



# POWVOW

Newsletter of the Pennsylvania Outdoor Writers Association

Spring 2014

## Craft winners honored

The Pennsylvania Outdoor Writers Association presented its Excellence in Craft Awards during the annual Spring Conference banquet in Shippensburg, PA on Saturday, May 17, 2014.

New awards include the Wildlife Conservation Partnership Award, sponsored by the Pennsylvania Game Commission; the Hawk Mountain Sanctuary Raptor Conservation and Eco-Tourism Award, sponsored by Hawk Mountain Sanctuary; the Pennsylvania Elk Resource Award, sponsored by the Keystone Elk Country Alliance; and the



Don Carey Photo

**Excellence in Craft Award winners recognized at the POWA Spring Conference in Shippensburg were: Front, from left: Bud Cole, Gerry Putt, Linda Steiner, Bob Steiner and Mark Nale; Back: Charlie Burchfield, Doyle Dietz, Don Feigert, Ben Moyer, Tim Flanigan, Todd Puleo and Ralph Scherder. Not pictured are Bob Frye and Joe Byers.**

Best Published Pennsylvania Fishing or Boating Related Newspaper Photo, Color or Black & White, sponsored by the Pennsylvania Fish & Boat Commission. Supporting member Range Resources

came on board to sponsor two awards—the Best Published Magazine Photo and Best Radio/TV program.

Awards Chair Brad Isles distributed  
See **WINNERS**, page 6

**Tyler Frantz shows off a nice brook trout caught on the storied Big Spring Run during the POWA Spring Conference held in Shippensburg.**



Brad Isles Photo

## Shippensburg a success

By Michael Klimkos  
*Conference Chair*

The 2014 annual conference of the Pennsylvania Outdoor Writers Association is history. By my reckoning it was an overall success. There were bumps in the road and some things I would have liked to have happened as I planned them, but c'est la vie.

We had 52 members register for the conference with nine spouses or guests, so roughly one-third of our membership

See **SUCCESS**, page 8



Ben Moyer Photo

**Bob Walker, right, poses with Charlie Burchfield, who had just connected with a nice gobbler during the 2013 Spring Conference in Franklin, PA.**

## In Memoriam: Bob Walker

By Dennis Scharadin  
POWA Executive Director

“Go ahead and get your ears tested,” said my wife Kay. “You’re always saying you don’t hear me.” “All right,” I answered, “but only if you do.” That exchange took place sometime in the early ’90s when I first met Bob Walker. It was his first time at a POWA conference and he was testing everyone who wanted their hearing checked.

Bob was there to promote his new endeavor, Walker’s Game Ear. He had joined POWA sometime during ’93/’94. I was right. My hearing wasn’t up to snuff. But to our surprise, it was better than Kay’s. From then on whenever she told me I wasn’t listening to her I just said she couldn’t hear me.

Bob was a licensed audiologist who had a hearing aid center in Chester. He was also an avid hunter and realized most hunters have hearing problems. With that in mind, he invented his game ear for hunters and later his Power Muffs for shooters.

Bob was friendly and personable and the consummate businessman. He realized the best way to promote his Game Ear was by having POWA’s members try them and then tell their readers and listeners about them. It worked.

In addition to the members, Bob was a

friend to POWA. In the 17 years he owned Walker’s Game Ear he rarely, if ever, missed a conference, always taking part in the supporting member breakouts. He made donations for the banquet raffles and never missed donating to the Eastern Sports and Outdoor Show auctions held to fund our children’s grants. He also sponsored meals and coffee breaks at the conferences. He appreciated what POWA and its members had done for him.

When he started his next company, Walker’s Sportsmen’s Outdoor Strategies, he again joined POWA.

Only when he was diagnosed with myelodysplastic syndrome did he miss a conference. The disease’s only cure is a matching bone marrow transplant. Luckily, a donor was found and Bob went through the treatment. For the marrow donation to be a success the patient’s immune system must be weakened leaving him susceptible to infections. After a year of being a recluse he got permission to rejoin the world. In fact, the last conference he attended was last year in Franklin.

On February 25, 2014, Bob Walker passed away from pneumonia and complications.

Bob Walker will sadly missed by POWA and his POWA friends. He was an outdoor industry icon and a good friend to us all.

# PowWow

Spring 2014

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

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POWA Legal Counsel - METTE, EVANS &

WOODSIDE, Harrisburg, Pa.



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# Steiners give back to POWA

By Doyle Dietz  
*Special to PowWow*

During their more than 30 years of membership in the Pennsylvania Outdoor Writers Association, Bob and Linda Steiner have earned numerous awards and brought credit to the organization with their outdoors writing and photography. In addition, the Cooperstown residents have promoted various causes related to the outdoors, with Linda being a past president of POWA (2006-07).

Now, the Steiners are stepping up to support and encourage POWA members with the announcement they are personally sponsoring the Best Newspaper Feature Award for the next three years. Executive Director Dennis Scharadin made the announcement following this year's spring conference at Shippensburg.

"Following the membership meeting, I was approached by Linda and Bob Steiner, who said they would like to sponsor one of the newspaper or magazine feature or column awards," Scharadin said. "I told them I thought one was sponsored by the contest entry fees, but wasn't sure.

"After checking, I told them the Best Newspaper Feature Award contest was open. They then wrote and gave me a check to sponsor the award for the next three years."

Beginning in 1972, the Steiners wrote weekly outdoors newspaper columns and features until moving to Venango County in the late 1980s. At the time, POWA members Fred Servey and Bob Myers wrote for the local papers, but the Steiners resumed writing when Servey retired.

"Bob and I are so pleased that POWA has accepted our sponsor-



Don Carey Photo

**Linda and Bob Steiner receive the Best Newspaper Column Award during the POWA Excellence in Craft presentation at the 2014 Spring Conference in Shippensburg.**

ship, as it has done so much for us professionally and personally," Linda Steiner said. "This will let us say 'thank you' in at least a small way, and the award is particularly appropriate because we have written – or rather had written – newspaper outdoors columns on a weekly basis since 1972 before retiring at the end of last year.

"In taking up the sponsorship, we hope that other POWA members who have received so much from the organization will consider emulating our example or maybe think about sponsoring an award in memory of a member they were close to and/or admired. There are plenty of reasons to give back to POWA for what it has done for you."

## Development committee seeks input

By Charlie Burchfield  
*Membership Development Chair*

Help. The word is most used when assistance is needed. Consequently, a POWA committee is soliciting your help.

The Membership Development Committee plans to broaden its scope this year. Rather than keying in on just gaining members, we are asking for your suggestions regarding specific areas where you believe POWA needs to be improved or expanded upon.

Information received will be evaluated and combined with ideas generated by the committee.

Challenge yourself to be creative. After all, the manner in which we conduct ourselves in the outdoor communication business is in continual flux. Yes, it is possible to meddle along and manage to survive. But for how long?

In order to achieve, move forward, and grow as individuals and collectively as an organization, forward momentum is required for growth. To that end this committee wants to hear from you. Give us your thoughts and ideas, along with *reasonable* solutions.

All we ask is that the membership invest some time and ask the questions, "How can

POWA grow? Are there 'new' avenues to be explored that have been overlooked in the past?"

Your thoughts and ideas are important. That's what we are looking for.

The Membership Development team consists of Tim Flanigan, Tyler Frantz, Brad Isles, Mary Linkevich, Mark Nale, Paula Piatt and myself as chair.

Please contact *any* member of the committee. Provide your thoughts, ideas, and most of all – workable solutions. Give it some thought. We need to hear from you.

Please reply via by email to help facilitate the work of the committee.

Send newsletter submissions to [powwow@paoutdoorwriters.com](mailto:powwow@paoutdoorwriters.com)

## President's Message

by Mark Nale



I am writing this shortly after returning from our Spring Conference and annual membership meeting in Shippensburg. The conference and banquet facilities at Shippensburg University were excellent, as were the lunch and breakout accommodations at Penn National Resort in Fayetteville.

A big thanks goes to Mike Klimkos and his committee for planning and executing a wonderful conference. Thanks also to the sponsors of our meals and our craft improvement and newsmaker speakers. Our own John Allen provided valuable information with his Accounting for Writers seminar. Brad Isles did another great job with the craft awards.

A special thanks goes to Ralph Scherder for organizing a successful group of fundraising raffles. The income generated from the raffles helps to keep POWA running.

Although we had good attendance at the conference, it still surprises me at the number of members who chose not to attend. The conference featured a great assortment of writing prospects as well as several very helpful seminars. If you work the conference and take advantage of the opportunities presented, it is easy to generate income while attending.

For example, I have already published two columns, an article and a blog about the Pennsylvania Game Commission's GoHuntPA hunter-recruitment initiative—from a single Saturday morning program. I have also written a column and a news article based on Sen. Richard Alloway's lunchtime newsmaker talk. I took notes and photos to support a future column based on Andre Weltman's presentation about charcoal and iron making, presented at our Friday barbecue at Pine Grove Furnace State Park. An interview with Glenn Sapir (now retired) from the National Shooting Sports Foundation will yield another column or blog. Hunting and fishing excursions during the conference provide even more story fodder. As an unexpected bonus, I was able to take photos of flooding

streams on my drive to Shippensburg on Friday. I'm sure that I will sell those. I also made contacts that should lead to additional photo and article publications.

A full year has gone by since I wrote my first President's Message, and many good things have happened within POWA. The bulk of this has to do with a multitude of individual members stepping up to help our association. I am grateful for each and every one of you. I acknowledged each contributing member at our membership meeting and you can find the list in the meeting minutes.

Another thing that struck me – more than 40 different people made significant contributions during the past year. That is over 20 percent of our membership, which is outstanding.

A year ago, I set five goals for our association. I am happy to report that, with your help, we have reached and moved

well beyond these goals. It is time to set new ones.

My five POWA goals for 2014-15 can be summarized in five words: membership development and increased member involvement.

POWA membership grew last year for the first time in several years—that is good news. Outdoor communicators and related businesses will want to be members of an organization that is alive, healthy and growing.

Membership development is a broad topic with many facets, and it also directly ties in with member involvement. Members who are involved have a stake in the organization and stay members. With the various aspects meshing seamlessly, we retain our current members and add new ones.

We have new, simpler membership categories and criteria, along with a new colorful brochure to help recruit members. A digital version will be posted on our website. Paula Piatt and a small committee are just beginning to work on a second new brochure directed towards recruiting supporting members. I expect this to be ready before the September board meeting. Paper copies of both brochures will

See MESSAGE, page 7



Contributed Photo

POWA President Mark Nale with a gorgeous brown trout.

# Executive Director's Report

by Dennis Scharadin,  
Executive Director



The POWA Board and officers have been very busy since the 2013 Spring Conference. There have been two Board meetings, at the Elk Center in September and the Nature Inn at Bald Eagle State Park in January. The Board has worked hard to update the Constitution and Bylaws, Board Directives and the criteria for membership. Active members have voted twice on constitutional updates. It has been a busy year.

I am happy to report that POWA's Active and Supporting memberships are moving forward once more. Renewals have been completed. We started with 157 Active, Apprentice and Honorary members. Four of those did not renew membership: Jeff Frischkorn, Robert Smoll, William Coleman and P.J. Reilly. All were sent second notices followed up with emails.

Since last year's Franklin conference, we had two Apprentices become Active members, Marshall Nych and Karen Wolf. The Board approved seven new Active members: William Robertson, Steve Piatt, David Orlowski, William Williams and Wade Robertson. Two former members renewed their membership: Nick Sisley and Larry Claypool. New Apprentice members are David Smith and Micah Sargent. This brings the membership total to 164.

When the Supporting membership renewals began we had 75 members. First and second notices were sent and renewals are still coming in. There are 10 to still renew.

Also since Franklin, nine new Supporting members have joined: Plano Molding, Hunting Works for Pennsylvania, PA Fish & Boat Commission, National Rifle Association, Pennsylvania Recreation and Park Society, Howard Communications, Inc., Ruffed Grouse Society, LEEK, Tight Lines Jewelry and the Niagara Tourism & Convention Corporation. These bring the total Supporting membership to 85.

Sadly, we have lost three members – former president Tom Fegely (1980-81), Nick Rosato, artist and cartoonist for the PGC, and Supporting member Bob Walker, inventor and owner of Walker's Game Ear

and Walker's Sportsmen's Outdoor Strategies.

Booths and auctions were held at the Carlisle Sports and Outdoor Show in September, the Great American Outdoor Show in Harrisburg and the Lehigh Valley Outdoor Show in Allentown. This year's Carlisle Sports & Outdoor Show will be held Sept. 5-7, 2014.

The Excellence in Craft Awards judging was completed and some of the categories were judged by members of the California Outdoor Writer's Association. They contacted POWA and asked if we would judge their awards contests and we asked if they would reciprocate.

The Fall Gathering is being planned for Sept. 18-20. It will be held in the Hamburg/Kempton areas. The highlights will be activities planned for us at Hawk Mountain Sanctuary. Migrations are good at this time and a tour of their facilities and their various programs should make good story material. More information regarding the program and hotel sight will be forthcoming.

## RETURNING ACTIVE MEMBERS

### **Larry Claypool**

415 Burrows Ave.  
East Liverpool, OH 43920  
Email: claypoolphotography@yahoo.com  
Phone: 330-368-8060

### **Nick Sisley**

509 First Street  
Apollo, PA 15613  
Email: nicksisley@hotmail.com  
Phone: 724-478-2415

## NEW ACTIVE MEMBERS

### **David Orlowski**

24 State Street  
Austin, PA 16720  
Email: dorlowski57@yahoo.com  
Phone: 814-647-5311

### **Wade Robertson**

7 Leigh Street  
Bradford, PA 16701

Email: wj.robertson@netzero.com  
Phone: 814-362-1030

### **William Williams**

336 Camp Lavigne Road  
Benton, PA 17814  
Email: williwill@pa.gov  
Phone: 570-925-8666.

## NEW ASSOCIATE MEMBER

### **Micah Sargent**

987 Dutch Hill Road  
Wellsboro, PA 16901  
Email: lmconstructionmicah@gmail.com  
Phone: 570-605-0253

## NEW SUPPORTING MEMBERS

### **Howard Communications Inc.**

289 Hwy CC  
Elsberry, MO 63343  
Website: www.howardcommunications.com  
Contact: Kevin Howard  
Email: khoward@howardcommunications.com  
Phone: 573-898-3422

### **Ruffed Grouse Society**

1016 Long Level Rd.  
Johnsonburg, PA 15845  
Website: www.ruffedgrousesociety.com  
Contact: Mary Hosmer  
Email: wlhab@windstream.net  
Phone: 814-512-2101

### **LEEK**

740 Ridge Road  
Lewisberry, PA 17339  
Website: www.leekpreserve.org  
Contact: Edward J. Fisher  
Email: edward.fisher@dla.mil  
Phone: 410-322-4610

### **Tight Lines Jewelry**

P.O. Box 2527  
Toledo, OH 43606  
Website: www.tightlinesjewelry.com  
Contact: Renee Schatzley Gall  
Email: tightlinesjewelry@gmail.com  
Phone: 419-535-8888

### **Niagara Tourism & Convention Corporation**

10 Rainbow Drive  
Niagara Falls, NY 14303  
Website: www.niagara-usa.com  
Contact: Bill Hilts Jr.  
Phone: 716-282-8992 ext. 303

## Winners

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awards to 14 individuals in 20 categories.

There were 250 total entries.

Winners are:

### POWA CORE AWARDS

**1. BEST NEWSPAPER COLUMN (\$150 and plaque, sponsored by Pennsylvania Hunters Sharing the Harvest)** – “It’s time to take a ‘geezer’ fishing” by Linda and Bob Steiner, published in *The (Oil City) Derrick* on April 11, 2013.

Runner-up: “Better understanding of nature requires new definition of time” by Ralph Martone, published in the *New Castle News* on Aug. 1, 2013.

**2. BEST NEWSPAPER FEATURE (\$150 and plaque, sponsored by POWA EIC Membership)** – “Sandy Lake couple’s unexpected adventure” by Linda and Bob Steiner, published in *The (Oil City) Derrick* on Sept. 5, 2013.

Runner-up: “The amazing Salmon River circus” by Tyler Frantz, published in *Lebanon Daily News* on Oct. 11, 2013.

**3. BEST MAGAZINE OR REGIONAL NEWSPAPER COLUMN (\$150 and plaque, sponsored by Gogal Publishing Co.)** – “Getting an Assist” by Linda Steiner, published in *Pennsylvania Game News*, August 2013.

Runner-up: “Adventures on marginal, mountain duck waters” by Ben Moyer, published in *Pennsylvania Outdoor News* on Nov. 8, 2013.

**4. BEST MAGAZINE OR REGIONAL NEWSPAPER FEATURE (\$150 and plaque, sponsored by Blackpowder Products Inc.)** – “Sharing the Experience” by Tim Flanigan, published in *Ruffed Grouse Society Magazine*, Spring 2013.

Runner-up: “Bear Down – Hard work in harvesting a Penn’s Woods Bruin” by Tyler Frantz, published in *Pennsylvania Game News*, November 2013.

**5. BEST PUBLISHED NEWSPAPER PHOTO, COLOR OR BLACK & WHITE (\$150 and plaque, sponsored by POWA Past Presidents)** – “Retrospect of an outdoor column” by Bob Steiner, published in *The (Oil City) Derrick* on Oct. 31, 2013.

Runner-up: “That cicada song” by Bud Cole, published in the *Bethlehem Press*,

July 3-4, 2013

**6. BEST PUBLISHED MAGAZINE PHOTO, COLOR OR BLACK & WHITE (\$150 and plaque, sponsored by Range Resources)** – “Drummer in the Woods” by Tim Flanigan published in *A Passion for Grouse*.

Runner-up: “Canoe Under Tree” by Cindy Ross published in *Pennsylvania Magazine*, May/June 2013.

**7. BEST RADIO / TV PROGRAM AWARD (\$150 and plaque, sponsored by Range Resources)** – “Experience the Outdoors” by Doyle Dietz, broadcast on June 9, 2013.

Runner-up: “Gateway Outdoors: “Adventures on Hawk Mountain” by Charlie Burchfield, broadcast on December 13, 2013.

**8. BEST PUBLISHED ART AWARD, COLOR OR BLACK & WHITE (\$150 and plaque, sponsored by GATCO Sharpeners/Timberline Knives)** – “Catchin’ the Wind” by Gerry Putt, cover of *Pennsylvania Game News*, November 2013.

### POWA SPECIALTY AWARDS

**1. BASS PRO SHOPS PASS IT ON AWARD (\$300 and plaque, sponsored by Bass Pro Shops)** – “New Year’s Resolution: Take a ‘kid’ hunting, fishing” by Bob Steiner published in *Pennsylvania Outdoor News* on Feb. 1, 2013.

Runner-up: “Introducing a youngster to lake fishing” by Mark Nale published in *The Daily Herald* on June 11, 2013.

**2. WILDLIFE CONSERVATION PARTNERSHIP AWARD (\$250 and plaque, sponsored by the Pennsylvania Game Commission)** – “Saving Hemlocks” by Ben Moyer, published in the *Pittsburgh Post-Gazette* on Dec. 22, 2013.

Runner-up: “In Search of the Unknown” by Bob Frye, published in the *Tribune-Review* on Aug. 4, 2013.

**3. HAWK MOUNTAIN SANCTUARY RAPTOR CONSERVATION AND ECO-TOURISM AWARD (\$200 and a plaque, sponsored by Hawk Mountain Sanctuary)** – “Hawk Mountain Sanctuary, a Unique Destination” by Bud Cole published in the *Northern Valley Gazette* on Nov. 13, 2013.

Runner-up: “Raptor watcher bonanza” by Ron Steffe published in *Pennsylvania Outdoor News* on Aug. 27, 2013.

**4. THE PENNSYLVANIA ELK RESOURCE AWARD (\$200 and plaque, sponsored by the Keystone Elk Country Alliance)** – “Pennsylvania Elk – Celebrating 100 years in the state” by Mark Nale published in *The Daily Herald* on Oct. 8, 2013.

Runner-up: “Pennsylvania’s Elk Season – Different Perspective” by Mark Nale published in *The Daily Herald* on Nov. 19, 2013

**5. BEST PUBLISHED PENNSYLVANIA FISHING OR BOATING RELATED NEWSPAPER PHOTO, COLOR OR BLACK & WHITE (Framed Ned Smith “Sting of the Hook” art print with brass plate acknowledging the winning entry, sponsored by the Pennsylvania Fish & Boat Commission)** – “Weekend at Moyer Pond” by Todd Puleo published in *The (Sharon) Herald* on June 9, 2013.

Runner-up: “Time for “pay to play” for kayakers, canoeists” by Bob Steiner published in *The (Oil City) Derrick* on March 21, 2013.

**6. HANDLOADING PROMOTION AWARD FOR BROADCAST MEDIA (\$150 and plaque, sponsored by Redding Reloading)** – “Ammo Shortage? Load Your Own” by Charlie Burchfield, broadcast on NewsTalk Radio WCED on Dec. 16, 2013.

**7. HANDLOADING PROMOTION AWARD FOR ELECTRONIC MEDIA (\$150 and plaque, sponsored by Redding Reloading)** – No winner.

**8. HANDLOADING PROMOTION AWARD FOR PRINT MEDIA (\$150 and plaque, sponsored by Redding Reloading)** – “Ammo shortage issues? Just do it yourself” by Charlie Burchfield, published in the *Courier Express* on Nov. 24, 2013.

Runner-up: “Reloading shells requires steady hands” by Linda and Bob Steiner, published in *The (Oil City) Derrick* on June 6, 2013.

**9. PENNSYLVANIA TRAPPERS AWARD (\$150 and plaque, sponsored by the Pennsylvania Trappers Association)** – “Two-Hour Trapline” by Ralph Scherder, published in *American Trapper*, May-July 2013.

Runner-up: “Trapping Partners” by Rich Faler, published in *American Trapper*, December 2013.

**10. WILDLIFE ART AWARD (\$150 and plaque, sponsored by Ned Smith Center for Nature and Art)** – “Sand Lake Loons” by Gerry Putt.

**11. TROUT & THE COLDWATER RESOURCEAWARD (\$150 and plaque, sponsored by Pennsylvania Council of Trout Unlimited)** – “Last Trip for Wild Trout in the Fall” by Don Feigert published in *The (Sharon) Herald* on Sept. 15, 2013.

Runner-up: “InTheWake: An Unwelcome Change” by Ron Steffe published in *On the Water*, September 2013.

**12. YOUTH FISHING AWARD (\$150 and plaque, sponsored by Expositions, Inc.)** – “Adults and Kids need each other” by Bob Frye, published in the *Tribune-Review* on May 5, 2013.

Runner-up: “New Year’s Resolution: Take a ‘kid’ hunting, fishing” by Bob Steiner, published in *Pennsylvania Outdoor News* on Feb. 1, 2013.

**13. YOUTH AND THE HUNTING/SHOOTING SPORTS AWARD (\$150 and plaque, sponsored by the National Shooting Sports Foundation)** – “Start ‘Em Right” by Joe Byers, published in *Crossbow Revolution*, Fall 2013.

Runner-up: “Just Once” by Steve Sorensen, published in *Deer and Deer Hunting*, June 2013.

**SPONSOR THREE AND GET YOURS FREE!**

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 sponsor three and get yours free 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).

Visit [www.paoutdoorwriters.com](http://www.paoutdoorwriters.com) to download an application and learn more about the value and benefits of membership. For more information, contact Executive Director Dennis Scharadin.

**Message**

from page 4

be available at the Fall Gathering and the May 2015 conference.

Membership development includes welcoming new members at meetings. A friendly smile and a handshake let people know that their membership in POWA is important to us. If you see a new member listed in *PowWow*, why not send him or her a “hello” email. Thank them for joining.

Membership development also means providing continuing value to our members through *PowWow*, craft improvement and newsmaker opportunities, networking, the membership directory, our awards program, as well as our annual spring conference and the Fall Gathering. Everyone can help with this.

With these goals in mind, I ask two

things of you.

1. Consider becoming more involved in your professional organization – serve on a committee, help with our booth at one of the sports shows, help plan and execute our Spring 2015 conference. I am sure that Nick Sisley will appreciate the help. Committee Chairs – gather a committee of good members – involve new and different members in the tasks at hand. We need new faces and new spirit in leadership positions.

2. Use the brochure and approach a potential member – in person is always best, but emails and phone calls work well, too. If you feel uncomfortable doing this, please contact Charlie Burchfield (Active, Associate, Student), Bud Cole (Supporting) or me. One of us will take it from there.

I feel strongly that, with a little effort, POWA will have an even better year in 2014-2015. Working together, we can make it a reality.

**Treasurer’s Report**

By John Allen, POWA Treasurer / Expenditures as of April 30, 2014

<b>Income Accounts</b>	<b>Budget 13-14</b>	<b>Actual</b>	<b>% of Budget</b>
Active Members’ Dues	8,200	9,100	111
Supporting Members’ Dues	6,000	6,700	112
Merchandise Sales	50	200	400
Craft Award Income	2,750	2,350	85
General Contribution	-	75	-
Spring Conference Income (Net)	3,185	-	29
Fall Conference (Net)	-	(190)	-
<b>TOTAL INCOME</b>	<b>\$20,185</b>	<b>\$19,150</b>	<b>42%</b>
<b>Expense Accounts</b>	<b>Budget 13-14</b>	<b>Actual</b>	<b>% of Budget</b>
Member Awards	2,550	-	-
Executive Dir. Stipend	6,000	4,000	67
Plaque Expenses	1,000	215	22
Pow Wow (Print/Edit)	4,750	2,587	54
Website Expenses	150	-	-
Membership Directory	1,350	800	59
Postage, General	700	612	87
Office Expenses	2,250	202	9
Interim Board Meeting	-	30	-
Insurance	510	502	98
Credit Card Fees	800	87	11
Travel	125	-	-
Miscellaneous	-	75	-
<b>TOTAL EXPENSES</b>	<b>\$20,185</b>	<b>\$9,110</b>	<b>45%</b>
<b>Net Income</b>	<b>0</b>	<b>\$10,040</b>	

Cash Accounts as of April 30, 2014: General Fund, \$20,626; Youth Education Fund, \$10,267; Scholarship Fund, \$57,651; Jacquelin Knight CD, \$13,803; Emergency Fund, \$9,164; Northwest CD, \$20,000; U.S. Treasury Note, \$10,000. Total Cash Accounts: \$141,510.

## Success

from page 1



Mark Nale Photo



Mark Nale Photo

**Top:** Andre Weltman presents the history of the iron furnace at the Iron Master's Mansion at Pine Grove Furnace State Park after Friday evening's BBQ.

**Middle:** New Supporting Member Edward Fisher discusses LEEK's programs for wounded veterans during breakout Saturday afternoon at the Penn National Resort.

**Right:** State Sen. Richard Alloway addresses POWA members during lunch at the Penn National Resort.



Don Carey Photo

attended.

The Shippen Place Hotel proved to be comfortable and accommodating. Rebecca and her staff worked hard to make sure we had the accommodations we needed. The rooms were clean and comfortable. The hotel erected a 20-foot by 20-foot tent in the back corner of the parking lot for our exclusive use for registration and hospitality. Despite the curb and the irregular gravel surface the tent proved to be more than adequate for registration and as a gathering point for socializing. The curb actually worked to our advantage on Friday morning by keeping the tent from getting swamped.

The site of the craft improvement seminars and the Saturday evening banquet was the Conference Center at Shippensburg University. The quality of the facility and the professional abilities of Pam Line and Melinda Bender were outstanding. We mentioned changes and they made them happen. A huge thank you goes out to the National Shooting Sports Foundation and Glenn Sapir which sponsored the banquet.

The Ironmaster's Mansion at Pine Grove Furnace State Park was the venue that was suggested by the Cumberland Valley Visitors Bureau, and it worked fine. Andre Weltman was the evening speaker and did a great job talking about iron making in the 18th and 19th centuries.

The Trellis Terrace at Penn National Golf Course was a great venue for the Saturday afternoon luncheon, breakout sessions and meeting. The food service was great. The staff was helpful. It had some confusing moments when the club put up signs to an event that we were not associated with, but it worked.

The craft improvement sessions were a hit with John Allen speaking on accounting for writers, Eric Heisler from Channel 27 spoke on doing video interviews, Lars Dalsaide from the NRA spoke on social media and the Game Commission spoke on a new initiative being rolled out. State Sen. Rich Alloway was the lunchtime speaker and spoke candidly about dealing with game and fisheries issues.

The story-line trips were well planned and attendees had a lot to choose from.

# POWA Fall Gathering 2014

**Date:** September 18-20, 2014

**Hotel:** Microtel Inn & Suites, 50 Industrial Drive, Hamburg, PA 19526

**Phone:** 610-562-4234 or 800-771-7171

**Details:** 17 rooms are reserved and Aug. 18 is the cutoff for discounted room rates. Ask for the POWA block at \$80.40 for a double queen, no smoking, free continental breakfast, local and long distance and WiFi. The hotel is pet friendly and is located across from Cabelas.

*More details to follow!*

Unfortunately, five inches of rain fell from Thursday night into Friday morning and caused many plans to run amok. Bob Clark and Bill Ferris deserve a huge thank you for getting the turkey hunters to their appointed places. But the turkeys were a bit uncooperative.

The Franklin County Visitors Bureau's help was invaluable. Janet Pollard and her staff went far beyond what was expected of them to provide the conference attendees and spouses with a great experience. The Friday trip for spouses in Chambersburg was a hit. The FCVB also provided funding for the Friday evening barbecue along with the Cumberland Valley Visitors Bureau, Falling Spring Trout Unlimited and Cumberland Valley Trout Unlimited. The FCVB suggested the venue and then picked up the tab for the Saturday luncheon, breakout session and meeting.

Additional donations were received from Utz, Knouse Foods, Castlerigg Wine Shoppe, Cabelas and Bass Pro Shop. Ralph Scherder did a great job of lining up prizes for the raffle.

I hope everyone had an enjoyable time and got out of the conference what they came for. Hope to see you all next year in Armstrong County.



Don Carey Photo



Mark Nale Photo

**Top: Glenn Sapir, recently retired from the National Shooting Sports Foundation, gives the keynote speech during Saturday night's banquet.**

**Above: Supporting member Bob Anthon discusses Gatco and Timberline products with POWA members during Saturday's breakout.**

**Right: Eric Heisler explains his interviewing techniques to the POWA audience during a craft improvement seminar Saturday morning at Shippensburg University.**



Mark Nale Photo

# Meeting Minutes

## **Board of Directors Meeting**

May 16, 2014

*Shippen Place Hotel, Shippensburg*

The meeting was called to order at 8:21 p.m. by President Mark Nale. Also present: 1st VP Don Knaus, 2nd VP and Parliamentarian Ralph Martone, Secretary Mary Linkevich; Board members Brad Isles, Mary Hosmer, Steve Sorensen, Bud Cole and Doyle Dietz; Executive Director Dennis Scharadin and Supporting Member Rep. Connie Yingling. Also attending was guest Paula Piatt. Absent and excused were Ralph Scherder and Rich Faler.

\**Motion* to accept the minutes of the February 2014 board meeting. Sorensen/Dietz. Approved.

**Correspondence:** None.

## **OFFICER'S REPORTS**

**Chairman's Report:** No report.

**Executive Director's Report:** Dennis Scharadin reported a busy autumn and winter. The board met twice, at the Elk Center in September 2013 and The Nature Inn at Bald Eagle State Park in January 2014, and has updated the constitution, bylaws and membership criteria. Active members voted twice on constitutional updates and membership has positive momentum. Member renewals were completed and total members are up by seven and supporting members are up by 10. Reminders were sent to lapsed members at all levels.

Booths and auctions were held at the Carlisle Sports and Outdoor Show in September, the Great American Outdoor Show in Harrisburg and the Lehigh Valley Outdoor Show in Allentown. This year's Carlisle Sports & Outdoor Show will be held September 5-7, 2014.

The EIC Awards judging was completed and some of the categories were judged by members of the California Outdoor Writer's Association on a reciprocal basis.

The Fall Gathering is planned for Sept. 18-20 in the Hamburg/Kempton area of Berks County, with planned, complimentary activities at Hawk Mountain

Sanctuary. Raptor migration at this time is beginning to peak, and members will be treated to a tour and program updates to provide a wide variety of story material. More information and hotel details will be forthcoming.

\**Motion* to approve the Executive Director's report. Isles/Knaus. Approved.

**President's Report:** Mark Nale noted that more than 20 percent of the organization actively participated in moving the organization forward, and he is proud that the organization met and exceeded goals over the past year, including correcting and updating bylaws and mission statement, improving the membership criteria and creating a new brochure.

\**Motion* to approve the President's report. Dietz/Martone. Approved.

**Treasurer's Report:** John Allen provided a written report with figures as of April 30, 2014. Active member dues were up for the first time in several years, and overall, the report was very positive. He also presented the 2014-15 budget, which came in at \$20,185, matching the previous year. The budget shows a \$1,000 increase to the Executive Director stipend and also with added brochure printing. Steve Sorensen suggested and the board agreed that the \$1,000 did not reflect the extra work by the Executive Director and suggested \$2,000.

\**Motion* to approve the amended budget with the recommended ED stipend increase. Knaus/Sorensen. Approved.

## **COMMITTEE REPORTS**

**Awards:** Brad Isles – Member entries in the Excellence in Craft Awards were down by seven compared to last year, but total categories entered and the overall number of entries increased by 13 and 30, respectively. The Outdoor Writers Association of California judged several of our categories and, in turn, POWA members judged OWAC entries for their award contest. New this year is a runner-up certificate for each category.

**Awards Review:** No report.

**Constitution and Bylaws:** Jim Fitser – All known work requested to date has been completed. No new items on the docket.

**Craft Improvement:** No report.

**Duties Manual:** No report.

**Editorial Review:** Terry Brady – Both

committee member Mary Hosmer and Chairman Brady think newsletter editor Brad Isles is doing a superlative job. They report that his timely messaging and great photo support always make for an enjoyable and informative read, and POWA is most fortunate to have him.

**Ethics:** No report.

**Finance/Budget:** John Allen – As posted (page 7).

**Financial Auditing:** No action.

**Historical Archives:** No report.

**Membership Audit:** No report.

**Membership Development:** Mark Nale – Paula Piatt and Chairman Nale, with art and photography supplied by Tim Flanigan & George Lavanish, designed a new, colorful POWA membership-recruiting brochure and hope to share sample copies at the May membership meeting. The draft is currently in the hands of the Board for possible revisions and approval. The next task will be to develop a brochure that just targets Supporting members. The committee extends its thanks to Paula for her very creative effort.

Mark is pleased with the new members that have signed up during the past few months and thanks the POWA members who recruited and sponsored them. A new brochure and membership criteria (if approved by the Board) should make this job easier.

**Member Screening:** Dave Ehrig – One prospective Active member was nominated, six were approved for Active membership and one for Apprentice. Nominated for Active membership: Steve Piatt, 1395 Front Street, Athens, PA 18810, 518-873-2370. Newspaper Writer for *New York Outdoor News*. Sponsored by Tim Flanigan 01/13/2014, and pending approval of committee. Approved for Active membership were: William Robertson, 7/25/2013; Marshal Nych (from apprentice), 12/13/2013; Karen Wolf (from apprentice), 8/01/2013. Approved for Apprentice membership were: David Smith, 2/05/2014 and Micah Sargent, 4/14/2014. Approved for Active membership were: Wade Robertson, 4-23-14; William Williams, 4-23-14; Larry Claypool, 4/12/2014; David Orlowski, 4/12/2014 and Nick Sisley 4/12/14.

**Nominating:** No report.

**Outdoor Education:** No report.

**Past Presidents Council:** No report.

**Publicity:** Steve Sorensen – The POWA Publicity Committee is underutilized. Since the last annual meeting Chair Sorensen issued a press release announcing the winners of the 2013 Craft Awards. This press release went to the Outdoor Wire email distribution. He explored the possibility of acquiring an email list of all the newspapers in the state, through the Pennsylvania Newspaper Association, but the Association requires our organization hold a paid membership with them and has no provision for a non-profit status or courtesy access to the list. Though it was explained that access to the list would benefit their members more than it would us, they were unsympathetic. The alternative is to create a list from Internet resources, but the chair lacks time to build such a list and it is time consuming to maintain.

Board (or membership) action request:

1. Ask the board and membership if someone can assist in acquiring a list. Alternatively, perhaps someone has a means of acquiring a list of emails for our press releases.
2. Inform the membership that news related to their professional work as outdoor communicators can be disseminated through the Publicity Committee. Simply prepare a press release for release available through POWA channels.

**Scholarship:** John Swinton – Alissa Pendorf has been chosen to receive the Will Johns Scholarship to Penn State. Len Lichvar will be the contact with University of Pittsburgh Johnstown.

**Sports Shows:** No report.

**Supporting Membership Development:** Bud Cole – Chairman Cole continues to reach out to businesses and the Convention & Visitors Bureaus during his travels throughout the state. He has been in touch with both the Columbia/Montour Visitors Bureau and the Lycoming County Visitor Bureau regarding Supporting membership and is waiting to hear back from both. He continues to send each prospective Supporting member or Active member a registration form and a list of member benefits.

**Supporting Member Rep.:** No report.

**Supporting Member Screening:** Don Knaus – New Supporting members are

listed in the Executive Director's report on page 5.

**Technology/Website:** Brad Isles – Members received a higher number of POWA emails than usual over the past six months. Many were related to the Shippenburg conference and the others were to keep members abreast of important POWA news. Website updates continue to occur as needed based on submissions and relevant press releases provided by members, supporting members and the executive director. A redesign is needed to bring the site up to current standards and will be done over the summer. Recent photos will be accepted by members who would like to contribute. The new membership brochure will be added to the site. Members who have a website should check to make sure they are listed. Activity on POWA's social media channels has picked up slightly. Utilizing Facebook and Twitter as resources to connect with prospective members and followers, and publicize activities/events of our active and supporting members, is important. A greater effort will be made to do this over the upcoming months.

**Ways and Means:** Ralph Scherder – Supporting members were contacted for donations to be raffled off at the Spring Conference.

\**Motion* to accept committee reports. Martone/Dietz. Approved.

## **CONFERENCES**

**Conference Sites:** Should the membership wish to pursue a joint conference, it may or may not replace the spring POWA meeting. Whether we pursue or not, the first such joint conference would not happen until 2016.

Meanwhile, the organization is currently pressed to plan a 2015 Spring Conference but no one has stepped up as a chair. Executive Director Scharadin will reach out to the membership for a volunteer. Brad Isles suggested the board consider a stipend for a dedicated conference organizer.

**Fall Gathering:** The Fall Gathering will be held in the Kempton and Hamburg area with special programs at Hawk Mountain Sanctuary and Cabela's. Mary Linkevich will handle details.

## **NEW BUSINESS**

**Unauthorized "Patch" Posting** – Brad

Isles will recommend that the Ethics Committee review the issue of reprinting articles without permission to see if action should be taken to protect or educate the membership.

**Membership Brochure** – President Mark Nale presented the new promotional brochure that was designed by Paula Piatt. Paula was commended for her work, and copies will be provided to the membership.

**Meritorious Service Nominee** – Charlie Burchfield nominated to the board that Linda Steiner receive the Meritorious Service Award.

\**Motion* to approve the nomination. Sorensen/Martone. Approved.

**Email Approvals of Board Action** – The board agreed that email actions improve efficiency but can only work when there is 100 percent participation. Ralph Martone suggested that in such instances use subject line "Board vote – important, new vote."

**Publicity** – Steve Sorensen asked that members send their publicity news to stevesorensen@verizon.net and he will promote their activities and news.

\**Motion* to adjourn the board meeting at 10:11 p.m. Cole/Dietz. Approved.

– Submitted by  
Secretary Mary Linkevich

# Meeting Minutes

## **Reorganizational Meeting**

May 2014

Shippen Place Hotel

The meeting was called to order at 10:23 p.m. by President Mark Nale. Also present: 1st VP Don Knaus, 2nd VP and Parliamentarian Ralph Martone, Secretary Mary Linkevich; Board members Brad Isles, Mary Hosmer, Steve Sorensen, Bud Cole, Doyle Dietz, Executive Director Dennis Scharadin and Supporting Member Rep. Connie Yingling. Absent and excused were Mark Demko, Ralph Scherder and Rich Faler.

## **NEW BUSINESS**

President Nale hopes to maintain the  
***Continued on next page...***

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current committee chairs, and asked that each board liaison reach out to the current committee head to ask him or her to resume their post, and if not, to identify a replacement. The board agreed to this strategy.

Mark hopes the board liaison will increase interaction with the committees.

The Governor's Advisory Council will advertise vacancy on the Game Commission, and asked that POWA members promote this information for good candidates.

*\*Motion to adjourn at 10:40 p.m. Knaus/Martone. Approved.*

– Submitted by  
Secretary Mary Linkevich

## Meeting Minutes

### Membership Meeting

May 17, 2014

*Penn National Resort*

The meeting was called to order 3:02 p.m. by President Mark Nale. Also present: 1st VP Don Knaus; Board members Mary Hosmer, Steve Sorensen, Brad Isles, Bud Cole, Doyle Dietz; Executive Director Dennis Scharadin; Treasurer John Allen and Supporting Member Representative Connie Yingling. Absent and excused were Board Chair Rich Faler, Secretary Mary Linkevich, Board Member Ralph Scherder and 2nd VP/Parliamentarian Ralph Martone.

*\*Motion to accept the minutes from the May 4, 2013 Membership Meeting; May 5, 2013 Board Meeting, Sept. 21, 2013 Board Meeting and Feb. 22, 2014 Board Meeting. Knaus/Brady. Approved.*

**Correspondence:** Dennis Scharadin – We received a thank you note for our donation for Tom Fegely and our website domain was renewed.

### OFFICERS' REPORTS

**Chairman's Report:** No report.

**Executive Director's Report:** As posted (on page 5).

**President's Report:** A full year has gone by and I expected that I would now be giving my farewell president's message,

but things didn't quite work out that way – and that is fine with me. The Pennsylvania Outdoor Writers Association has had a good year, membership has increased, and it is rewarding to know that you want me to be your leader again for another year.

I'm ready to go.

As former president Harry Truman used to say, "The buck stops here." However, what we have accomplished during the past 12 months has little to do with me as the POWA president.

Our accomplishments are a direct result of the actions of individual members stepping up and making major contributions to our organization.

Counting Friday night's meeting, most of our POWA board members made personal sacrifices to attend four board meetings during the past year. I am happy to report that we made significant progress on the work that needed to be accomplished at each meeting.

POWA – our association, has a multitude of good people stepping up and helping in many ways.

John Allen, Bob Ballantyne, Wayne Brensinger, Terry Brady, Charlie Burchfield, Bud Cole, Betty and Doyle Dietz, Rich Faler, Jim Fitzer, Tim Flanigan, Tyler Frantz, Harry Guyer, Jack Harris, Kermit Henning, Brad Isles, Joe Kaspar, Mike Klimkos, Don Knaus, George Lavanish, Mary Linkevich, Bob Lollo, Ralph Martone, Jeff Mulhollem, Carol Mulvihill, Paula Piatt, Marcus Schneck, Ralph Scherder, Steve Sorensen, John Swinton, Tom Tatum and let's certainly include Executive Director Dennis Scharadin – all of these members made significant contributions to POWA during the past year.

Brad Isles continues to do an excellent job with *PowWow*, but it wouldn't be a newsletter without regular contributions from other members. During the past year Darland Marilyn Black, Charlie Burchfield, Don Carey, Ed Carlson, Doyle Dietz, Dave Ehrig, Kermit Henning, Mike Klimkos, Mary Linkevich, Freddie McKnight, Ben Moyer and Connie Yingling all wrote articles, submitted photos, or had other significant contributions to *PowWow*. My thanks to all of you.

A special thanks to the Supporting members who joined us for breakout

this afternoon. Thanks also to all of the Supporting members who sponsor craft awards.

A year ago I set five goals for POWA – Hire a new executive director, fill the vacant second vice president slot, adjust our membership categories and criteria to reflect the current market, finish the updating of our constitution and bylaws, and to foster increased communication within the board.

I am happy to report that we have accomplished all of those goals and we have even gone several steps further by designing a new membership brochure, updating the Board Directives, writing and approving a new POWA mission statement. Five new craft awards were offered by generous sponsors and after a year's absence, the Ruffed Grouse Society will again sponsor the "Young Trees Habitat Award" for this coming year.

My goals for the next 12 months are simple and straightforward:

1. Reach out to involve more and different members in all of the things that need to be done. We need new faces and new spirit in leadership positions. It is important that this continues after my second term ends.

2. Membership development (of all kinds) – lifetime POWA member and former president Charlie Burchfield has agreed to take on this task.

3. Develop a new brochure with Bud Cole, chair of the Supporting Member Recruitment Committee, to help recruit additional Supporting members.

4. I signed up one new member last year. My personal goal is to sponsor at least two new members this year. I challenge you to do the same.

5. Continue the levels of increased communication that we enjoyed last year.

Lastly – I have read that if most organizations of our size get 5 to 10 percent participation, they consider themselves successful. A little while ago I thanked 40 different people who made significant contributions to our organization during the past 12 months – and I apologize if I missed you. If I did the math correctly, that means that over 20 percent of our members helped in some way last year!

While this is tremendous, I want to engage as many of the other 70-some

percent as possible. Active committee chairs, I ask that each of you reach out to several of our newer and younger members and ask them to join your committee. Involve them in what POWA is doing.

We are still looking for 2015 and 2016 conference chairpersons.

How can you help POWA?

What can you do to make a difference?

Thank you! I'm glad that you are all here. Let's keep moving forward.

\**Motion* to accept officers' reports. Sisley/Sorensen. Approved.

**Treasurer's Report:** As posted.

\**Motion* to accept treasurer's report. Dietz/Clark. Approved.

### **COMMITTEE REPORTS**

**Awards:** As posted.

**Awards Review:** As posted.

**Constitution and Bylaws:** As posted.

**Craft Improvement:** As posted.

**Duties Manual:** As posted.

**Editorial Review:** As posted.

**Ethics:** As posted.

**Finance and Budget:** As posted.

**Financial Auditing:** As posted.

**Historical Archives:** As posted.

**Membership Audit:** As posted.

**Membership Development:** As posted.

**Member Screening:** As posted.

**Nominating:** As posted.

**Outdoor Education:** Kermit Henning – POWA raised \$14,000 to provide youth educational grants from auctions held at the Allentown, Carlisle and Harrisburg shows.

**Past Presidents:** As posted.

**Publicity:** Steve Sorensen – Made a plea to members for the current email addresses and a list of publications or websites they write for so he can send them relevant news releases. The releases will be more official coming from POWA rather than from an individual.

**Scholarship:** Dennis Scharadin – There is a Penn State University student who will receive a scholarship this year. Len Lichvar will be the liaison for Pitt-Johnstown.

**Sports Shows:** Kermit Henning – Harrisburg went well and POWA will be back next year. Carlisle also wants POWA to return, and we did well despite it being a three-day show. As always, we need help with the POWA booth. Anybody who lives in those areas are asked to help out. The Allentown show is the first full weekend in March, March 6-7-8 and Carlisle is

Sept. 5-6-7.

### **Supporting Membership**

**Development:** As posted.

**Supporting Member Rep:** As posted.

**Supporting Member Screening:** As posted.

**Technologies and Website:** As posted.

**Ways and Means:** As posted.

\**Motion* to accept committee reports. B. Steiner/Cole. Unanimous

### **CONFERENCES**

**Fall 2014:** Sept. 18-20 at Hawk Mountain Sanctuary.

**Spring 2015:** Nick Sisley agreed to chair the conference. The preliminary option is holding it at Seven Springs Mountain Resort.

**Joint meeting with MDOWA and Virginia:** Bob Clark said a joint meeting would be better for our Supporting members and give them a greater benefit. Dave Ehrig suggested doing a joint fall conference for the Supporting members and the spring conference for POWA's benefit (raffles, etc.). Harry Guyer said the MDOWA spring conference in 2015 is in Bedford, PA and POWA members and Supporting members are invited.

### **OLD BUSINESS**

1. The Ruffed Grouse Society-sponsored Young Trees Award will return next year.

2. The mail vote on changes to POWA's constitution regarding a change to one meeting per year, as published in the Spring 2013 *PowWow*, were approved.

3. Election results have Mary Hosmer returning to the board and Mark Demko also joining. Other positions remain as-is.

4. The mail vote on changes to POWA's constitution regarding new membership categories, as published in the Winter 2014 *PowWow*, were approved.

### **NEW BUSINESS**

1. Approval of Board actions from Sept. 21, 2013 as published in *PowWow*, including proposed changes to membership categories and points criteria. Kermit Henning at issue with no time limit to meet membership requirements. Counterpoint made that Membership Screening Committee approves Associate members on a yearly basis to monitor their progress. Paula Piatt said the Associate membership is a great mentoring program.

\**Motion* to approve new POWA membership categories and points criteria. L. Steiner/Brady. Approved. (31 for, two against).

2. New POWA membership recruiting brochures were designed by Paula Piatt with contributions made by several members. The Board previously approved their development.

\**Motion* to approve printing and distributing POWA membership brochures. Guyer/Ferris. Approved.

3. Approval of Board actions from Feb. 22, 2014 as outlined in the Winter 2014 *PowWow*, including the new POWA mission statement and amended Board directives.

\**Motion* to approve Board actions, including the POWA mission statement and Board directives. Burchfield/Sisley. Approved.

4. Approval and introduction of new member applicants.

\**Motion* to approve new members. Ehrig/Cole. Approved.

5. Should POWA proceed with preliminary planning of a joint conference with neighboring organizations in Fall 2015?

\**Motion* to move forward with discussions to hold a second conference in conjunction with MDOWA and Virginia writers. Clark/Brady. Approved. (32 for, one against).

6. Linda Steiner nominated for a Meritorious Service Award.

\**Motion* to recognize Linda Steiner with a Meritorious Service Award. Sisley/Knaus. Approved.

7. After discussion and consultation with the treasurer, the Board recommended raising the executive director's stipend by \$2,000.

\**Motion* to increase executive director's stipend as recommended and approved by the Board. L. Steiner/Dietz. Approved.

### **GOOD OF THE ORDER**

Terry Brady extended compliments to Mike Klimkos and the planning committee for setting up the conference and having an impressive slate of speakers.

\**Motion* to adjourn at 4:29 p.m. Cole/Ferris. Approved.

– Submitted by  
Board Member Brad Isles

## Craft Improvement

# Avoid passive voice at all costs – almost

By Ben Moyer  
*Craft Improvement*

The rules of good writing always apply, except when they don't.

Any scribe who has ever taken an English class, attended a seminar or read a book on writing has learned to shun the passive voice. Writing in the passive voice makes lifeless, flaccid prose. Passive writing conveys an action being done to something rather than an actor carrying out some feat. It is clearer and a better to write: "Joe Smith called in a 20-pound gobbler for his mentored youth" (active voice), than to say "A 20-pound gobbler was called in by Freddie McKnight for his mentored youth" (passive voice).

However, some circumstances confront the writer with no good option for using the active voice. At such times it's better to swallow hard, construct your passive sentence with the information you have, and move on. An example of this dilemma is when no one, including you, knows who or what is responsible for an action.

Consider how you might report a pollution event when the culprit is unknown, or, as with agricultural non-point pollution, when there may be numerous far flung sources and no specific offender. It's awkward to write an account of such an event in the preferred active voice. "Hundreds of farms dumped a thousand tons of nitrogen into the Susquehanna watershed" is cloudy and not precisely correct since this kind of pollution is seldom a deliberate act but instead the passive result of poor land management. It serves better in this case to report the situation in the passive voice. "A thousand tons of nitrogen was washed from farms into the watershed," more accurately conveys what happened and it's appropriate because nobody knows how much pollution originated where.

The example above applies to reporting news but the passive voice, if employed with discretion, can sometimes serve when writing fiction, natural history non-fiction or personal essays.



Contributed Photo

**This picture cries out to be captioned in the active voice. It is better to write: "The Fish and Boat Commission stocked 5,000 trout" than to say "Five-thousand trout were stocked by the Fish and Boat Commission." But the writer opines that, in certain discrete situations, the passive voice is preferable.**

Consider a piece you might write about the biology of white-tailed deer fawns. Hopefully, we would use the active voice to say things like: "Fawns follow their mother within hours of birth," "Fawns gain weight quickly on their mothers' fat-rich milk," or "Fawns instinctively lie still on the forest floor."

These sentences convey information in a straightforward, "active" way that helps the reader glean knowledge from your work and move easily through the text.

But later in that same assignment you might appropriately write this: "Fawns are sometimes preyed upon by coyotes and bears." In that case you used the passive voice to communicate a source of early mortality among white-tailed deer.

The passive voice works here because at the time of their discovery and consumption the fawns weren't actively doing anything. Likely they were lying where their mother had left them while she foraged nearby. The bears or coyotes were the actors here. But the article wasn't about bears or coyotes; it was about fawns. So, in this specific circumstance, it "fits" to use the passive voice. In fact, the judicious use

of the passive voice, can actually help the reader get a sense of what's going on. When preyed upon, the fawn was the passive element in the interaction you cited, so the passive voice helps the reader to sense the nature of an encounter between a helpless fawn and a hungry and relentless predator.

Here's another example of when you might use the passive voice artfully and with intent. Let's say you've gone birding and wish to write about the experience. You might choose to write: "We were treated to a riotous show of colorful warblers." If you did so you could defend your choice, even though you wrote that sentence in the passive voice. Here's why.

In my view, at least, you really had little choice. You could have used the orthodox active voice and written "We watched a riotous show of colorful warblers." The only problem with that is that it isn't true. It implies that the warblers put on a show for your benefit, which they certainly did not. This experience was something that happened to you. You were passive. You observed the behavior of birds but the birds did not perform for your benefit.

***Continued on next page...***

## Market News

by Freddie McKnight



**Crossbow Magazine** is devoted to people who share a passion for crossbow hunting. We accept speculative manuscripts covering all forms of crossbow hunting along with equipment and technical information essential to crossbows. Most of our feature articles come from real world hunters. The majority of our coverage consists of exciting, well-written hunting adventure stories. Features should be no more than 2,000 words in length.

The best way to have your manuscript printed in *Crossbow Magazine* is to first query the publisher. Photographic support is extremely important. Every article submission must be accompanied by a good selection of high-quality color photos. Photos of hunters posing with their trophies should be tasteful, respectful (please don't sit on the animal), free of blood and show the animal to the best advantage. We ask that you include your crossbow in all "trophy shots." We will not accept black-and-white photos.

Please allow us time to review your manuscript; we will get back to you with an answer whether we decide to use the piece or not.

### **Continued from previous page...**

They simply went about their business as they would have had you stayed in bed. So, in this instance, the passive voice more precisely conveys what happened – to you.

A river trip might offer another opportunity for acceptable – even preferable – use of the passive voice. You might write: "The river carried us around a sinuous bend." That would be entirely correct, and in most cases preferable. But at some point in your piece you may wish to convey to your reader what it feels like to descend a river by canoe. Maybe once in the chapter or column you may elect to write this: "We were carried by the river around a sinuous bend."

Admittedly, that's using the passive voice. But employed selectively, the way you might pluck a No. 14 Light Cahill

All manuscripts must be submitted via email. Microsoft Word files are preferred. We will not review any simultaneous submissions or stories that have been previously published elsewhere. All submissions are reviewed "on speculation." If your work is accepted for publication, you will receive \$100 and a one-year free subscription. Contact *Crossbow Magazine*, P.O. Box 224, Stoneboro, PA 16153; 724-977-9328; tbrom@live.com.

Deadline and closing dates for each issue are: January (Winter Issue), deadline Nov. 15; April (Spring Issue), deadline Feb. 15; July (Summer Issue), deadline May 15; August (Product Preview Issue), deadline June 15; October (Fall Issue), deadline Aug. 15.

**Bucktail Outdoors** is a website dedicated to Pennsylvania Outdoors. Articles on any hunting and fishing opportunities in the state will be considered. Contact Steve Kish via the Bucktail Outdoors website or email [steve@bucktailoutdoors.com](mailto:steve@bucktailoutdoors.com).

from your fly box to match the hatch, the passive voice here can help your reader feel the canoe buoyed along on the flow. After all, on a canoe trip you are the passive beneficiary of the river's search for sea level. I believe the passive voice can help to communicate that sense.

In summary, the active voice is almost always preferable to a passive approach to crafting a sentence. But sometimes the reporter is constrained by what he or she doesn't know, so the active voice may be awkward. When writing creative or scientific prose, never allow the passive voice to creep into your work out of laziness or lack of attention. But if you keep yourself open to opportunity, the passive voice can actually enhance your writing's tone, and your reader's experience, in well-chosen situations.

**Pennsylvania Angler and Boater** is the official fishing and boating magazine of the Pennsylvania Fish and Boat Commission. The bimonthly magazine focuses on matters related to fishing and boating, and to protecting, conserving and enhancing the state's water resources. Articles should be aimed at anglers and boaters and be 600-2,500 words. Send queries to [ra-pfbcmagazine@state.pa.us](mailto:ra-pfbcmagazine@state.pa.us).

**Pennsylvania Game News** magazine, the official publication of the Pennsylvania Game Commission, is accepting "me-and-Joe"-type deer (we are running at least one deer hunting story in every issue), bear and some small game hunting stories. For writer's guidelines or more information, or to send completed stories on speculation, contact Bob D'Angelo at [rdangelo@pa.gov](mailto:rdangelo@pa.gov).

**Bassmaster** covers fishing for freshwater bass species. Fishing for white, striped and hybrid bass is covered on a limited basis. Most articles are how-to stories dealing with specific techniques. *Bassmaster* accepts stand-alone photos. Contact [editorial@bassmaster.com](mailto:editorial@bassmaster.com).

**Delta Waterfowl** is seeking short articles for the Bulletin Board section of its website. Bulletin Board pieces should be 100 to 250 words dealing with unique regional stories on all things waterfowl. Visit [deltawaterfowl.org](http://deltawaterfowl.org) for more information.

### **POWA on the Web**

**Connect with the  
Pennsylvania Outdoor  
Writers Association**

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



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# Lehigh Valley Sporstman Show auction nets educational grant funds

By Doyle Dietz  
*Auction Chairman*

Truly, the Pennsylvania Outdoor Writers Association has a valuable asset and real friend in Supporting member Dennis E. Brozey, the promoter of the Lehigh Valley Sportsman Show.

This year's three-day show was held Feb. 28-March 2, at the Agri-Plex located at the Allentown Fairgrounds, and marked the return of the POWA auction, which was held at 1 p.m. Sunday. When Brozey learned about the auction and what it does to raise money for youth outdoors education and scholarships, on his own he began to solicit vendors for donations when they registered for the show.

Through his efforts POWA had a jump start on the auction, including the donation of a Lake Ontario fishing trip and an African safari that had an \$8,000 value and carried an unpublished reserve of \$2,500. Unfortunately, the reserve was not reached,

but the person who bid \$2,200 made up the difference when told of the reserve and donated \$100 to POWA – all of which resulted in a net income of \$2,683.17.

In addition to helping secure donations, Brozey got auctioneer Kim Kessler and his staff to donate their services. POWA members soliciting donations, working the auction or donating prizes were Harry Guyer, Bud Cole, Bob Ballantyne, Jim Fitser, Jack Harris, Betty Dietz, Kermit Henning, Dave Ehrig, Gerry Putt and Dennis Scharadin, and non-members Darla Guyer and Joanne Henning.

Plans are already underway for an auction at next year's LVSS, which will be held Friday-Sunday, March 6-8, 2015 and several vendors said they plan to make donations before the show so they can be included in advance press releases. As next year's auction figures to be even bigger, more help will be needed from POWA members – especially those in or near the Lehigh Valley.

## Gogal Publishing Company Introduces GPS Topo USA

Gogal Publishing Company recently launched GPS Topo USA, a new iPhone navigation app designed specifically for outdoor enthusiasts. GPS Topo USA delivers detailed driving directions and compass navigation capabilities, either online or offline, in one unit.

“This new app, turns any iPhone or iPad into an all-in-one automotive and handheld GPS,” said Mike Gogal. “We’ve incorporated both orienteering style map-and-compass navigation with GPS automotive navigation in one integrated iOS application.”

The combined features of highly detailed topographic coverage, map and compass navigation, and capacity for online and offline use make GPS Topo USA ideal for the full gamut of wilderness and outdoor recreational activities.

It can be purchased directly in Apple's App Store by searching for the title. For additional information visit [www.gogal-publishing.com](http://www.gogal-publishing.com).



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