next month, the skeet range will be completed.

"We have three sports: trap, double-trap and skeet. Our goal is to expose kids to different disciplines and let them pick and choose which one suits their liking," Chubb said.

Currently, Keystone Shooting Park holds competitions and training camps.

"This is a national training center. The Canadian team has been here as well as those training for the World Cup and Pan American games," he said.

The Junior Olympic Development Camp for Olympic trapshooting, scheduled for May 26 and 27, is already sold out. On this particular weekend, the Scholastic Clay Target Program (SCTP) championship was held.

"The top three shooters go to the Na-

tional Junior Olympic Championships in Colorado Springs in July," Chubb said. The top three shooters were brothers Mark and Luke Bearsley, of York, and Brandi Hobbs, of Erie.

"When Olympic shooters come here from across the country, their first word is 'wow,'" he said. "It's tremendously unique, and the most active training facility in America. It is a top-shelf, European-style Olympic training center. It's also the first fully automatic range in the world, and it's open every day."

Not only is it for those who want to excel in Olympic style shooting, but anyone can become a member. Chubb said that last year, hundreds of shooters came to the park.

"In the last two weeks, we used 14,000 clay targets," he said. "Last year, we used about 73,000. We are well on our way to 100,000 clay targets this year."

For more detailed information, visit [keystoneshootingpark.com](http://keystoneshootingpark.com).

# Raffled charter trip proves to be a winner

By John Allen  
POWA Treasurer

During the most recent spring conference raffle, I was fortunate enough to win a trip for six people aboard the Mary Lou Too based out of Chesapeake Beach, Md.

I have been on three other guided rockfish (striped bass) fishing trips in the last four years, all of which have ended with me going home empty handed.

Even though this was a donated trip, Capt. Russ Mogel and his son, Dave, worked harder to put us on fish than any other boat I have ever been on in my life. It is easy to see why he comes so highly recommended.

We fished hard for six hours, and despite the fish not wanting to cooperate early on, we were rewarded with nine keeper (18-inch size limit) rockfish. Trophy rockfish had already moved north by the time we got down there, but the ones we did get into (between 19 and 26 inches) made for some great fights and even better meals afterward.

After the fishing, Capt. Russ and especially Dave went very much out of their ways to help us through some car trouble. Dave went so far as to stay with us for over an hour after departing from the boat to make sure that everything was OK with our vehicle.

I have already booked another half-day trip with him for the trophy season next spring.

For more information about fishing with the Mary Lou Too visit their website at [www.maryloutoocharters.com](http://www.maryloutoocharters.com) or give Capt. Russ a call at 301-928-3757 or toll free at 866-331-7329.



Contributed Photo

**POWA Treasurer John Allen, third from left, shows off his catch aboard the Mary Lou Too in Chesapeake Beach, Md. Allen won the guided striped bass fishing trip during the Spring Conference in Pottsville. Pictured, from left, are: Bob Bucher, Bill Allen, John Allen, Joey Bucher, Bo Bucher and Peter Richards.**

## Treasurer's Report

By John Allen, POWA Treasurer / Expenditures as of March 31, 2012

<b>Income Accounts</b>	<b>Budget 11-12</b>	<b>Actual</b>	<b>% of Budget</b>
Active Members	9,800	8,590	88
Supporting Members	9,500	6,100	64
Merchandise Sales	25	90	360
Contributions	0	630	0
Awards Income	1,800	920	51
Craft Award Entry Fees	700	10	1
Miscellaneous Income	0	0	0
Spring Conference Income	3,750	998	27
Fall Conference	0	(94)	0
<b>TOTAL INCOME</b>	<b>\$25,575</b>	<b>\$17,244</b>	<b>67%</b>
<b>Expense Accounts</b>	<b>Budget 11-12</b>	<b>Actual</b>	<b>% of Budget</b>
Member Awards	2,550	0	0
Executive Dir. Stipend	9,404	3,135	33
Plaque Expenses	1,000	608	61
Pow Wow (Print/Edit)	5,800	2,395	41
Website Expenses	350	66	19
Membership Directory	1,600	0	0
Postage, General	1,000	588	59
Office Expenses	2,600	1,083	42
Insurance	525	0	0
Credit Card Fees	550	651	118
Travel	150	0	0
Miscellaneous	46	25	54
<b>TOTAL EXPENSES</b>	<b>\$25,575</b>	<b>\$8,551</b>	<b>33%</b>
<b>Net Income</b>	<b>0</b>	<b>\$805</b>	

Cash Accounts as of March 31, 2012: General Fund, \$16,242; Youth Education Fund, \$7,939; Scholarship Fund, \$51,537; WT Johns Scholarship Fund, \$4,944; Jacquelin Knight CD, \$13,803; Emergency Fund, \$9,156; Northwest CD, \$20,000; U.S. Treasury Note, \$10,000. Total Cash Accounts: \$133,620.

## Supporting Member News

by Supporting Member Representative  
**CONNIE YINGLING, PR Coordinator,**  
Maryland Office of Tourism Development



I'm sad today. After seven days of high-adrenaline excitement during an event of historic proportions, the tall ships, Navy grey hulls, and international sailors have departed Baltimore's Inner Harbor, and the Navy's crack flying team, The Blue Angels, has flown the coop.

Office work is slowly returning to a "normal" state. It's hard to believe that "Sailabration" – an event more than five years in the planning – is now reduced to a collection of digital images on my computer and a pile of news clippings on my desk waiting to be tallied.

Doyle and Betty Dietz may have felt the same melancholy at the conclusion of the POWA annual conference which they hosted in Pottsville, PA in early May.

The programs they organized were varied; supporting members were included in all aspects of the event, including local tours, activities and seminars. I for one can't wait to return with family to re-visit Hawk Mountain Sanctuary and the Yuengling Brewery.

But, POWA supporting member's day to really shine always comes with Saturday afternoon's breakout. This year the event was held on the grounds of the Friedensburg Fish and Game, a local sportsman's club situated on acres of lovely property.

Participating supporting members ranged from conservation organizations to outdoor-related products to destinations. Messages shared with journalists also ran the gamut.

Bob Anthon represented Timberline Knives and Gatco Sharpeners. He touted the superiority of ceramics over stainless steel knives. "Ceramic blade knives don't rust or collect bacteria, so they are great for kitchen use."

First time attendee Troy Dando with Custom Gun Finishes, introduced POWA members to a coating that, when applied, makes new or used guns "impervious to weather." Patterns for the finishes range

"from wild to mild."

Another new member John Noel with Navionics, demonstrated a software program intended as an app for iPads that creates routes on waterways. In addition to navigating, after the route is input into the program, users can check how much fuel is burned. There are also links to articles on the area plus links back to a publications website.

Long-time member Robin Sharpless set up his booth outside of the meeting/dining hall. He gave demonstrations of the Redding-Reloading system, and after repeating the process many times over, escorted writers to another area of the property to shoot the bullets they had just primed and filled with the proper amount of powder.

The PA Fish and Boat Commission touted the vital importance of wearing life jackets while recreating on the water. As Ryan Walt said, "Eighty percent of boating fatalities in Pennsylvania were not wearing life jackets." This shocking

statistic is a number that he would like to see drastically reduced.

Shannon Rikard, liaison from the Edgefield, SC headquarters of the National Wild Turkey Federation, let attendees know that the big story for the Pennsylvania Chapter centered on investments in land conservation. She said, "...the chapter has dedicated \$145,000 in 2012 to improve upland habitat." This impressive investment of funds not only helps the wild turkey population, but bear, grouse and deer as well.

In Pottsville with a similar message was Damon Hearne with Trout Unlimited. He let us know that Trout Unlimited has partnered with several other conservation organizations to tackle conservation of public lands on a national level. Aside from the obvious need to protect hunting and fishing locations for future generations, there is "a huge economic impact; \$70 billion per year comes from outdoor [pursuits] of hunting and fishing."

Representing one of our previous POWA conference sites, Marilyn Black promoted the Oil Region Alliance and the towns of Oil City, Franklin and Titusville as prime areas for outdoor recreation. In addition to hunting and fishing opportuni-

*Continued on next page...*



Contributed Photo

**Connie Yingling, POWA's supporting member representative, poses with racks of Yuengling during a tour of the Pottsville brewery.**

# Frischkorn honored by Ohio Outdoor Writers

Jeffrey L. Frischkorn, staff writer for The News-Herald in Lake County, Ohio, recently captured a number of the Craft Improvement Awards presented annually by the Outdoor Writers of Ohio.

The country's oldest state outdoors journalism group handed out the awards during the organization's annual conference, held Thursday through Sunday in Wilmington, Ohio.

Frischkorn earned three first-place awards, including those for both print and electronic media; one second-place award; and three third-place awards.

The first-place awards include the group's prestigious Atzenhoefer Award for Environmental Writing—for his March 24, 2011, story on how West Geauga High School teacher Mike Sustain and a team of his students are recording via trail cameras the activity of black bears

in Geauga County.

Another first-place honor is the Best Newspaper Article award. It was presented to Frischkorn for his June 14, 2011, outdoors story on how the fashion industry has co-opted the use of expensive feathers that are more typically used by anglers tying flies for fishing.

The other first-place award is the organization's Best Internet Article for Frischkorn's Sept. 9, 2011, outdoors blog piece on the loss of his Labrador retriever hunting companion, Jenny Lynn.

Frischkorn took second place in the Best Internet Article category as well. This award was for his June 24, 2011, story on how the Ohio legislature has allowed the practice of "fracking" – or hydraulic fracturing – on state-owned land such as parks and wildlife areas.

The organization's Best Newspaper

Special Section or Series' third-place award went to Frischkorn for a compilation of his Internet blog site, "Outdoors with Frischkorn."

Frischkorn earned third place in the group's Will Harbaum Award for Best Travel Article for his May 16, 2011, Outdoors blog piece on float fishing Tennessee's Holston River with his son-in-law.

Lastly, Frischkorn earned another third-place award, this one for a group of four of his print outdoors columns. In judging this category, the group spells out that four items equal one column.

Frischkorn has been with The News-Herald for nearly 30 years and a POWA member since 1988. He lives in Mentor-on-the-Lake, Ohio, with his wife, Beverly and their two black Labrador retrievers.

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ties, Marilyn declared that "hiking and biking are two of the special strengths of the region, with more than 50 continuous miles of smooth, paved trails" to traverse.

During this conference, my message to those gathered centered more on our history and heritage than on our famed outdoor venues. During 2012, Maryland Office of Tourism is heavily concentrating on commemorations of the bicentennial of the start of the War of 1812 and the sesquicentennial of the Civil War. Baltimore's Sailabration in mid-June and Sharpsburg's reenactments in mid-September take top billing in our promotional activities.

In all, POWA active members had plenty of story material available to them as they browsed the booths and exhibits set up by supporting members. Our investment of time and materials has already paid off; I've seen articles and cable TV programs made possible by our participation in the conference and breakout.

And that is the best way to create memories that resonate with our end customers.

## POWA'ers claim M-DOWA awards

Several members of the Pennsylvania Outdoor Writers Association were recognized with Craft Awards recently by the Mason-Dixon Outdoor Writers Association.

Tom Tatum won the Wheeler Johnson Memorial Award for Best Newspaper Article for "Life on the Water" printed in the Daily Local News.

Harvey Bauer won the Herb Blackwell Memorial Award for Best Magazine or Regional Newspaper Article for "Saying Goodbye" published in Pennsylvania Game News. Tatum placed second for "The Fisherman's Father, Son" published in Outdoor Delaware. Joe Byers placed third for "There Goes the Neighborhood" published in Peterson's Bowhunting.

Tatum placed third in the Talbot Denmead Memorial Award for Best Article

on Conservation and/or the Environment for "State Faces Tipping Point" published in the Daily Local News.

Tim Flanigan placed second in the Pete Greer Memorial Award for the Best Published Outdoor Photograph for "Pheasant" published in the PA Game Commission Calendar. Bauer was third for "Fox and Chipmunk" published in Pennsylvania Game News.

Alex Zidock placed first in the Frank Smoot Memorial Three-Year Rotating Award: TV/Radio for "Shad Fishing Show" on Out in the Open.

Joe Byers placed second in the Bass Pro Shops "Pass it On" Award for "Hunting Through History" published in Virginia Wildlife. Harvey Bauer was third for "A Beginner's Guide to Gobblers" published in Shotgun Sports.

**Send newsletter submissions to  
powwow@zoominternet.net  
Next deadline: Aug. 18, 2012**

## Supporting Member Spotlight

### Kodabow – Crossbows made in Pennsylvania

By Mark Nale

I hunted deer with a recurve bow for 11 years – spent many hours honing my archery skills and then spent hundreds more enjoyable hours in the woods attempting to outsmart a white-tailed deer. I practiced and hunted with a neighbor, then my brothers and father. It was a wonderful time in my outdoor life.

At some point in the late 1970s, my life became too complicated – sadly, there just was not time for archery anymore. I bought a new compound bow, but I did not really care for all of the pulleys and cables. Archery hunting should be a lot simpler, I thought.

So I begrudgingly abandoned bow-hunting. However, I have really missed those quiet hours in the October woods and have been hoping to return to the sport someday.

Three years ago, the Pennsylvania Game Commission legalized crossbows for use by all hunters during the regular archery deer and bear seasons. Prior to the fall of 2009, crossbows were legal for use during the regular firearms season, and before that, they were only legal for hunters with qualifying disabilities. This medieval weapon intrigued me and I wondered if there might be a crossbow in my future.

I am semi-retired now, and last fall, a part-time job allowed a few extra dollars to flow my way. I decided that it was time for a crossbow. As I started my Internet research, I fully expected to be purchasing one of the well-known crossbow brands. However, I was set back by some of the bad reviews that these seemingly popular hunting products were getting from hunters:

“The pulley was just glued onto the limbs of my [Brand A] and came off the



Gail L. Nale Photo

**Kodabow CEO Chuck Matasic shows Mark Nale how to load his new 185-pound Koda-Express model crossbow.**

third time that I shot it. It took over a month for it to be fixed by the company.”

“I really liked [Brand B], but the string broke the first time that I took it hunting.”

Not all of the product reviews were bad, but I was beginning to wonder if I really wanted a crossbow. About that time, I came across a new entry into the crossbow market – Kodabow.

The more I read, the more I liked the sound of a Kodabow. The bow is assembled in southeastern Pennsylvania, using almost all American-made parts. I really liked its simple recurve design – no pulleys or cables – just well thought-out functional quality. User reviews were outstanding, so I contacted the company about a purchase.

Much to my surprise, Chuck Matasic himself – the Kodabow CEO – answered my email. He made sensible suggestions about which of the company’s five crossbows would be best for me. Since there are not yet any Centre County dealers and he has a son attending Penn State University, Matasic even offered to deliver my Kodabow personally and help me sight it in.

On the morning of November 18, Matasic delivered my 185-pound draw weight Koda-Express. As he spent time in my dining room going over the bow’s features, it was clear that this was a man proud of his company’s product – and rightly so.

“‘Koda’ is a Native American word meaning ‘friend,’” Matasic said. “There are a lot of little things, like our automatic safety and anti-dry-fire mechanism that make this bow user-friendly and easy to hunt with. I like to think that we do things smarter.”

“We wanted to make a simple, quiet, accurate, reliable bow – and I’ll let you be the judge as to whether we were successful or not,” he said. “One of the reasons that our bow is so quiet is because it is a split-limb recurve. There is really no other bow that is a split-limb recurve. Most crossbows are fairly noisy.”

Matasic, a 20-year Navy veteran, started Kodabow in 2005 with an idea and a blank sheet of paper. He and an engineer friend went back and forth talking about what features a good bow

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should have and how to make it. With a small team, he developed what is now Kodabow. The design was created and refined. Patents were applied for, and the first bow rolled off of the production line in late 2010.

The bow is easy to cock and shoot. Placing my foot in the aluminum stirrup and using the supplied cocking rope, it takes about 40 to 45 pounds pull in each arm to cock the 185-lb. Kodabow. This was a nice feature for someone my age.

“We are introducing a mechanical cocking aid shortly, so when you get to be 71, there will still be something there for you when your muscles need a well-deserved rest,” Matasic said.

After my in-the-house lesson, we headed for an open area on my property where we could shoot the Kodabow. We set up at 15 yards and I took a few shots. Chuck adjusted the 3-power scope and I shot again – zeroing in on the bull’s-eye. After Matasic was satisfied, we then moved the target to 40 yards.

Even with a gusting wind and using un-matched arrows, I was able to shoot what I thought was a nice group at 40 yards. “Don’t take a photo of that,” Matasic said of my 4-inch group. “Under more favorable conditions, you will be able to do much better than that.”

As accurate as the Kodabow seems, I am sure that he is correct.

I really feel positive about my Kodabow purchase – it is a unique product. I feel good about the fact that it is made in Pennsylvania and manufactured from parts that come from the United States. Many other brands of crossbows are assembled in Asia or put together from parts largely made in Asia.

I am definitely looking forward to the fall archery season and all of the excitement that goes along with spending time in Penns Woods during my favorite month of the year. Between now and then, I will need to purchase broadheads, a target, and a few other essentials – then I will be set for October.

For more information, contact Kodabow at [www.kodabow.com](http://www.kodabow.com).

## 2012/13 POWA Committees

<b>Committee</b>	<b>Chairman</b>	<b>Bd. Liaison</b>
Awards .....	Vacant	Brad Isles
Awards Review .....	Bob Mitchell	Mark Nale
Constitution and Bylaws .....	Jim Fitser	Rich Faler
Craft Improvement.....	Ben Moyer	Steve Sorensen
Duties Manual.....	Bob Mitchell	Rich Faler
Editorial Review .....	Terry Brady	Mary Hosmer
Ethics.....	John Swinton	Don Knaus
Finance/Budget .....	John Allen	Ron Koch
Financial Auditing.....	Mark Nale	Mark Nale
Historical Archives.....	Ed Carlson	Brad Isles
Membership Audit .....	Tom Tatum	Rich Faler
Membership Development.....	Harry Guyer, Jr.	Ralph Scherder
Member Screening .....	Dennis Scharadin	Mary Hosmer
Nominating .....	Mark Demko	Don Knaus
Outdoor Education .....	Kermit Henning	Ron Koch
Past Presidents Council.....	Tom Tatum	FreddieMcKnight
Publicity .....	Steve Sorensen	Steve Sorensen
Scholarship.....	John Swinton	John Allen
Supporting Mem. Development.....	Bud Cole	Rich Faler
Supporting Member Rep.....	Connie Yingling	FreddieMcKnight
Supporting Member Screening .....	Don Knaus	Mary Hosmer
Technology/Website.....	Brad Isles	Brad Isles
Ways and Means .....	Ralph Scherder	Ralph Scherder
Sports Shows.....	Kermit Henning	Ron Koch

## POWA on the Web

Find the  
**Pennsylvania Outdoor Writers Association**  
 on the Internet at  
[www.paoutdoorwriters.com](http://www.paoutdoorwriters.com)



on Twitter at [twitter.com/P\\_O\\_W\\_A](https://twitter.com/P_O_W_A)  
 and on Facebook through the POWA homepage.

## Repeat Champion...



Doyle Dietz Photo

Kermit Henning, right, is presented the championship trophy by Skip Klinger, Pennsylvania State Shooting Association vice president, after Henning successfully defended his POWA trap championship over runner-up Dave Ehrig and third-place finisher Doyle Dietz during the media day activities at this year's Pennsylvania State Shoot at Valley Gun and Country Club in Elysburg. POWA member and shoot public relations director Tom Austin organized the event.

## RMEF announces grants for PA youth programs

More than 3,000 Pennsylvania youths are being introduced to traditional sporting activities and conservation through events and programs sponsored this year by the Rocky Mountain Elk Foundation.

RMEF has announced \$19,813 in grants for sponsorships across Pennsylvania in 2012.

Benefits are extending directly to youths in 27 counties: Armstrong, Bedford, Berks, Blair, Bucks, Butler, Cameron, Chester, Crawford, Dauphin, Delaware, Elk, Fayette, Greene, Lancaster, Lebanon, Lehigh, Lycoming, Mercer, Montgomery, Northampton, Philadelphia, Schuylkill, Sullivan, Tioga, Washington and Westmoreland.

For a complete list of grants and programs, visit: <http://www.rmef.org/NewsandMedia/NewsReleases/2012/PAyouth.htm> or [paoutdoorwriters.com](http://paoutdoorwriters.com).



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