



# PowWow

Newsletter of the Pennsylvania Outdoor Writers Association

Fall 2019



Tyler Frantz Photo

Turkey hunting will once again be a popular draw for conference attendees, and local NWTG/PGC volunteer guides should have the inside scoop on where to find the birds.

## POWA ready for its 'Homecoming'

**Celebrate 70th anniversary  
during spring conference  
May 14-17, 2020**

By Tyler Frantz  
*Conference Chairman/POWA President*

We've heard it said a million times...  
"There's no place like home."

As published in the April 1951 issue of *Pennsylvania Game News* magazine, members of a newly established Pennsylvania Outdoor Writers Association

held its very first meeting and banquet on Feb. 17 of that year in Harrisburg, PA.

I find it only fitting that POWA, still a thriving organization seven decades later, is returning home to its founding birthplace to celebrate its 70th year.

The 2020 annual conference will be held May 14-17 in Grantville at the Holiday Inn Harrisburg-Hershey, just minutes from our state's capital. At an affordable room rate of just \$104 per night, coupled with a relatively central location and top-

See **HOMECOMING**, page 9

## Craft Award entries due by Feb. 22, 2020

Please study all the category criteria and submission guidelines published in this edition of *PowWow* before submitting entries. There are 28 Craft Awards this year – eight core awards and 20 specialty awards.

There is a \$5 entry fee per category. Please fill out the "Craft Award Entry Form," add up the total number of *categories* entered and multiply that number by \$5 to calculate the grand total. Submit a single check or money order with the appropriate amount made payable to "POWA" and include it with your entry. Entries not accompanied by the required fee will be disqualified.

Contest entries must be postmarked by February 22, 2020. Winners will be announced at the annual POWA Awards Banquet in May.

Entries should be mailed to: Brad Isles, 147 Swain Hill Road, Harmony, PA 16037.

1. All Active, Associate and Life members of POWA in good standing are eligible to enter.

2. A maximum of two (2) entries per award is allowed, unless otherwise noted. Edit yourself and only submit your best work. Additional entries will be disqualified.

3. Unless noted, submit three copies of each entry for each award. One entry copy must be an original or exact photocopy and include the name of publication, date of publication and author. If an original or exact photocopy is not available, a website URL must be provided with this

See **ENTRIES**, page 6

# POWA Board proposes 2020 Constitutional Amendments

Two changes to the POWA Constitution and ByLaws have been proposed by the Board of Directors – the addition of Podcasting as an occupational field and the addition of online balloting as an option for election of officers and Board of Directors members.

Per the current Constitution and ByLaws, changes must be submitted to the membership at least 35 days before the general membership meeting (our next meeting is Friday, May 15, 2020). It can be printed in *PowWow* to satisfy that requirement.

Individual, active members will be asked to vote on the changes individually (one vote for the addition of podcasting and one vote for the addition of on-line balloting) at the same time they are asked to vote for the 2020-21 slate of officers. Those ballots will be mailed no later than March 17, 2020. The election ballots must be returned to the POWA office by Saturday, April 25, 2020. The ballots for changes to the Constitution and ByLaws must be returned to the POWA office by Saturday, May 9. For convenience, members may return their constitutional-change ballots with their officers' ballots.

Constitutional changes must be approved by two-thirds of the votes cast before the deadline. Any approved changes will take effect Sept. 1, 2020.

*(Ed. Note: Proposed additions noted in italics and underlined; proposed deletions noted in strikethrough)*

## ARTICLE III MEMBERSHIP

### A. CLASSES OF MEMBERSHIP

1. Active Member: An active member shall be a person who disseminates to the public, and receives remuneration, for the news, information or thoughts concerning the outdoors and/or use, management and enjoyment of natural resources. Such dissemination can be in any or all of the following fields: writing for publication, editing, broadcasting, telecasting or podcasting, illustration (including photography), or public speaking. An active member shall have full voting privileges and the right to hold office.

## ARTICLE V – ELECTIONS

Voting shall be done by mail ballot or through electronic balloting.

Ballots listing all candidates with biographical information of each nominee, shall be prepared by the Executive Director, and mailed (either by regular USPS mail, ~~only~~ or electronic mail, or through an online ballot) to all active members in good standing no later than 60 days prior to the date of the regularly scheduled membership business meeting for that election year. Completed ballots must be returned to the Executive Director by first class USPS mail, electronic mail only or completed through an on-line ballot, and postmarked (or completed online) no later than 20 days prior to the scheduled member business meeting. A member may not vote for more candidates than there are vacancies; a vote for more than the required number of candidates will invalidate that portion of the ballot.

## POWA on the Web

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



@P\_O\_W\_A



[facebook.com/paoutdoorwriters](https://facebook.com/paoutdoorwriters)

## PowWow

Fall 2019

Quarterly publication of the Pennsylvania Outdoor Writers Association, Inc., a non-profit professional, educational organization. Items published in *PowWow* do not reflect the opinions or endorsement of POWA.

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

### PAULA PIATT

POWA Executive Director

P.O. Box 885 / Sayre, PA 18840

Phone 570-886-1609

Email: [info@paoutdoorwriters.com](mailto:info@paoutdoorwriters.com)

### POWA Officers 2019-20

President – TYLER FRANTZ

24 Cardinal Lane

Annville, PA 17003

570-640-1990; [tnaturalpursuit@gmail.com](mailto:tnaturalpursuit@gmail.com)

1st V.P. – MARSHALL NYCH

2nd V.P. – JEFF WOLESAGLE

Secretary – STEVE SORENSEN

Treasurer – JOHN ALLEN

Board Chair – BRAD ISLES

Board of Directors (term ending): MARK

DEMKO ('20); RALPH SCHERDER ('20);

KYLE HEY ('21); BEN MOYER ('21); JERRY

BUSH ('22); LINDA STAGER ('22)

Sup. Mbr. Rep. - RANDY FERGUSON,

Ernst Seeds

Parliamentarian - DOYLE DIETZ

*PowWow* Editor - BRAD ISLES

POWA Legal Counsel - METTE, EVANS &

WOODSIDE, Harrisburg, Pa.



### IN THIS ISSUE

Craft Award Registration.....	1, 6-8
Spring Conference Preview.....	1, 9
Constitutional Amendments.....	2
President's Message .....	3, 5
Executive Director's Report.....	4-5
Award Registration Form.....	Insert
Craft Improvement.....	10-11
Committee Assignments.....	11
Member News .....	12
Treasurer's Report.....	12
Market News .....	13
Meeting Minutes .....	14-15
Supporting Member News.....	15, 16

### Member contributors to this issue:

Tyler Frantz, Dennis Scharadin, Brad Isles, Paula Piatt, Ben Moyer, John Allen, Jerry Bush, Steve Sorensen.

### SEND POWWOW CONTRIBUTIONS TO

POWA Exec. Director Paula Piatt

P.O. Box 885 / Sayre, PA 17979

Phone: 570-886-1609

Email: [ppiatt@paoutdoorwriters.com](mailto:ppiatt@paoutdoorwriters.com)

-or-

Brad Isles, *PowWow* Editor

P.O. Box 23, Grove City, PA 16127

Phone: 724-967-2832

Email: [powwow@paoutdoorwriters.com](mailto:powwow@paoutdoorwriters.com)

© Copyright 2019 by the Pennsylvania Outdoor Writers Association, Inc.



# President's Message

by Tyler Frantz

In the weeks leading up to the holidays, I log plenty of hours hunting for bear, deer and various species of winged fowl, while my wife logs nearly as many hours hunting for a bargain. I'm thankful for this arrangement because I hate shopping, but love spending time in the woods. Without Erin's special gift for "gifting," Christmas morning potentially could be slim pickings under the Frantz family tree.

But I still know a good deal when I see one – and in my opinion, there's no better investment than a POWA membership. As renewal season approaches, I encourage every member to consider the many benefits of belonging to our superb organization.

Take for instance the **story opportunities**: In the past year alone, I can count multiple articles that have surfaced as a direct result of my involvement with POWA. From press releases to market news, our POWA connections are a hotbed for story material.

I've contacted Supporting Members for inside information on products and "must-visit" destinations used in columns. Several active members graciously contributed "expert tips" to enhance a trout fishing feature I ran in the local paper. At least three different articles highlighted content from last year's conference, and there's even more photos in the bag for future use. With such a wealth of resources, I'm never at a loss for words when I need them.

Then there are the **relationships**: I met the editors for every one of my regular writing gigs – news print, magazine and on-line – through attending POWA conferences over the past seven years. That face time, opportunity to pitch ideas, and talk with potential manuscript buyers is invaluable.

Invitations to hunt and fish with fellow members from other areas has been an added bonus, but the opportunity to learn from experienced professionals (both active and supporting) who've been doing this a lot longer than I have is the real icing on the cake. I've formed friendships that will last a lifetime.

We get to **see new sights**: One of my favorite weekends all year is POWA conference weekend because I get to visit a new location of the state I wouldn't regularly visit. Whether wetting a line, paddling a canoe or chasing turkeys, spending time afield in these different places has made me a better writer. It improves perspective for reaching a state-wide readership, and it's just plain fun. This year's conference is in my neck of the woods, and I hope you'll consider joining us for it.

But travel is not only limited to conference weekend alone. Mark Demko works hard as press outing chairman to put together quality trips for our members to enjoy and write about. I enjoyed a pheasant hunt at supporting member Martz's Gap View Preserve with Charlie Burchfield and Ron Koch two years ago and had an amazing time.

Supporting Member Chautauqua County Visitor's Bureau creatively hosted fish/hunt camps and a writing contest to showcase the outdoor opportunities in its southwestern New York location.



Dennis ScharadinPhoto

**POWA President Tyler Frantz displays a mammoth 6-pound Lake Erie smallmouth bass, caught while fishing on a press trip with Supporting Member Chautauqua County Visitor's Bureau – just one of the many benefits of a POWA membership.**

I attended, enjoyed great hospitality, and caught some of the best fish in my life. Upon returning home, I wrote a captivating story and earned a monetary award for doing so. What's not to love about that?

We also get to **advance communication skills**: *PowWow* Craft Improvement articles, conference professional development seminars and networking are just a few examples of how we can grow. The Excellence in Craft awards (which also come with monetary perks) push us to maintain high quality standards of work, and our membership opportunities keep expanding.

Recently, the Board of Directors moved to add podcasting as a membership category. This forward-thinking measure has the opportunity to add even more outdoor communicators to our membership ranks. Please consider supporting this growth as we keep pace with changing media demands of today's outdoor market.

Best of all, **this is an organization that cares**: Our scholarships and youth education grants do so much to get young people involved in the outdoors. We constantly champion the wild places and pastimes we all love and enhance the voice for communicating this message of the outdoors to the greater public.

Through surveys and member feedback at all levels, our leadership is striving to make POWA as strong and meaningful as it possibly can be for every member. We're here to help each other grow in the profession and keep our outdoor traditions alive and well in Pennsylvania and beyond. We're already accomplishing great things.

I mention all this in the first person, not to be hubristic, but

See MESSAGE, page 5

# Executive Director's Report

by Paula Piatt,  
Executive Director

We're heading into a busy season – both in the POWA office and up in the treestand. If you call the office and get my message, rest assured, I can return the call after legal shooting hours!

Our 2019-20 individual renewal campaign is under way. You should have received an email with links to both a renewal form and a membership survey. I will follow that up with a mailing in November, but help us save on postage and send those renewals in before you forget about it. And please take the time to thoughtfully fill out the survey and return it to the POWA office.

We're looking at ways we can better serve our membership and survey responses will play a big part in that effort. Supporting members – we'll have a survey for you, as well, included in your membership renewal email and mailing. Please let us know your thoughts.

The nomination committee for the 2019-20 POWA elections has been set. Chairman Ralph Martone '01 will be assisted by Dave Ehrig '79 and Bob Mitchell '81 in securing candidates for the upcoming election. As usual, we will be voting on the offices of president, first vice president, second vice president and treasurer. The secretary is appointed by the new president. Additionally, there are two board director seats up for election in 2020. Those seats are currently held by Mark Demko '98 and Kyle Hey '17. If you are interested in any of these seats, please contact Ralph, Dave or Bob.

Before March 9, I'll be notifying the membership about the slate of candidates chosen by the nominating committee; ballots will be mailed by March 17. Please take the time to vote and return the ballots to the POWA office (they must be postmarked by Saturday, April 25). Ballots will be counted and the new slate of officers introduced at the May 16 membership meeting at our annual conference in Grantville.

At the same time, you'll be receiving a ballot for changes to our Constitution and ByLaws. You'll find the full explanation of the changes here in this edition of PowWow, but the short story is that the board would like to add podcasting as a membership criteria and allow for online voting for the officers and board members.

Both changes are important to bring POWA further into the electronic age. At a time when society comes to rely more and more on technology, POWA must also change with the times. There are outdoor communicators out there who use a podcast to reach a large audience and would be a wonderful addition to our membership. At the same time, online voting would not only save POWA postage costs, but could also increase participation in our annual election.

If it is approved by the membership, our Nominating Committee will begin looking at the best way to incorporate that into our election process.

We're making a concerted effort this year to reach out to our supporting members and boost the value of their membership. A working group has been formed to look into the ways we can



better serve those members – partners in our outdoor communication efforts. In this issue, you'll find an article by Jerry Bush '02, the board liaison to Supporting Member Representative Randy Ferguson of Ernst Seeds '13. Jerry gives us some great reminders about our supporting members and how we can interact with them for mutual benefit. If you have any ideas, we want to hear them; send me an email or give me a call.

We're really looking forward to the 2020 conference in Grantville. Using some input we received after last year's gathering, we're tweaking the itinerary a bit next year, giving the members some more time to network and a little less "travel" time. You've told us that those connections are important and you need more time to make them. You can read more in Tyler Frantz's report.

This year is a Homecoming of sorts, as 70 years ago, POWA met for the first time in Harrisburg. We've got some special activities planned for the weekend and will be recognizing those members with "anniversary years" in 2020 – five, 10, 15, 20, 25, 30, 35, 40 and 45 – and we have members for each of those milestones! We've also got supporting members celebrating five, 10, 20, 25 and 35 years with POWA.

Plan on joining us in Grantville, for what promises to be a special weekend.

A final recap on membership for 2018-19: We brought in 10 new individual members and eight supporting members. We lost 17 individual members and eight supporting members. (Already in 2019-20 we have two new supporting members). We now have 140 individuals and 79 supporting members.

Hat's off – and a free year of membership – to Doyle Dietz '88 for sponsoring two members in 2019-20. Remember, if you sponsor two or more members in a year, we'll cover your membership

**Continued on next page...**



## Message

*from page 1*

because POWA truly has impacted my life in a real and substantial way. I know for a fact it has done the same for scores of other members – active, associate, student and supporting—who've had the sense to utilize the full benefits of a POWA membership.

In closing, I'll share one more example of how POWA can make an impact.

Last year, while helping at the Great American Outdoor Show, a regular POWA Auction patron shared an awesome outdoors program his business organizes for

veteran families during the summer time. I held onto his card, because I wanted to find a way to help publicize his efforts if I could.

Three months later, I met new a new active member attending his first POWA conference. When I discovered his home residence was located a short drive from the veterans' event discussed at GAOS, I gladly passed along the organizer's contact information. He followed up, wrote two stories on the event, and was subsequently offered a monthly hunting column in his local newspaper. I'm proud to include that one of his most recent stories featured POWA supporting member Hunter's Shar-

ing the Harvest.

This is just one of many examples of how POWA can directly impact a person's life. There are story opportunities, relationships, new destinations, professional growth and caring people all wrapped up in one shiny, neat little package under the tree.

For the price of a two-person meal at a nice restaurant, new hiking boots, or half-dozen arrows, you can have all these benefits and more. That's a no brainer for me, even if I'm no holiday shopping enthusiast.

POWA is the best bargain in town, so please treat yourself to the gift that keeps on giving.

## New Supporting Members

### Atsko, Inc. '19

2664 Russell St.  
Orangeburg, SC 29115  
Phone: 803-531-1820; 803-531-2139 (f)  
Contact: Ashley Gutting  
Email: info@atsko.com  
Website: www.atsko.com  
Facebook: @atskoproducts  
Waterproofing, hunting, pet care and personal care products.  
Sponsor: Jerry Bush

### Felmlee Lures '19

600 Middle Rd.  
Lewistown, PA 17044  
Phone: 717-248-5061  
Contact: Dana Spinelli, Manufacturing Manager  
Email: danas@felmlleelures.com  
Website: www.felmlleelures.com  
Facebook: @FelmleeLuresLLC

Twitter: @LuresUSA

Instagram: felmlleelures

Manufacturer of soft plastic fishing lures for saltwater and fresh water.

Sponsor: Alex Zidock Jr.

### Whitetails Unlimited '19

1414 Kings Run Rd.  
Shinglehouse, PA 16748  
Phone: 814-697-7453; 717-713-7062 (c)  
Contact: Clyde DeHart Jr., Pa. Field Director  
Email: cdehart@whitetailsunlimited.com  
Website: www.whitetailsunlimited.com  
Facebook: @whitetailsunlimited  
Twitter: @WhitetailsUlt  
Instagram: whitetailsunlimited  
The nation's premier organization dedicating our resources to the betterment of the white-tailed deer and its environment.  
Sponsor: Harry Guyer Jr.

## Changes/Corrections

### Active Members

Correction to 2019-20 directory:

Jeff Mulhollem's email: jmulhollem@outdoornews.com

### Supporting Members

**Central Pennsylvania Convention & Visitors Bureau** is now Happy Valley Adventure Bureau. Our new contact is Jenny McConnell, jennym@visitpennstate.org The website URL remains www.visitpennstate.org.

**Navionics, Inc. '12** – Tom Branch Jr. is no longer with the company. We are awaiting new contact information.

**Pennsylvania Council of Trout Unlimited '86** – Ashley Wilmont is no longer at PATU. The new program director for PATU and the Coldwater Heritage Partnership is Rachel Kester. She can be reached at c-rkester@pa.gov.

## Continued from previous page...

dues for the next year. And chances are, we all know someone who could benefit from a membership in POWA, just because of the work we all do.

Keep in mind, that we're an organization of outdoor **communicators**—that includes print, broadcast, digital, photography, lectures, presentations, artwork, anything that conveys the message of our great outdoors and its heritage.

Applications and information is available on our website. I challenge each of you to approach at least one person this coming year and invite them to join POWA.

## SPONSOR 2 NEW MEMBERS IN 1 YEAR ... AND YOUR NEXT YEAR'S DUES ARE FREE!

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

Where to get applications? POWA individual and supporting member applications are available at [www.paoutdoorwriters.com](http://www.paoutdoorwriters.com).

Information on the value and benefits of membership is on the website. For more information, contact the Executive Director.

## Awards

from page 1

copy. The other two copies must have all identifying marks, bylines, personal photos and references blacked out and rendered unreadable, with the exception of the TV/Radio Program category. Copies downloaded and printed from the publication's website are permissible as long as an original with identifying marks is also provided.

4. Joint bylines: Co-authored/photographed/produced entries may be entered only once. Joint bylines will be considered as an entry for each contributor. All entrants of co-authored entries must be POWA members.

5. A letter of verification from the editor/publisher must accompany materials not containing bylines, or containing pen names.

6. The published material must have been compensated for by cash, check, goods or services of value. This includes the Best Blog Entry Award.

7. Members may submit an entry in only one Core Award\* category, to eliminate the possibility of a person winning multiple core awards for a single piece. For example: an item published in a newspaper may not be entered in both the newspaper column and the newspaper feature categories. In nearly every instance, such a distinction is obvious. On the other hand, a member may submit an entry for a writing award, and the accompanying photo/art for a photo/art award. A member also may submit an entry in one Core Award, and in any number of Specialty Awards for which it meets the criteria. Entries submitted for the wrong award will not be considered.

8. Entries must cover nature, wildlife, conservation or outdoor field sports such as hunting, fishing, camping and boating. Topics like swimming, diving, golf, hang gliding, etc., do not qualify, unless stated.

9. Entries must have been published in the prior calendar year, unless indicated otherwise in the contest description.

10. Entries must NOT be bound, matted, changed in size, altered, edited, or submitted in any form other than exactly how they were published and viewed by the public. Entries altered from their published form will be disqualified. Let

the entry stand on its merits, rather than its "packaging." Photocopies are permissible.

11. Envelopes or folders containing entries must be clearly marked on the front with the name of the award for which the entry is being submitted. Do not combine entries for more than one award in a single envelope or folder.

12. Entries must be postmarked no later than February 22, 2019.

13. Winning entries constitutes a waiver of copyright restrictions on reprinting the entry by POWA for their website and printed publications.

14. The Awards Chairman is not responsible for determining the validity of entries. Any questions concerning the validity of an entry will be forwarded to the President, and if he or she deems it necessary, to the Board for a decision. Further, if the President has any questions, doubts or concerns about an entry, the person submitting it will be notified immediately and given the opportunity to address whatever the question or concern might be, before any other steps are taken.

### **POWA CORE AWARDS\***

**1. Best Newspaper Column (\$150 and plaque, sponsored by Bob & Linda Steiner)** – Entries must have been published in a daily or weekly newspaper column. To meet the "column" requirement, the author's work must appear as a column in the same publication at least twelve times each year.

**2. Best Newspaper Feature (\$150 and plaque, sponsored by Pennsylvania Hunters Sharing the Harvest)** – Entries must deal with a single topic and be either a single article or a series of not more than five articles about a single topic. The publication frequency example for the Best Newspaper Column applies here as well.

**3. Best Magazine or Regional Newspaper Column (\$150 and plaque, sponsored by POWA EIC Entries)** – A "regional newspaper" is one such as Pennsylvania Outdoor News, which publishes other than daily or weekly. The subject must be primarily of interest to Pennsylvanians or at least be applicable to Pennsylvania. For example, a column on buck hunting is appropriate even if it doesn't mention Pennsylvania, as long as it is about white-tailed deer and the reader can relate the article to a comparable

experience in Pennsylvania. A similar column on mule deer, however, would not be acceptable. It need not be an outdoor publication, as long as the entry qualifies. To meet the "column" requirement, the author's work must appear in the same publication at least six times each year.

**4. Best Magazine or Regional Newspaper Feature (\$150 and plaque, sponsored by POWA EIC Entries)** – The above definition of a regional newspaper applies here as well. The subject must be of primary interest to Pennsylvanians or at least be applicable to Pennsylvania. The entry may be a single article or a series of not more than three articles dealing with a single subject.

**5. Best Published Newspaper Photo, Color or Black & White (\$150 and plaque, sponsored by POWA Past Presidents)** – This photography category is for best published newspaper, regional newspaper or other pulp-type photography award. Entries must be submitted as they appeared when published. The format the photograph was taken in – black & white or color – does not matter, only the published form. The photo credit, caption or cutline must also be included with the entry, exactly as it appeared when published. The entry must include the name of the publication and the title of the story (headline) which was used, if applicable. The entry must NOT be mounted, matted or changed in any way from how the public viewed it as published. Submit one original tear sheet or an exact photocopy.

**6. Best Published Magazine Photo, Color or Black & White (\$150 and plaque, sponsored by POWA EIC Entries)** – This photography category is for best published magazine or non-pulp-type photography award. Photos published in pamphlets, brochures, on postcards, calendars, etc., are eligible, as long as they were published in the award year. Entries must be submitted as they appeared when published. The format the photograph was taken in – black & white or color – does not matter, only the published form. The photo credit, caption or cutline must also be included with the entry, exactly as it appeared when published. The entry must include the name of the publication and the title of the story (headline) which was used, if applicable. In addition, an explanation

of the use of the photograph to illustrate an article, column, etc., may be included, but is not mandatory. The entry must NOT be mounted, matted or changed in any way from how the public viewed it as published. Submit one original tear sheet or an exact photocopy.

**7. Best Radio/TV Program Award (alternates with Best Book Award) (\$150 and plaque, sponsored by POWA EIC entries)** – These two awards alternate each year. Entries for each award, when offered, must have been published in the preceding two years. The theme in both cases must be outdoor oriented. Submit one copy of each entry.

**8. \*Best Published Art Award, Color or Black & White (\$150 and plaque, sponsored by POWA EIC entries)** – \*Published art work shall include magazines, newspapers, catalogues, brochures, or any other publication available to the public to convey the outdoor message. Published work may include limited or unlimited editions of fine art works, as long as the published form of the work is submitted for judging, the artist was compensated for the publication, the entry submitted was not self-published and the entry appeared in publication during the prior calendar year. The published art entry must be submitted as it actually appeared when published and was viewed by the public. The entry must NOT be matted, framed, bound, or altered in any way from how it appeared as published. Such entries will be disqualified. The entry must include the name of the publication and the title of the story (headline) which was used, if applicable. In addition an explanation of the use of the art to illustrate an article, column, etc., may be included, but is not mandatory. Submit one original tear sheet or an exact photocopy.

### **POWA SPECIALTY AWARDS**

**1. Best of the Best Award (\$500 and plaque, \*sponsorship pending)** – This award will be chosen from the other award-winning entries (article, blog, or TV/Radio program) that promotes the hunting and the shooting sports. Winning entries from the other categories will be automatically entered based on criteria and judges' decisions. If a sponsor is not secured, no award will be issued.

**2. POWA Pass it on Award (\$300 and**

**plaque, sponsored by the National Rifle Association)** – This award recognizes and praises a POWA Active member who has been responsible for introducing people (novice adults, children or a group, audience or readership) to the outdoors or enhancing their appreciation of the outdoors. The award shall be given for the best (1) published newspaper or magazine article, (2) broadcast radio or TV program, (3) commercially marketed video, OR (4) published black and white or color photo or art, which most effectively promotes passing on the love and appreciation of the outdoors, natural resources and pursuits such as hunting, fishing, trapping, hiking, camping, boating, bird-watching and nature appreciation.

**3. Wildlife Conservation Partnership Award (\$250 and plaque, sponsored by the Pennsylvania Game Commission)** – The award will go to the best entry from any and all media that recognizes difference-making partnerships among conservation organizations –including state or federal agencies. The partnership must demonstrate that together resources and talents can be leveraged to better accomplish conservation goals and initiatives. All entries must be about Pennsylvania projects and must have been published in the preceding year.

**4. Hawk Mountain Sanctuary Raptor Conservation and Eco-Tourism Award (\$200 and a plaque, sponsored by Hawk Mountain Sanctuary)** – This award goes to the POWA member with the best published piece in any media that promotes the mission of Hawk Mountain Sanctuary, its programs and services, or the Sanctuary as a raptor conservation organization and outdoor eco-tourist destination. All entries must have been published or aired within the past 12 months. Articles may include: subjects featuring the science of raptor migration; features on studies of raptors in Pennsylvania or northeastern North America and using Hawk Mountain scientists as a source expert; any feature on a special programs or service offered at Hawk Mountain Sanctuary; features on the history of Hawk Mountain Sanctuary; or an outdoor travel pieces on the Sanctuary as a destination in any season. The mission of Hawk Mountain Sanctuary is to conserve birds of prey worldwide by

providing leadership in raptor conservation science and education, and by maintaining Hawk Mountain Sanctuary as a model observation, research and education facility. [www.hawkmountain.org](http://www.hawkmountain.org).

**5. The Pennsylvania Elk Resource Award (\$200 and plaque, sponsored by the Keystone Elk Country Alliance)** – This award recognizes a POWA member who has best communicated to the public the principals of conservation, education, hunting, hunting heritage, and the value of habitat to the Elk Resource in Pennsylvania. Entry categories for the award are broad and include any art, article, column, or photograph published (on paper or digitally), as well as any radio or TV broadcast, blog, or any commercially marketed video. The winning entry will be the best example of promoting the elk resource in the Commonwealth. Those applying must grant the Keystone Elk Country Alliance permission to have the winning entry (blog, column, article, photo or art) reprinted.

**6. Best Action Hunting, Trapping Or Fishing Photograph (\$150 and plaque, sponsored by POWA EIC entries)** – This award goes to the best published color or black and white photograph that depicts action directly involving hunting or fishing. The photo must include a person, as well as a game fish, bird or mammal. Examples – a hunter shooting at a flushing grouse or an angler landing or playing a bass. Static trophy or hero shots or photos of a just dog pointing would NOT qualify. Submit one copy of the photograph exactly as it appeared in the publication, or an exact photocopy. Magazine, newspaper, calendar, book or digital publication is acceptable as long as the photographer received remuneration for his or her work or if the photo was donated to a non-profit organization.

**7. Best Conference-Related Material Award (\$150 and plaque, sponsored by POWA EIC entries)** – This award recognizes the best material that directly relates to the POWA Spring Conference. It can be an article, blog entry, photograph, artwork or TV/Radio program that is generated as a specific result of an activity during or the location of the conference.

**8. Best Published Pennsylvania**  
**Continued on next page...**



**Continued from previous page...**

**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)**

– This photography category is for the best published local or regional newspaper photograph (printed on newsprint paper) that features Pennsylvania fishing, sport fish, boating or fishing tackle. All entries must have been taken within the Keystone State and published during the previous calendar year. If the winning entry meets the Pennsylvania Angler & Boater photo submission guidelines, the PFBC would like the option of reprinting the winning photograph in their publication with acknowledgement of the photographer's award. If so used, the PFBC will pay their going rate for their use of that photo. (This is not a condition for applying, just a possible added benefit.) Submit one copy of the photograph exactly as it appeared in the publication, or an exact photocopy.

**9. Don Heckman - Tell the Story Award (\$150 and plaque, sponsored the Pennsylvania Chapter of the NWTf) –** This award recognizes the top stories on wild turkey management.

**10. Handloading Promotion Award for Broadcast Media (\$150 and plaque, sponsored by Redding Reloading) –** The purpose of this award is to assist in the promotion of the benefits of metallic cartridge reloading or handloading. It must be a broadcast work on either commercial television or radio format, not webcast. It will be awarded on the basis of the best communication of the inherent benefits to shooters and hunters presented by the practice of reloading their own ammunition for any shooting sports activity using a metallic cartridge. How-to, general educational and hunting success stories where reloading is a major theme are acceptable.

**11. Handloading Promotion Award for Electronic Media (\$150 and plaque, sponsored by Redding Reloading) –** The purpose of this award is to assist in the promotion of the benefits of metallic cartridge reloading or handloading. It must be a published work in electronic format (blog, e-zine, etc.). It will be awarded on

the basis of the best communication of the inherent benefits to shooters and hunters presented by the practice of reloading their own ammunition for any shooting sports activity using a metallic cartridge. How-to, general educational and hunting success stories where reloading is a major theme are acceptable.

**12. Handloading Promotion Award for Print Media (\$150 and plaque, sponsored by Redding Reloading) –** The purpose of this award is to assist in the promotion of the benefits of metallic cartridge reloading or handloading. It must be a published work in either magazine or newspaper format. It will be awarded on the basis of the best communication of the inherent benefits to shooters and hunters presented by the practice of reloading their own ammunition for any shooting sports activity using a metallic cartridge. How-to, general educational and hunting success stories where reloading is a major theme are acceptable.

**13. Outdoor Blog Entry Award (\$150 and a plaque, sponsored by POWA EIC entries) –** This award goes to the best blog entry about anything that falls under our umbrella of "outdoors." This includes hunting, fishing, trapping, canoeing, camping, natural history, conservation, or environmental issues. Submit entry as a .pdf file (no photographs) with a web address that links to the original source. If public access to the original source is no longer available, the entrant should also provide two additional PDF or screen photographs of the blog on the original web page.

**14. Pennsylvania Trappers Award (\$150 and plaque, sponsored by the Pennsylvania Trappers Association) –** This award will be given to the best published piece that promotes interest in or education about trapping.

**15. Trout and the Coldwater Resource Award (\$150 and plaque, sponsored by Pennsylvania Council of Trout Unlimited) –** This award will be made for the published magazine or newspaper story which best shows the importance of protecting and / or promoting our cold-water resource. The article may or may not include trout and other salmonids.

**16. White-Tailed Deer Award (\$150 and plaque, sponsored by POWA EIC**

**entries) –** This award goes to the best published newspaper article, column or magazine article that captures the spirit of the white-tailed deer, hunting whitetails, deer management or deer habitat in Pennsylvania. The topic could be as far-ranging as deer habitat improvement, natural history, rattling or even a nostalgic piece about a deer hunting camp.

**17. Wildlife Art Award (\$150 and plaque, sponsored by Ned Smith Center for Nature and Art) –** Artwork may be original and in any media (i.e. oil, watercolor, pastel, etc.) Three-dimensional work such as carvings and sculptures are also eligible. Reproductions or lithographs of an artist's original work may be entered. No size restrictions. Entries must have been completed in the preceding two years. The subject may be any North American wildlife other than fish. Birds of prey, songbirds, non-game species and game birds, and animals are all suitable subjects. Previous winning entries in this category are not eligible. Artists may submit one entry and it must be present at the spring conference. Each artist is responsible for getting his/her work to and from the conference. Artists would be wise to have their entries insured. Arrangements will be made to collect all artwork at a common meeting spot for judging. Winners will be announced at the banquet.

**18. Young Trees Habitat Award (\$150 and plaque, sponsored by the Upland Bird Hunt Chapter of the Ruffed Grouse Society) –** This award will be given to the best published piece that focuses on creating young forests through wood harvest, non-commercial harvest or supplemental plantings. Prescribed fire stories will not be considered.

**19. Youth Fishing Award (\$150 and plaque, sponsored by Expositions, Inc.) –** This award will be given for the best published piece, magazine or newspaper, devoted to encouraging readers to introduce, or to further the involvement of children in fishing.

**20. Youth and the Hunting/Shooting Sports Award (\$150 and plaque, sponsored by the National Shooting Sports Foundation) –** This award is given to the best published piece that furthers the participation of young people in the shooting/hunting sports.



## Homecoming

from page 1

notch lineup of story builder activities, guest speakers, award opportunities, and good old-fashioned fellowship and fun, this year's conference is shaping up to be a can't miss event.

We have several members celebrating their 5th, 10th, 15th, 20th and even 25th-plus years of membership this year too. I'm inviting all members to strongly consider attending this year's conference to be recognized in honor of our 70th anniversary POWA homecoming banquet.

Friday activities will include spring gobbler hunting with NWTF members and PGC staff, freshwater fishing for a number of species, birding, boating and biking opportunities, and we're working on securing a special off-site breakout visit worth sharing with your audience.

We've also decided to try something new this year by keeping everything on location for Saturday's events so our members don't have to rush all over the place.

This will afford individual members more time to network and socialize, and provides supporting members a space right at the hotel to conveniently setup and share their wares. We'd really love to have a great showing of supporting members at this year's event!

We'll hold our engaging lineup of craft improvement seminars right after breakfast, be treated to a working lunch where a supporting member panel will share tips on how we can best utilize their expertise in our profession, and then have time to meet face-to-face with them before our annual membership meeting.

Then, instead of having to drive anywhere, members can simply stroll on over to the hospitality suite or to their rooms to spruce up for the Excellence in Craft awards banquet with even more hospitality suite time to follow. We based our decision on previous years' feedback, and this should be way more convenient for everyone involved.

As for spouse and pre-post conference activities, there's loads of things to do in the area: Hollywood Casino and Penn National Horse Racing; Hershey's Chocolate World and Attractions (museum, zoo, theater, dining, spa); Tanger Outlets shopping



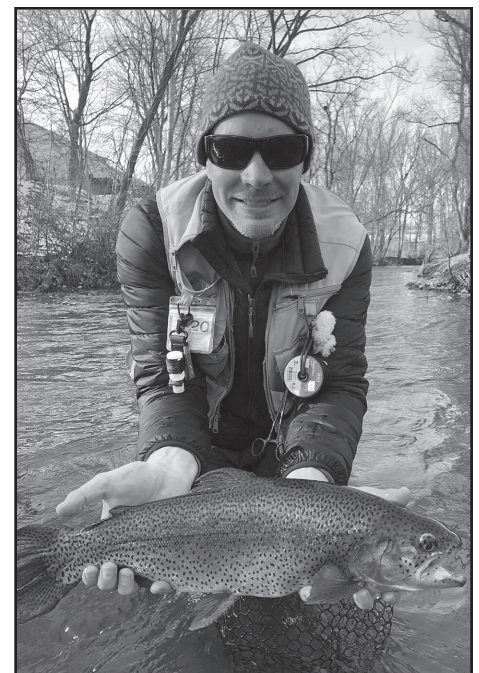
Above, as published in the April 1951 *Pennsylvania Game News*, POWA held its first banquet and organizational meeting in Harrisburg in February of the same year. Seventy years later, POWA returns to the area for the 2020 spring conference. Below, Lebanon County's Quittapahilla Creek, a Keystone Select Stream, harbors trophy trout just 20 minutes from the conference hotel.

complex; Cabela's; Bass Pro Shops; Ned Smith Art Center; Fort Indiantown Gap; Memorial Lake and Swatara State Parks all within a reasonable drive from the hotel.

If you've never been to a POWA conference, or haven't attended in years – at least since 2013 – it's possible I (along with several other newer members) have never met you.

I'd love the opportunity to shake your hand, get to know you, and celebrate all the wonderful things that makes POWA such a great organization.

Please consider making this year your inaugural appearance or grand return, and let's all help make POWA's 2020 homecoming one for the books. Save the date – Grantville 2020 is the place to be come May 14-17! Indeed, there's no place like home.





## Craft Improvement

# Seek and endorse supporting members

By Jerry Bush

As board liaison for the chairmen representing supporting members and seeking new supporting members, I feel obligated to remind the membership that supporting members desire that we spread word of their products and services.

Our latest membership directory lists fewer than 75 supporting members. Frankly, some of the missing supporters I remember from a decade ago, (when I served as Ways and Means Chairman) are discouraging. Just off the top of my head I notice the absence of Bass Pro, Cabela's, Connecticut Valley Arms and Remington.

Many outdoor communicators are justifiably confused about how they can properly endorse supporting members. They find any mention of brand names is a condemnation for which there is little forgiveness. It is a tricky process.

Sometimes an editor makes a business decision that results in removing the name of a product. For example, I may have written: *"after taking careful aim through the 3-9 optics positioned above my Winchester Model 70 Featherweight, which was chambered in .270, I gently squeezed the trigger to send the 130 grain, Nosler partition bullet to its target."* Unfortunately neither Nosler nor Winchester advertised with that publication. Therefore, to avoid granting "free" advertisement to those companies, which might in turn anger "paying advertisers," the editor changed my wording to boringly read: *"After taking careful aim, I gently squeezed the trigger of my trusted deer rifle."*

I've also been victim of self-appointed, editorial morality, which is my term for an editor assuming I've obligated myself to mention a product or service in a positive light, in exchange of free product or services. Of course such action would be immoral, and a violation of Article II of POWA rules.

One particular incident remains memorable. Let me frame this by asking, what is the first thing a fisherman asks when he discovers another angler has



Brad Isles Photo

**Depending on the editor or publication standards, it may take a bit of creativity to 'mention' POWA supporting members in an article.**

been successful? "What lure was used?" In this particular example I'd written that *"Walleyes are hitting long-billed, deep-diving, silver shad Rapala's with reckless abandon."* Anyone who does a lot of fishing understands all crankbaits do not provide the same results in all conditions, but the editor ordered me to change the wording to: *"Walleyes are hitting deep-diving, silver crankbaits with reckless abandon!"* I wonder how many anglers read that article, purchased the cheapest silver crankbaits they could find, and came up empty while following "my trusted" advice?

Before I move on, let me state emphatically I have never received free or discounted items from Rapala, Nosler or Winchester!

POWA needs supporting members. So how can communicators properly endorse them? Here are a few tips:

**1) Know your guidelines!** DON'T GET FIRED! If you really believe the product was critical to success (as I did with the Rapala), contact the editor and politely discuss it, and explain your reason for mentioning

the product by name. You just might be more successful than I was. In the end, respect your boss!

**2) Generic information is valuable.** For example, if you write about catching muskies with "colorful spoons," our long-time supporting member "Dardevle by Eppinger" may benefit as result of their reputation for supplying successful, colorful, fishing spoons.

**3) Research the advertisers!** If you notice our current supporting members (Henry Repeating Arms, Kahr Firearms and O.F. Mossberg) advertises within the pages of a magazine you wish contribute to, consider using one of their firearms during the next venture you plan to share with readers of that publication. If you then mention the firearm brand, the editor will not worry about "free" publicity while evaluating your work.

**4) Product reviews!** If your assignments allow writing reviews, scour our membership directory and grant our supporters exposure. Sportsmen and women deserve to learn about these

**Continued on next page...**



**Continued from previous page...**

valuable products and services.

**5) A picture is worth a thousand words!** Sometimes you can include photographs that help supporting members. If you write an article about trap shooting, for example, and pose a "White Flyer" clay target next to a scatter-gun, you will be granting exposure to supporting member "White Flyer Clay Targets" while maintaining the integrity of your piece.

**6) Include the competition!** Maybe your editor feels "pushing" any product is unwarranted. I've found I can usually work around that by mentioning several competing brands of items simultaneously, including a supporting member's product. An example would be writing about reloading, and including our supporting member "Redding Reloading Equipment" along with the names and photographs of competitors. Knowledgeable editors will realize you're not providing advertisement for any particular brand, but certainly an uptick in the general business of reloading helps our supporting member.

**7) Editors take note!** I have no doubt editors try to make the best decisions for their publications, but I ask you to please consider offering your communicators advice regarding how they can provide your audience with legitimate, valuable information about products and services provided by our supporting members. After all, POWA is committed to helping your contributors be the best in the business, and supporting members are critical to the organization's future.

**8) Spread the word!** Have you sought information about a product or service not currently supporting POWA? Why not suggest to those company representatives that POWA would appreciate their support? If they express even slight interest, tell them you'd be happy to recommend them for membership. Contact Alex Zidock, who currently serves our organization as Chairman of Supporting Member Recruitment. Alex will help follow up with them. Executive Director Paula Piatt will be happy to supply the proper

application so you can sponsor their membership.

Some final words! Inform POWA's supporting members of their value. I know it's difficult, but find the time to contact supporting members to inform them when you've communicated information that may benefit their company or organization. Consider scanning a spreadsheet, or just drop their listed contact a short email to let them know you've endorsed them publicly.

I know from experience the Ways and Means Chairman will like this next bit of advice. Say thank you for items donated by supporting members for fund-raisers, because the money in our treasury really did not grow on trees.

Supporting members benefit from the endorsements of POWA members and we benefit from the information and funding provided by supporting members. Don't let this valuable, two-way street fill with potholes. Let's maintain our infrastructure.



## POWA raffling Henry American Eagle rifle

Thanks to the generosity of Supporting Member Henry Repeating Arms, POWA is raffling off a Henry American Eagle rifle.

Tickets will be available at our three sport shows: Greater Philly Sportsmen's Expo, Jan. 9-12; The Great American Outdoor Show, Feb. 1-9; and the Allegheny Outdoor, Sport & Travel Show, Feb. 14-16.

Tickets will be available to individual members for both purchase and sale. Interested in purchasing tickets or selling tickets? Contact Executive Director Paula Piatt at [ppiatt@paoutdoorwriters.com](mailto:ppiatt@paoutdoorwriters.com)

### 2019/20 POWA Committees

<b>Committee</b>	<b>Chair</b>	<b>Liaison</b>
Awards .....	Brad Isles	Brad Isles
Constitution & Bylaws and Duties Manual...	Caleb Ritenour	Ralph Scherder
Craft Improvement.....	Ben Moyer	Tyler Frantz
Duties Manual.....	Caleb Ritenour	Ralph Scherder
Editorial Review .....	Terry Brady	Marshall Nych
Ethics.....	Mark Nale	Jeff Wolesslagle
Finance/Budget .....	John Allen	Jeff Wolesslagle
Financial Auditing.....	Doyle Dietz	Linda Stager
Historical Archives.....	Harry Guyer	Kyle Hey
Media (Technology/Website/Publicity) .....	Brad Isles	Tyler Frantz
Membership Audit .....	Tom Tatum	Ben Moyer
Membership Development.....	John Negich	Ben Moyer
Member Screening .....	Doyle Dietz	Tyler Frantz
Nominating .....	Ralph Martone	Brad Isles
Outdoor Education .....	Kermit Henning	Marshall Nych
Outdoor Press Outings .....	Mark Demko	Mark Demko
Past Presidents Council.....	Ralph Martone	Brad Isles
Scholarship.....	Jeff Wolesslagle	John Allen
Sports Shows.....	Kermit Henning	Brad Isles
Supporting Member Recruitment .....	Alex Zidock	Jerry Bush
Supporting Member Rep.....	Randy Ferguson	Jerry Bush
Supporting Member Screening .....	Don Knaus	Kyle Hey
Ways and Means .....	Kyle Hey	Marshall Nych

## Member News



Moyer

### Moyer a Traver Prize finalist

An essay by POWA member Ben Moyer '83 was among 10 finalists selected from a field of 156 entries nationwide for the 2019 Traver Prize Fly-Fishing Writing Award. Moyer's entry, *At the Heart of Hollows*, was not ultimately the first-place winner but he expressed appreciation for being considered among the finalists.

"I am honored by this recognition for conveying through written words my deep attachment to fishing, and working to restore, the mountain streams of western Pennsylvania, Moyer said.

The Traver Prize competition is sponsored by the John D. Voelker Foundation and the American Museum of Fly Fishing. The award is named after Robert Traver, pen name for the late John Voelker, author of *Trout Madness*, *Trout Magic*, and *Anatomy of a Fisherman*.

The Traver Prize was created in 1994 to encourage and recognize "distinguished original stories or essays that embody the implicit love of fly-fishing, respect for the sport, and the natural world in which it takes place."

Traver entries must demonstrate high literary values in one or more of these three categories: The joy of fly-fishing, personal and philosophic; Ecological, knowledge and protection of the natural world; Humor, piscatorial friendships and fun on the water.

### Putt takes 1st in waterfowl stamp contest

Gerald Putt '80 placed first in the 2020 Waterfowl Management Stamp contest, better known as the Pennsylvania Duck Stamp contest.

The contest is held each year on the third Saturday of September in conjunction with the Pymatuning Waterfowl Expo held in Linesville, Pa.

Putt, of Boiling Springs, won first place for his painting of snow geese, and also tied for second place with an additional painting of blue-winged teal.

Sharing second-place honors was Melissa Ball from Greencastle, Pa. with her blue-winged teal painting.

Proceeds from the sales of these vol-



Putt

untary stamps and limited-edition fine art prints will be used to enhance Pennsylvania's waterfowl management program through habitat development, wetlands acquisition and maintenance of existing wetlands throughout the state.

To date nearly 5,000 acres of prime wetlands have been purchased with waterfowl management stamp and print revenues.

Pennsylvania's first duck stamp was sold in 1983 and the first contest was conducted in 1986.

### Treasurer's Report

By John Allen, POWA Treasurer / Expenditures as of August 31, 2019

<b>Income Accounts</b>	<b>Budget 18-19</b>	<b>Actual</b>	<b>% of Budget</b>
Active Members' Dues	8,240	8,150	99
Supporting Members' Dues	6,500	7,700	118
Merchandise Sales	50	230	460
Craft Award Income	5,000	5,030	101
General Contribution	-	345	-
Spring Conference Income (Net)	3,020	3,361	111
<b>TOTAL INCOME</b>	<b>\$22,810</b>	<b>\$24,816</b>	<b>109%</b>
<b>Expense Accounts</b>	<b>Budget 18-19</b>	<b>Actual</b>	<b>% of Budget</b>
Executive Dir. Stipend	10,200	9,350	92
Pow Wow (Print/Edit)	3,500	3,283	94
Member Awards	5,100	5,600	110
Membership Directory	850	835	98
Plaque Expenses	1,000	2,169	217
Office Expenses	650	609	94
Postage, General	700	535	76
Insurance	505	540	107
Merchandise Expense	-	247	-
Credit Card Fees	155	180	116
Professional Fees	100	-	-
Website Expenses	50	-	-
Miscellaneous	-	334	-
Travel	-	197	-
<b>TOTAL EXPENSES</b>	<b>\$22,810</b>	<b>\$23,879</b>	<b>105%</b>
<b>Net Income</b>	<b>0</b>	<b>\$937</b>	

Cash Accounts as of August 31, 2019: General Fund, \$36,663; Youth Education Fund, \$2,425; Scholarship Fund, \$53,522; Jacquelin Knight CD, \$14,436; Emergency Fund, \$9,193; Northwest CD, \$20,000. Total Cash Accounts: \$136,239.



## Market News

**Pennsylvania Game News** is seeking spring turkey hunting articles for 2020 issues of the magazine, and some deer hunting stories for fall 2020 issues. Potential contributors should obtain current writers' guidelines and query ideas for articles. Quality photos are very important with selected articles. Those interested can email Senior Associate Editor Bob D'Angelo at [rdangelo@pa.gov](mailto:rdangelo@pa.gov).

**Strung Magazine** is a quarterly print magazine with international distribution throughout North America and beyond. Strung is dedicated to mindful outdoor living with a focus on responsible fly-fishing, hunting, adventure sports, yoga, conservation and food/drink. While the majority of the content comes from established, experienced writers and photographers, submissions from all interested parties is welcome. Submissions for both print features and online-only blog/social media content are acceptable. Compensation depends on quality/quantity of the submission and type of licensing allowed. All submissions should be sent to [editor@StrungMag.com](mailto:editor@StrungMag.com); Dr. Joseph Ballarini, publisher, Strung Magazine, [www.strungmag.com](http://www.strungmag.com).

Since 1925, **Fur-Fish-Game** has been highly acclaimed as the magazine for practical outdoorsmen. Articles are written to instruct and entertain, by real life, everyday outdoorsmen who hunt, trap and fish year-round. Fur-Fish-Game covers a wider variety of outdoor pursuits than any other magazine. Query 2878 East Main Street, Columbus, Ohio 43209.

**Paddling Magazine** is a quarterly publication uniting Adventure Kayak, Canoeroots and Rapid into three main sections to bring you compelling adventure stories, expert buying advice, destination ideas and the latest paddling news. Paddling Magazine covers the people, politics, expeditions, art, and boats and gear of paddlesports for kayakers, canoeists, whitewater boaters and standup paddleboarding enthusiasts. In particular, editors look for articles and photos on paddling events, regions and activities; informative service pieces; adventure travel pieces; profiles of engaging paddling characters; and

investigative stories on paddling issues.

Queries should present a clear, original and compelling angle, not merely a topic or idea, and should reflect familiarity with Paddling Magazine's content and tone. Tell why this story matters to Paddling Magazine readers, and tell where you think it might fit in the magazine. Features are generally 1,500 to 3,000 words in length. Most other articles (400-1000 words) focus on timely trends and events, provocative issues, and short and quirky profiles. Destinations pieces (500-700 words) include places, news and advice for paddlers. Send queries and two or three relevant clips of your writing to [editor@paddlingmag.com](mailto:editor@paddlingmag.com). If interested in your story, editors will respond within six to eight weeks.

**Photographer Guidelines:** For Watercolors gallery photos, editors look for action, composition and lighting. Please send your selected submissions as low-res JPGs or as a link to a web gallery to [editor@paddlingmag.com](mailto:editor@paddlingmag.com). Learn more at [www.paddlingmag.com/contribute](http://www.paddlingmag.com/contribute).

**Bowhunter** is a bimonthly magazine that covers hunting big and small game with bow and arrow. The editors say, "We are a special-interest publication, produced by bowhunters for bowhunters, covering all aspects of the sport. Material included in each issue is designed to entertain and inform readers, making them better bowhunters." The magazine pays \$100-\$500 for nonfiction pieces of 250-2,000 words. Potential writers should query first.

**Wild Northeast** is a quarterly magazine that covers adventure sports, outdoor culture and environmental issues in the northeast. Currently, its area of coverage includes Maine, New Hampshire, Vermont, Massachusetts, New York, Connecticut, southern Quebec and the maritime provinces of Canada. The editorial focus of WNE changes with the seasons – winter is devoted to winter sports while the summer issue – and covers skiing (both downhill and Nordic) and snowboarding, rock climbing, mountain biking, snowshoeing, hiking, kayaking, trail running, road biking, kite skiing, multi-sport adventures, surfing, sailing and scuba diving – any sport

or activity that takes place outdoors. In addition to outdoor sports, environmental issues relevant to the area as well as cultural articles with an outdoor connection will be considered. While the primary focus is regional, out-of-area stories occasionally run. Editors are also interested in profiles of engaging outdoor characters, gear reviews and techniques. If the story would benefit from additional information, include a sidebar that allows and motivates readers to follow in your footsteps: where to find rentals, equipment or lessons, how to get to a featured destination, nearby places of interest or accommodations, and how to obtain additional information. Pay is dependent upon length, complexities and demands of a story. Learn more at [www.wildnortheast.com/contributor-guidelines](http://www.wildnortheast.com/contributor-guidelines).

**The Contemporary Sportsman** is a quarterly online magazine devoted to people who share a serious passion for fly-fishing and wing shooting. Feature articles have the foundation of a fly-fishing and/or wing shooting experience, but the copy and photographs exhibit the adventure in a three-dimensional level. Articles aren't the predictable stories or portfolio of pretty pictures, rather the reader should feel the experience, hear, see and taste peripheral issues like food, wine, art, history, ecology, friendship, humor and culture. Emphasis is not on techniques or technologies or product reviews.

Each quarterly publication has at least three feature articles about fly-fishing (fresh or salt) and/or wing shooting. An average feature contains 2,500 to 3,000 words. Short sidebars can be used to provide additional details. Feature articles should be heavily supported with photos to relay the total experience of "being there." Submit text as Word Documents and photos as high resolution (300 dpi) .jpps. Photos need to be as realistic as possible.

Please submit an email to query. Contact Jim Stenson, publisher/managing editor, The Contemporary Sportsman, 4362 Byron Avenue North, Mobile, AL 36609; [jim@integrateddigitalpublishing.com](mailto:jim@integrateddigitalpublishing.com).

# Meeting Minutes

## POWA Board of Directors Meeting

Monday, Feb. 18, 2019  
Conference Call

The meeting was called to order at 7:05 p.m. by Chairman Ralph Martone.

Present: Executive Director Paula Piatt, President Brad Isles; First VP Tyler Frantz; Second VP Marshall Nych; Directors Mark Demko, Doyle Dietz, Ben Moyer, Ralph Scherder and Jeff Woleslagle; and Treasurer John Allen. Absent but excused: Wade Robertson.

Chairman Martone ceded the floor to Secretary Sorensen for matters regarding secretary protocol. Sorensen advised that Roberts Rules of Order requires only that a person making a motion be named in the minutes. Since seconding the motion is necessary only to get the matter on the table for discussion, not necessarily indicating support of the motion, he asked that we dispense with naming of persons seconding motions in the minutes. Agreed by consensus.

Regarding the business decided on, Sorensen also said the minutes need to include what was decided but not how it was decided. However, in view of the fact that we meet infrequently, the secretary will try to record enough about items discussed that it will help facilitate our memories.

### OFFICERS' REPORTS

**Executive Director's Report:** (P. Piatt) Membership Updates: Current membership is 145 individuals; 79 supporting (several are pending in both categories.) New members: Doc Fritchey Chapter, Trout Unlimited, Sponsor: Tyler Frantz; White Flyer Clay Targets, Sponsor: Nick Sisley; Maureen Sangiorgio, Sponsor: Ralph Martone; John Kline, Sponsor: Paula Piatt; Kyle Hey, upgrade from Associate to Active, Sponsor: Tyler Frantz Lost Members: Mike Klimkos – Did not renew; no longer editing Fly Fishing Monthly; Eric Levis – left PFBC as Communications Director (Mike Parker, the new CD, has joined); Matt Soberg – RGS, left the organization. No replacement as of yet, but I'll reach out to the new person; George Lavanish – suffered a stroke; Frank Felbaum – retired; Bob Bell and Nick Sisley recently passed away.

Two email newsletters have gone out, with good response from our supporting members; I have received some emails with items for future emails. At the present time, I'll continue to send an email every other month. If we continue to receive more information, I'll look at making it a monthly email. In terms of open rate, we're on either side of 50 percent; hoping that increases as more people know about them. I'll be mentioning that in my next *PowWow* report. I've also had

some requests for an online dues payment system.

POWA shirts – I've been working with a local supplier who can do the embroidery. Forest green polo shirts with white logo.

Conferences: Working on sponsorships for meals. NRA will do Friday BBQ; NSSF will do Saturday banquet; speaking with Wildlife for Everyone Endowment Foundation for Saturday lunch; and will speak with Chester County Visitors Bureau for hospitality suite.

**Correspondence:** (P. Piatt) We've received a copy of the annual report for Wildlife Leadership Academy, along with correspondence regarding our grant.

Frank Felbaum has cancelled membership due to retirement. (To be brought up under New Business.)

Steve sent sympathy cards to families of Bob Bell and Nick Sisley. Ben will write "In Memoriam" pieces for *PowWow* for both Bell and Sisley.

**President's Report:** (B. Isles) No official written report needed, but Brad thanked Paula for all she has done to get the organization to where we are now, especially through the renewal and sport show season.

Supporting member recruitment committee had been chaired by Nick Sisley. It is an open chairmanship now, as he needs to be replaced.

**Treasurer's Report:** (J. Allen) No written report needed. John has filed 1099s and submitted small games of chance license application. The auction at GOAS raised over \$7,000. Finances are trending well leading up to the conference.

\* *Motion to approve Officers' Reports* by Ralph Scherder. Seconded. No discussion. Passed.

**Conferences:** 2019 West Chester – (T. Tatum) Everything is falling into place. We have lots of outdoor activities planned and a full slate of seminars. John Plowman has asked if we can fit in a representative from Hunters United for Sunday Hunting to talk about Sunday hunting. Doyle will pursue with Harold Daub, HUSH chairman.

Friday: Turkey hunting may be possible; birding; photography; BBQ at Brandywine Red Clay Alliance.

Saturday: Seminar "Natural Lands Conservation 101" to be presented by the Natural Lands Trust; luncheon; breakout presentation about natural lands; possibly a hayride tour.

Spouses' tours lined up: Friday: shop 'til you drop, QVC Studio Tour, King of Prussia Mall Saturday: Brandywine museum; tour of Longwood Gardens.

Paula: Clarion Ramada is interested in a conference in that area. Since we're at least tentatively scheduled through 2022, she will keep their email to refer to as we plan for future.

### OLD BUSINESS

Election Timeline/committee assignments: Paula will email Don Knaus as Nomination Chair for nominations. The election process will get underway with email to membership March 9. Ballots will be mailed March 19.

Update on POWA knives: We have about

30 knives; looking for ways to liquidate them. Ralph M. will explore an idea to use them as an incentive for the raffle.

### NEW BUSINESS

**Life membership request for Dave Wolf:** ED Paula brought the idea of Life Membership to the Board. With Board support, Dave Wolf will be nominated for Life Membership at the Spring membership meeting.

**PDF version of *PowWow*:** (M. Demko) Our *PowWow* newsletter is very popular, but a big expense. In addition to mailing it, Brad puts it on the website in pdf format but says we could save about \$200 in printing and about \$200 in postage if we made it electronic. Dennis always sent out a question with membership renewal about preferences between print and e-versions. John Allen suggested making the printed newsletter an opt-in rather than an opt-out. Before we take any action, Paula will bring the question to our supporting members to get feedback from them.

**Press Trip Committee:** (M. Demko) At the Harrisburg show Mark Demko talked to the statewide Maine Tourism organization about making a Press Trip available, possibly a 3 to 6 day excursion. Board gives the go-ahead for Mark to explore this.

Mark is also working on Spring 2020 trip for ANF Visitor's Bureau for a trip, and a Fall 2020 trip to Orleans County, NY for brown trout and steelhead fishing.

**Sports Shows:** (B. Isles) Our booth at the Allegheny Outdoor Show at Monroeville was quite successful. We handed out 5 or 6 member applications and members sold some books. It's worth doing again next year. Brad, Ben Moyer and Bob Kirshner manned the booth, with help from a few others. Many members stopped by. Brad wondered if we might add some kind of video presentation at the booth to get more exposure for the organization, and perhaps even get on the show's speaker roster.

Recap of the GAOS in Harrisburg. We had heavy traffic and Dennis Scharadin and Kermit Henning and others did a great job at the booth. Due to the volume of auction items (110-120 items), Ralph Martone suggested some of the smaller items be done through a silent auction. We will consider this for next year. We raised more than \$7,000 for our scholarships.

Doyle Dietz informed the Board that the Philadelphia sport show is coming back, and we have an opportunity to have a presence there, giving us three opportunities in three areas of the state.

**Sport Show Discount for new members:** (B. Isles) Brad brought up the idea of waiving the \$10 initiation fee for sport show sign-ups and also to offer a 10% discount for supporting member sign-ups at shows. Paula will refer this idea to the membership committee.

**Wildlife Leadership Academy student members:** (R. Martone) The WLA asked whether

*Continued on next page...*



*Continued from previous page...*

we could use any interns, or have a place to publish student articles. Brad will devote a page on our website to student members, featuring some of their writing and other features. Ralph M. suggested that we assign a mentor to each student member. This will be put on the agenda for the Spring general membership meeting to see what interest there is, and put it in the email blast that goes out April 1.

**Recognition of members Felbaum and Lavanish:** (ED) Frank Felbaum has been an active member since 1973; George Lavanish since 1978. Felbaum has retired and Lavanish has had a stroke and is unable to do much now. Brad suggests we table this until the May board meeting, and refer to the executive committee for a proposal on how to recognize long-standing members such as these men.

**Request Regarding POWA Book Award:** (ED) Mike Huff requested that we increase the prize for the book award to \$500 because of the enormity of a book project. At this time we are not in a position to do this, unless Mike (or someone else) can sign up a sponsor willing to give \$500 for this. Moyer mentioned that the award money isn't meant to be representative of the value that goes into the work, and the award itself is considered to be worth more than the prize money that goes with it.

**POWA polo shirts:** (ED) Paula will forward to the board a proposal for alterations to the POWA logo for better embroidery.

It was brought up that we should have a cleaner, more reproducible logo, or perhaps two logos, the traditional and a new one. Brad suggests we table a new logo idea until the spring meeting.

#### **GOOD OF THE ORDER**

Tyler asked if we have any sort of membership category that a podcast could qualify for. Brad noted that this is a growing technology and we should probably find a way to accommodate podcasters in a membership category.

\* *Motion* to refer adding podcasting to the TV, Radio and Broadcast membership category to the bylaws committee, making sure we maintain professionalism in the membership category. Seconded. Passed.

Steve asked if we could shift the Blog Award from the Specialty to the Core category. Several Board members voiced support for this as it is an important medium and it does not reflect a "specialty" as the other specialty awards (whitetail, turkey, habitat, youth, handloading, etc) do. Brad and the Awards committee will look into this.

\* *Motion* to adjourn at 9:38. Dietz.

— Respectfully submitted,  
Steve Sorensen  
Secretary

## **Supporting Member News**

### **BHA seeks hunter mentors for new Take Two Initiative**

The Pennsylvania Chapter of Backcountry Hunters and Anglers is looking for hunter mentors in the Pittsburgh and Philadelphia areas. The recently introduced Take Two Initiative has drummed up a lot of interest from folks just getting into hunting.

Mentors and mentees could meet once, or multiple times – this is completely up to the mentor and the mentee. The hope is that by helping two people advance their knowledge of hunting, one of them will stick with it. Mentoring could include hunting or going out for a hunting-related activity such as scouting, shooting, setting trail cameras, hanging stands, running a bird dog, sharing a meal, etc.

PA BHA recognizes that simply recruiting new hunters and offering them a one-time or short-term introduction to hunting may not be enough to help beginners get over the hump to becoming a dedicated, lifelong hunter. What really helps someone become a hunter is having a reliable mentor who can assist in various ways over a season or several seasons, or however long it may take.

The long-term goal is to have more hunters realize the benefits of mentoring others as a way to preserve and continue our hunting heritage and the conservation efforts it supports. If you're interested in becoming a mentor, please contact Aaron Luneke at [aaron.luneke@gmail.com](mailto:aaron.luneke@gmail.com).

### **CBF names Harry Campbell to new position**

The Chesapeake Bay Foundation (CBF) has created a new position that combines science and advocacy and has tapped a familiar face to be its first director.

Harry L. Campbell III has been named Director of Science Policy and Advocacy. He served as CBF's executive director in Pennsylvania since 2013. Prior to that, he was CBF's Pennsylvania scientist, and a respected resource on technical, policy and science issues for nine years.

With nearly 25 years of experience in water quality protection and restoration, Campbell's professional experience spans academia, private consulting, governmental, and non-governmental sectors. He holds a Bachelor of Science in Environmental Resource Management and a master's degree in Environmental Pollution Control from the Pennsylvania State University.

As CBF's executive director in Pennsylvania, Campbell worked with all levels of government, scientists, businesses, and concerned citizens to engage discussion and to drive tangible improvements in the quality of local rivers and streams. Leading the team of CBF professionals in Pennsylvania, he demonstrated the specific skill and ability to translate the technical, regulatory, and policy-oriented aspects of clean water.

Campbell will continue to serve as executive director in Pennsylvania until CBF's search for his replacement is complete.

### **Kester joins PATU, CHP as Program Director**

Rachel Kester has joined the Pennsylvania Council of Trout Unlimited as the new Program Director for PATU and the Coldwater Heritage Partnership. Prior to coming to PATU, Rachel was project coordinator for National TU's PA Coldwater Habitat Program (formerly the Eastern Abandoned Mine Program) for nearly 11 years. Her focus was primarily on restoration of abandoned mine drainage-impacted streams in the West Branch Susquehanna River basin, but she also worked on other projects including capacity building for watershed organizations, PFBC's Unassessed Waters Initiative, culvert assessments and habitat improvement projects.

She resides in rural Clearfield County with her husband and son, where the family enjoys spending time together outdoors. Her office is located at the PFBC's Central Regional Office in Bellefonte. She is available at [c-rkester@pa.gov](mailto:c-rkester@pa.gov) or 814-359-5233.

## Supporting Member News

### Ned Smith Center features Jim Bashline exhibit

Peer into the life of famed outdoor writer, editor, photographer, artist, television personality and wood carver, L. James Bashline in the current exhibit “The Best of Jim Bashline Outdoors and In,” open now through Jan. 11, 2020 in the Olewine Gallery.

Jim served as president of the Pennsylvania Outdoor Writers Association in 1970-71 and received the organization’s Meritorious Service award in 1985. He was honored with a life membership in 1993.

L. James (Jim) Bashline, was born in Tioga, PA on Nov. 18, 1931. He was educated at Pennsylvania State University and Albright Art School, after which he entered the field of journalism. He became a prolific and widely acclaimed outdoor writer



and photographer, contributing regular columns as well as freelance pieces to a variety of publications, including *Field and Stream*, *The Philadelphia Inquirer* and *Pennsylvania Game News*. He also authored several books that provided practical and professional advice for outdoor activities. These books include “The Allegheny Angler” (1963), “Night Fishing for Trout” (1972), “America’s Great Outdoors” (co-editor, 1976), “Atlantic Salmon Fishing” (1985), “The Trout and Salmon Fisherman’s Bible” (1991), and “The Fly Fisherman’s Bible” (1993). Bashline used his writing to advocate for conservation efforts. He was a member of The Ruffed

Grouse Society, the National Rifle Association, Trout Unlimited and the Federation of Flyfishers.

In the book, “The Eastern Trail” written in 1972, Jim looked to Ned Smith for artwork to showcase. For the first time to the public, view the original drawings used for the book and other assorted Ned Smith artwork from Jim Bashline’s personal collection.

A reception and auction will be held to end the exhibit on Jan. 11 at the New Smith Center for Nature and Art, 176 Water Company Rd. in Millersburg, Pa. The Ned Smith Center has been a POWA supporting member since 1996.



**Pennsylvania  
Outdoor Writers  
Association, Inc.  
PO Box 885  
Sayre, PA 18840**

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