



POWOW

Newsletter of the Pennsylvania Outdoor Writers Association

Winter 2020

Conference postponed

POWA's 70th anniversary event in Grantville rescheduled for Aug. 27-30

By Tyler Frantz
POWA President/Conference Chair

In light of recent news and developments regarding the COVID-19 outbreak, I wanted to send an update regarding our upcoming POWA conference scheduled for May 14-17, 2020 in Grantville, PA.

Please know the health and safety of our members is a top priority. The POWA board of directors convened by conference call and was in constant contact over email in an effort to make the best, most-informed decision possible regarding the status of our annual conference and meeting.

Given the uncertainty of where things will go (both globally and within the Commonwealth) over the next few months, weeks and even days, we felt it most appropriate to postpone to a later date.

Executive Director Paula Piatt and I spoke with the host hotel on March 15 to explore all possible options, and they were very accommodating and supportive



Jeff Woleslagle Photo

Catching monster flathead catfish in the Juniata River will have to wait until August. Due to circumstances beyond POWA's control, the annual conference is pushed back from its original date in May to Aug. 27-30, 2020.

of this request. Our new conference date is scheduled for August 27-30.

Our decision did not come lightly, and from a logistical standpoint, it would've been much easier to hold the conference as planned. However, due to extreme health

concerns and the threat of a forced cancellation potentially causing us to lose money on our contract, we felt it was in the best interest of our organization to simply move the program date with no penalty incurred.

See CONFERENCE, page 3

GAOS auction raises \$6K for scholarships

By Dennis Scharadin
Booth and Auction Chairman

Another Great American Outdoor Show has come and gone. Remarkably, without a blizzard or ice storm during the entire nine-day show.

This was the 38th year POWA has had a booth and auction at the show. During those

early years, the proceeds of the auctions were used to fund, and grow, the Will Johns Scholarship Fund. Then, when interest made the scholarship self-sustaining, the Youth Education Fund Grant program was begun. In total, the auctions have raised almost \$450,000 which has been given as grants toward children's programs.

This year's auction grossed \$5,694.50.

Twelve organizations will be receiving grants. We had 56 bidders.

I would like to thank all the members, and friends, who helped man the booth and gather auction items or donated auction items.

The following members helped at the booth and the auction: John Allen, Charlie

See AUCTION, page 3

Craft Improvement

'The Elements of Style,' reacquainted

By Ben Moyer

Craft Improvement Chair

Any writer will benefit from an occasional review of "The Elements of Style," by William Strunk Jr. and E.B. White. This tight, 85-page tome is jammed with abrupt warnings about common mistakes you'll recognize in your own work. Peruse it even for a few minutes at bedtime and you'll find yourself muttering: "Yeah, I do that. I'll check for that misstep in my next article."

Embarrassingly (William Strunk would not approve of that adverb), a copy of "The Elements of Style" stood crammed into my desk's bookshelf (I almost wrote "cowered on my bookshelf" but Strunk and White do not cower) for years before I gave its advice the attention it merits.

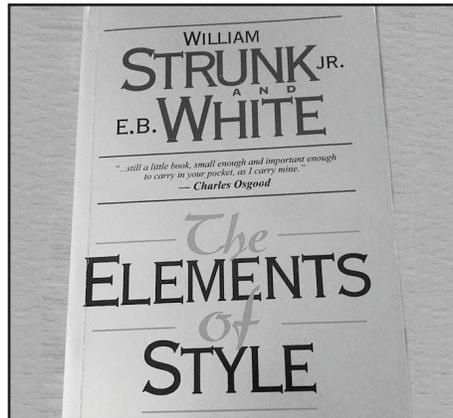
I'd assumed that Strunk and White were contemporary collaborators; not true. Strunk taught composition at Cornell, where White was his student and admirer. Many years later, White became an accomplished prose-master and was asked to update his mentor's treatise, a task he took on with humility but resolve.

Most of the book is presented as punchy admonitions from Strunk's original work. "Put statements in positive form" is representative. Then Strunk follows up with examples: The positively stated "He usually came late" is preferred over the indirect and hesitant: "He was not very often on time."

Here's another; it's Strunk's Rule No. 16: "Use definite, specific, concrete language." To illustrate, Strunk deplors "A period of unfavorable weather set in" because it is vague. But he applauds "It rained every day for a week" for clarity and directness.

The final 19 pages of the current edition are a book within a book, written as prose and titled: "An Approach to Style." It's the part of the original most shaped by White.

Here, the authors hand down 21 reminders to writers striving to craft prose that is clear, effective, and enjoyable to



read. Below is a brief summary of eight of those tenets, deemed by this writer to be most useful and relevant.

Place yourself in the background

Don't try too hard to exhibit your style. It will emerge naturally after much earnest effort. It is better to concentrate on the subject in a sincere approach. "To achieve style, begin by affecting none."

Write in a way that comes naturally

Strunk and White acknowledge here that all writers imitate others they admire. Doing so is unavoidable and natural. But never imitate consciously, and only to a degree when you do—in the way that an admired writer begins sentences, perhaps. Or, to learn a rational approach to breaking paragraphs. Admire good writing, then write in a way that comes naturally.

Work from a suitable design: Have a plan before starting to write. It doesn't have to be a rigid blueprint, but a general, logical pathway will guide your effort and benefit your reader.

Write with nouns and verbs: Strunk and White discourage reliance on adjectives and adverbs. "The adjective hasn't been built that can pull a weak noun out of a tight place," they write. But their rule is not absolute, and modifiers do have a role in writing, sometimes even improving the work. Minimize use of modifiers and make vivid verbs and nouns the skeletons of your sentences.

Revise and rewrite: Any work can be improved by revision.

Continued on next page...

PowWow

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Auction

from page 1

and Cheryl Burchfield, Doyle Dietz, Russ and Nancy Englehart, Tyler Frantz, Kyle Hey, Don and Maggie Knaus, Ken Maurer, Craig Morgan, Mark Nale, Paula Piatt and Jeff Wolesslagle. Non-member helpers were former member Doug Leiby who brought the booth from storage and masterminded the set-up, Sherrie Schatzer who assisted in getting auction items, John Stoy who helped in the booth and the auction and Sandy Stoy who helped at the auction.

Members who gave donations for the auction were Charlie Burchfield, Jim Fulmer, Kermit Henning, Ken Maurer, Mark Nale, Jack Paluh, Gerald Putt, Tom Tatum and Jeff Wolesslagle.

Supporting Members who made donations for the auction were: Chautauqua County Visitor's Bureau, Destination Niagara USA, Kahr Firearms Group, Koinonia Guide Service, Martz's Gap View Hunting Preserve, NRA, Ned Smith Center for Nature and Art, PA Chapter of Backcountry Hunters and Anglers, PA Chapter NWTf, PA Outdoor News, PA Trappers Association, Pennsylvania Game Commission, PFSC and Visit Hershey Harrisburg.

Special thanks to Clyde DeHart Jr. for

Continued from previous page...

Do not overwrite: Simple writing has a better chance to be good than flowering, ornate prose. Strunk and White condemn overwriting as "unwholesome," even "nauseating."

Avoid qualifiers: These are words like "rather" and "very," as in "The trout fishing on Loyalsock Creek was *rather* disappointing." The authors damn them as "leeches that infest the pond of prose." Such qualifiers cause a reader to doubt the writer's knowledge or veracity.

Be clear: By the time you get to this point in "The Elements of Style," you might be surprised the authors are driving this point home one more time. But their advice here will help when you find yourself stuck, struggling to make an awkward sentence sound right. It's almost always better to back up, start over, and break the sentence into two or more simpler, clearer parts.



Contributed Photo

Sports Show Chair Dennis Scharadin and President Tyler Frantz work the POWA booth at the Great American Outdoors Show in Harrisburg in February.

auctioneering our auction again, and is the representative for Whitetails Unlimited and Dave Gossert who assisted. *I apologize if I missed someone.*

Having a booth is labor intensive. It needs to be retrieved from storage and set up prior to the show and then taken down and back to storage after the show. Each Saturday the show is open for 10 hours, each Sunday seven hours, and weekdays nine hours.

Those who work the booth are responsible for promoting POWA and answering questions, hyping the auction, handing out coloring posters to children, and this year selling gun chances. If you are getting do-

nations, you walk the entire show grounds stopping at booths to ask for donations. Then, you carry any donations back to the booth where they will be cataloged for the auction. Normally, we have 120 to 150 items for the auction.

What can you do if you live too far away to attend? Promote the auction. The more we make, the more we can give. The auction is always the last Sunday of the show. It always runs from 1 to 3 p.m.

And, the last Sunday of the GAOS is Bounce Back Sunday. If you paid \$12 for your ticket you can get into the last Sunday for free. Bounce Back Sunday and come to the auction!

Conference

from page 1

We realize this may inconvenience some members who were planning to attend in May, but on the other hand, we also now may have some people join us who otherwise wouldn't have been able to do so.

Given the sizable population of "high-risk" individuals within our membership, our leadership team felt this was the most responsible thing we could do.

Obviously, the reschedule might impact some of the activities I have previously arranged, but rest assured, I will continue to work tirelessly to line up quality outdoor experiences and newsmakers for our attendees. It actually might be exciting to take advantage of some new activities a different time of year has to offer.

An update on conference details will be provided in the next edition of *PowWow*,

so please stay tuned for more information. If you've already registered and no longer can attend, please reach out to Paula for a refund. If you still plan to attend, we can hold your registration for the new date.

Please note that our standard rollover of officers will still take place this May, but the Excellence in Craft Awards and annual membership meeting will be held for the fall conference date.

Our Henry Rifle Raffle drawing also will be live-streamed on our Facebook page as previously scheduled for May 16.

We appreciate your patience and understanding as we navigate uncharted territory with this pandemic.

I hope you'll still consider joining us at our newly scheduled conference and take advantage of the many excellent opportunities we're working so hard to provide for our valued POWA members.

President's Message

by Tyler Frantz

As a father of two young children, I'm more aware now than ever before of the importance of preserving what we all love for future generations. Be it a pristine wild trout stream, a back-forty deer woods, or the outdoor heritage that has seamlessly woven itself into the very fabric of our lives – these things are worth saving for our children, nieces, nephews, grandkids and other “up-and-comers.”

That's why it was so heartwarming to see my 4-year-old son, feet dangling from a chair in the POWA booth, scribbling blue pen ink onto a Pennsylvania Trapper's Association coloring book during the Great American Outdoor Show in Harrisburg.

With innocent enthusiasm, Foster volunteered to help me hold down the fort, while Show Chairman Dennis Scharadin ran around to exhibitors for donations to be sold at our 38th annual POWA Sportsman's Auction to benefit our educational grants that support youth programs in the outdoors.

It may have not been as engaging as the trout pond or Eddie Eagle's Fun Zone, but it was a good learning experience about the importance of giving back, and I'm glad he was by my side.

With my boy's assistance, we sold a few Henry Rifle raffle tickets, handed out POWA coloring pages, signed up some new POWA members and best of all helped Dennis and friends raise over \$6,000 for our youth grant program.

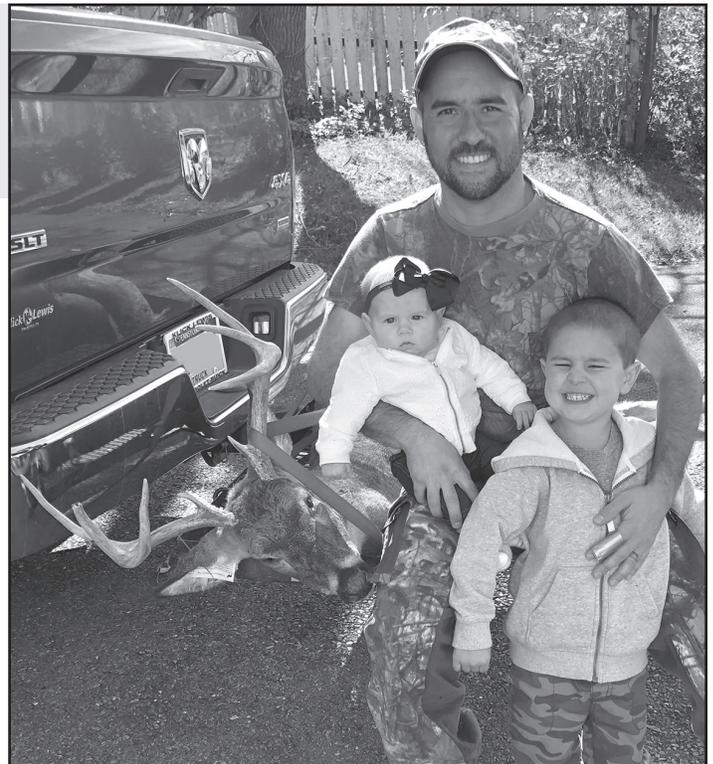
Special thanks to Dennis for putting in so many long hours over a nine-day show, to all the sponsors, patrons, auctioneers, as well as the handful of volunteers who showed up to assist at both the GAOS and Allegheny Sports and Outdoors Show. Without your support and commitment, none of this would have been possible.

At this time, I'd also like to thank Paula, the POWA Board & Officers, and all POWA Committees for all their hard work in ensuring the future viability of our organization.

At the start of my term, I tasked everyone with a handful of ambitious goals, and while not all have been accomplished (yet), we've made some amazing strides in forward progress – new membership categories, a revised conference layout, updated duties and directives, stronger supporting member partnerships, better marketing and an influx of fresh blood within our ranks.

Even given the challenges of rescheduling an entire conference (essentially planning it twice), I'm so proud of how this organization has been able to come together and stay positive, allowing us to press forward with everyone's safety and best interests in mind. I'm confident POWA is better off now than it was before, and it will continue to thrive for many years to come.

As the 2020 conference in Grantville approaches (now in August rather than May), I challenge all members to reflect on what inspired them to become communicators of and for the outdoors. My guess is that your love for nature's wild things and places was initially sparked, molded and refined by a mentor of some sort – perhaps a family member, friend or colleague – maybe even a fellow POWA member.



Erin Frantz Photo

POWA President Tyler Frantz, along with daughter Fynlee and son Foster, pose with Tyler's 2019 Pennsylvania archery buck. Frantz says giving back is the key to preserving what we love for future generations.

I ask you to consider how POWA has helped shape you into the professional communicator you are today. Did someone help you out along the way? I know many have helped me, and my hope is that through my tenure as a member, I have helped others as well.

With this in mind, I strongly encourage everyone to consider joining us for the conference so you can continue to share your knowledge, strengths, goals and aspirations with like-minded professionals who are there for the same reason. The natural rapport built through conference attendance is vital to reciprocal growth, and I invite you with open arms.

Who knows, there just might be some “up-and-comers” looking for guidance. These simple professional relationships are invaluable to paving the way for new opportunities, preserving what we all do, what we all love, for generations that follow. And therein lies the future of 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.

POWA individual and supporting member applications are available at www.paoutdoorwriters.com. For more information, contact the Executive Director.

Executive Director's Report

by Paula Piatt,
Executive Director

Our annual membership campaign continues. Currently, our membership stands at 141, with about a dozen memberships still pending as I contact those people. We have grown our membership for both individual and supporting members; you can find that list in this edition of *PowWow*. If you have not yet renewed your membership, please send that to the POWA office as soon as possible so I can include your information in the 2020-21 directory.

We've lost a member in the past year: Bob Brunisholz joined POWA in 1986 and was a columnist with the New Jersey Sportsman's Federation newspaper, the Reading Eagle newspaper, The Fisherman, Bowhunter and Fur-Fish-Game. Bob passed away Nov. 13, 2019.

I am still receiving membership surveys from both individuals and supporting members – thank you to those who have taken the time to respond. If you haven't had the opportunity to complete that survey, please do so. The board authorized these surveys so we can better serve the membership; we don't know what we don't know in terms of what our members are thinking.

For the most part, the responses have been encouraging and there were some good comments on what we can do in the future to help POWA better serve its membership. The most distressing item I received was in the form of a comment from one member to the questions "Are there other types of events you would like to see?" and "Please include any other comments or information." It was a short, "No one would listen anyhow." I can tell you that is just not true. The board and I are very interested in hearing what you have to say – good or bad. You'll see from the changes we've made at our annual conference that we are listening to our membership in terms of how we can improve POWA. I can't stress enough that the board of directors and I want to hear from you!

Sport show season has come and gone as we head toward spring. Thank you to those who stepped up and helped out at our booths in Harrisburg at the Great American Outdoor Show and in Monroeville at the Allegheny Sport and Travel Show. The organizers for both shows are supporting members of POWA—the National Rifle Association '13 and Expositions Inc. '85 – and offer the booth space for free. Also offered this year was a booth at the Greater Philly Sportsmen's Expo in Oaks, Pa. (also run by supporting member, Riversage Productions '19). We had to decline that offer this year because we didn't have enough volunteers.

As an organization, we need to look closely at our presence at these shows – and of the annual Sportsmen's Auction at the Great American Outdoor Show in Harrisburg. As the numbers of volunteers dwindle, these efforts are falling on fewer shoulders; some have been working on these projects for decades, with no opportunity for hand-off. I realize that in some cases, it's not that people don't want to help, but that work and busy family schedules just don't allow them to participate. Whatever



the reasons, we must plan for the future of these projects. The Sportsmen's Auction (now in its 38th year) is the sole fundraiser for our Youth Education Grant Program, raising between \$6,000 and \$7,000 each year. I am working with the board regarding this situation; but we are also looking for input from our members; if you're willing to lend a hand in the future or offer suggestions for preserving its longevity, we'd welcome your input.

You know that we have some Constitution and ByLaws changes before the membership (see Fall 2019 *PowWow*) to help expand our membership and change with the times. You'll be receiving ballots for those changes at the same time our election of officers and board members takes place. Look for those ballots this month. Toward that end, the board recently approved a name change for the current TV/Radio/Podcasting membership category. It is now TV/Radio/Electronic Media. Thanks to the board for its foresight and its willingness to move forward with these changes.

Thanks to Supporting Member Toyota '18, POWA will have an addition scholarship to present to a deserving student next year. Our Scholarship Committee is currently formulating a plan for awarding this "Toyota Let's Go Places Scholarship," made possible by Toyota Motor North America.

One of the highlights of the last couple of years has been the Outdoor Press Outings Committee and the work that Mark Demko '98 has been doing. Trips through supporting members the Allegheny National Forest Visitors Bureau '03 and the Chautauqua County Visitors Bureau '17 filled up quickly, as did a trip planned to Maine this spring. These are great opportunities – not only for travel and some great outdoor activities, but a chance to sell a story and/or video and increase your income. We are also looking at the possibility for some trips for those members who specialize on the non-consumptive side: hikers, bikers and bird watchers. Do you fall into this category? What would you like to see from the Outdoor Press Outings Committee?

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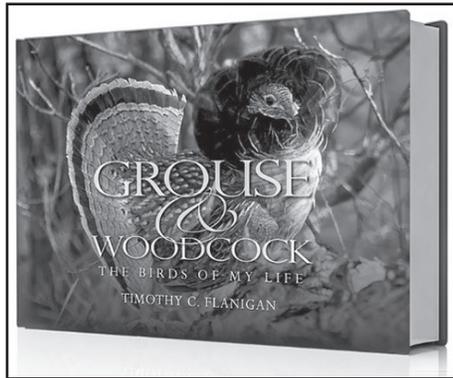
Member News

Flanigan authors book on favorite upland combo

Wild River Press announces the preorder opportunity for the new book, "Grouse & Woodcock, The Birds Of My Life" by Timothy C. Flanigan, featuring the author's award-winning writing and photography. The publication date is March 21, 2020. Special Note: Limited Edition Numbers Assigned in Order Received.

The book is casebound and cloth hardcover with jacket, 40 chapters, 413 pages, all color, 11x8.5 inches, in landscape format on thick matte stock, fully illustrated with hundreds of original photos by the author and printed in North America by skilled craftsmen on quality paper stock certified FSC for responsible forestry.

There are a Standard Edition and the Deluxe Leather-Bound Edition, which has a matching rich tan leather slipcase and limited to 100 copies signed and



numbered by the author, copper-embossed grouse head on the cover and bound-in bookmark ribbon.

This magnificent new book celebrating two of America's greatest game birds is the pinnacle of one man's lifetime devotion to ruffed grouse (*Bonasa umbellus*) and American woodcock (*Scolopax minor*),

what he calls the "classic combination" of upland gunning. It has been a passionate pursuit for Flanigan.

It's all here: natural history, anatomy, breeding and nesting, habitat preferences, predators, food and feeding habits; selecting shotguns and loads, improving your shooting skills, training and keeping dogs; identifying productive coverts, how to work a covert effectively, the importance of hunting edges, following up on flushes; early-season strategies, hunting in the snow, hunting in the rain, best time of day for maximum points and flushes – and a great deal more.

This link provides additional book information, prices, and preorder opportunities: www.wildriverpress.com/product/grouse-woodcock-timothy-c-flanigan-wild-river-press/

Continued from previous page...

You'll notice that in this edition of PowWow we have reprinted a blog from supporting member, Wildlife Leadership Academy '07. These blogs are written by graduates of the summer WLA schools – the future of our industry. If your publication would like to reprint any of these blogs, please see the information at the end of the blog; it would be great to give these

young authors an outlet for their work.

As always, I'd like to hear from our members. How can we improve? What are we doing that you'd like to see continue? I can't say this enough, I'm only a phone call or email away and I'm here to help you.

If you've got ideas on how we can grow POWA and make your membership more valuable, please let me know.

New Members

Ron Rohrbaugh '20

Director, Conservation and Forest Science,
Audubon Pennsylvania
916 East Mountain Rd.
Port Matilda, PA 16870
Phone: 607-275-6406 (cell)
Email: ronrohrbaugh@gmail.com
Sponsor: Steve Piatt

Stefan Caporaletti, '20

Associate
46 Ironwood Ln.
Jonestown, PA 17083
Lebanon County
Phone: 717-304-5547
Email: smcaporaletti@gmail.com
Sponsor: Tyler Frantz

Tyler Coleman '20

Associate
12 Morgan Dr.
Lebanon, PA 17042
Lebanon County
Phone: 717-813-4747
Email: tcdecoys@gmail.com
Sponsor: Tyler Frantz

Returning Member

Michael Klimkos '10

120 E. Old York Road
Carlisle, PA 17015
Cumberland County
Phone: 717-226-7572
Email: mjklimkos@gmail.com

Changes/Corrections

Individual members

Joe McDonald: Twitter, [@JoeMcDPhotos](https://twitter.com/JoeMcDPhotos); Instagram, [@McDonaldwildlife1](https://www.instagram.com/McDonaldwildlife1)

Wendell Ozefovich: email, underwarteroz@comcast.net;

Caleb Ritenour: Website – www.mrritenour.com; Facebook – Caleb Ritenour; Twitter – [@mrritenour](https://twitter.com/mrritenour)

Robert Schmid: correct address – 1415 Brocius Rd., Brookville, PA 15825

Mark Alan Sturtevant: email, dryfly1@hancock.net

Gerald Putt: website: www.geraldputtart.com

Tom Venesky: email, tom@veneskyoutdoors.com; Facebook, Venesky Outdoors; Twitter, [@tomvenesky](https://twitter.com/tomvenesky)

Supporting Members

Doc Fritchey Trout Unlimited: Facebook, Doc Fritchey Trout Unlimited

Pennsylvania Environmental Digest: telephone, 717-503-8751

Pennsylvania Forest Coalition, telephone, 717-480-0324 (text only)

Wildlife Leadership Academy: Twitter, [@WLAAmbassadors](https://twitter.com/WLAAmbassadors)

Supporting Member News

Wildlife Leadership Academy inspires next generation of conservationists

Jacob DeBerti first attended the Wildlife Leadership Academy's PA Brookies field school as a student in 2018.

Following a successful year in which he engaged his community in a variety of outreach projects, Jacob was invited back to the field schools as a peer mentor, where he helped a new class of students learn to become Conservation Ambassadors like himself.

In the accompanying article, Jacob writes about his passion for creating fishing lures and flies – something all the Brookies students learn how to do at field school. Jacob has become quite an expert!

The vision of our supporting member, the Wildlife Leadership Academy '07 is to

educate and empower the next generation of conservation leaders.

The Academy will be engaging youth from across PA this summer through five field schools focusing on deer, bass, trout, turkey and bear.

If you are interested in covering a story about the field schools please reach out to Executive Director Michele Kittell at mkittell@wildlifeleadershipacademy.org to schedule a time to visit.

In addition, if you are interested interviewing a student or publishing a student written article, please reach out in early summer to Alumni & Outreach Manager Katie Cassidy at kcassidy@wildlifeleadershipacademy.org.

BHA boosts ranks in Harrisburg

By Tyler Frantz

POWA President

Craft beer, cool swag, and conservation were the topics of conversation recently when the Pennsylvania Chapter of Backcountry Hunters and Anglers (BHA) hosted its BHA Bash at Appalachian Brewing Company in Harrisburg during the week of the NRA Great American Outdoor Show.

Sponsored by First Lite Hunting Apparel, the event featured prize giveaways, storytelling and the camaraderie one would come to expect around a glowing campfire shared among friends. Hunting tales were exchanged, future plans were hatched, and membership ranks were bolstered by all who attended.

BHA, a POWA supporting member, is a national grassroots organization of avid outdoorsmen and conservationists that serves as a voice for wild public lands, waters and wildlife. Established in 2014, the Pennsylvania Chapter of BHA represents a diverse and enthusiastic group that seeks to protect and improve these places in the Keystone state and beyond.

"It has been an awesome few years of growth for BHA memberships," said Pennsylvania Chapter Chairman Nate Fronk during the event. "In 2014, we started out with just 40 members in the entire state. Now we are well over 1,500 strong, which is up from 300 members two years ago."

The all-volunteer group works to promote, conserve and improve diverse public lands, both locally and nationwide, be it a Wilderness area, State Game Lands, or wild trout stream. Standing by rigorous science and best practices, BHA advocates for public land access, habitat improvements and the preservation of these resources.

For info about the PA Chapter of BHA, visit www.backcountryhunters.org/pennsylvania_bha.

A fisherman's form of art

By Jacob DeBerti

WLA Brookies Field School

As a fisherman, I used to dread the cold winter months. It seemed as if all there was to do was wait for spring. But now I keep busy on dark winter nights making my own fishing lures.

I started by just painting jigs. Then I moved on to more complex lures. I've learned to make many lures from small jigs for panfish to large inline spinners for pike. I enjoy experimenting with different sizes and colors. Sometimes I even invent a new lure. I'm always curious about what (if anything) my lures will catch.

It can be overwhelming to look at the wide variety of lure types, colors and sizes available. Unfortunately, the only way to know exactly what to get is to experiment and go off your personal experience and knowledge. This can get expensive so to save money I try to only buy what I can't make myself. I buy a bottle of fur dye and color hairs and furs for my lures. This also allows me to make use of another part of the animals I harvest.

There are few things more rewarding than catching a fish with your own lure. It's challenging to make your own fish



Jacob DeBerti Photo

A selection of handmade lures crafted by the author, who finds few things more rewarding than catching a fish on a creation of his own design. His work station is pictured below.



catching lure. It's the careful attention to detail and all the time and effort that makes a handmade lure a fisherman's form of art.

Market News

Trapper & Predator Caller Magazine's goal is to inform, educate and entertain our readers with articles, photographs and illustrations that promote trapping and predator calling. Highest consideration will be given to stories focused on methods and equipment used in trapping, calling or hunting. Also accepted are historical pieces, personality profiles and unusual experience stories. Feature stories should be between 1,500 and 2,500 words. Please submit stories as Microsoft Word documents. Both manuscripts and queries are accepted, and content is scheduled six months to a year in advance, so please take that into consideration, especially for stories where the time of year is important to the relevance of the article. Email queries are preferred. Photographs are required with submissions, with a preference to photos of people in action. Send queries, manuscripts and photos to: Chris Berens, Editor; P.O. Box 548, Waupaca, WI 54981; Chris.Berens@Media360LLC.com.

The National Wild Turkey Federation publishes two magazines, **Turkey Country** and **JAKES Country**. *Turkey Country* is the NWTf's flagship publication that goes to all of its adult members. It is published bi-monthly with issues in January/February, March/April, May/June, July/August, September/October and November/December. *JAKES Country* is geared toward teens and focuses on hunting, fishing and shooting sports. It mails quarterly to all youth members up to age 17. Familiarize yourself with our publications to ensure your material is compatible with the magazines' formats or needs. Articles must be free of spelling errors, grammatically correct and factually accurate.

Turkey Country works four months to a year ahead of each issue. Most feature story material is planned a year in advance. Features run 1,000 to 1,200 words and Departments run 500 to 1,000 words. Articles should feature advice from experts and not rely too heavily on biological terms to emphasize points. Preference centers on anecdotes about people besides the author. Articles should: Appeal to a national readership, be meticulously researched,

be accurate; dates, figures and the names and titles of agencies and people involved must be correct; provide documentation and contact information for all sources, including people interviewed and quoted within the story. *Turkey Country* is divided into six sections, each with specific content for readers: Conservation, Cause & Effect, The Caller, Hunting Heritage, On the Hunt, Take Aim.

JAKES Country works four months to a year ahead of each issue. Most feature story material is planned a year in advance. Features run 1,000 to 1,200 words and Departments run 500 to 1,000 words. Features for *JAKES Country* should be entertaining, informative and promote safe, ethical hunting and shooting. Articles may profile extraordinary JAKES members; highlight tips and techniques for hunting and fishing for all North American species; and showcase gear of interest to readers. Stories should aim for a young, teen audience.

Queries should be submitted via email and must fully explain a proposed article and its main points. Queries should include ideas for potential graphic aids and sidebars. Submit queries by July 1 to be considered for the following year's editorial calendar. Send individual queries for *Turkey Country* to turkeycountry@nwtf.net and queries for *JAKES Country* to jakescountry@nwtf.net. Reference the specific section for which you are querying in your subject line or within your query.

Northern Woodlands' audience consists of conservation-minded people with an interest in all aspects of the forests of the Northeast. Articles and columns range in scope, and may include subjects such as woodlot management, wildlife species, scat, chainsaw maintenance, woodworking, and reflections on natural landscapes. This is not a trade magazine for the forest products industry or an advocacy magazine for preservationists. Submissions are welcome from writers with varying backgrounds, but all should be familiar with the magazine, its contents, and our audience before pitching. Cover photos need to be vertical and composed in such a way that accommodates our

masthead and cover blurbs (2.5 inches is taken up at the top of the cover by the title). There is also a short list of features at the bottom left of the cover, so a non-essential square of the photo will be written over. Keep the layout in mind. Remember that the magazine is as much about the people who live and work in the forest as it is about the birds, animals, and plants in it. The magazine is published on March 1, June 1, Sept. 1 and Dec. 1. Send queries to pitch@northernwoodlands.org.

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 are 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; Dr. Joseph Ballarini, publisher, Strung Magazine, www.strungmag.com.

Backcountry Magazine welcomes pitches and speculative submissions for all editorial departments but will take no responsibility for them. Send well researched, timely, original ideas with a strong backcountry hook, from current events to prolific characters to unique destinations. The magazine is always looking for Feature ideas, as well as Destination stories for the On Location department. Pitch Profiles and Newsworthy items, Mountain Skills pieces and Accounts of avalanches and other mountain mishaps. Familiarize yourself with the stories that run in Backcountry, and pitch sharp, relevant story ideas for specific departments. Sell the story, not just the idea. Send pitches to Lucy Higgins, editor in chief, at lucy@backcountrymagazine.com. Please list your phone number, plus contact info for photography.

Meeting Minutes

POWA Board of Directors Meeting Monday, Sept. 23, 2019 Conference Call

The meeting was called to order at 7:24 p.m. by Chairman Brad Isles

Present: Executive Director Paula Piatt; President Tyler Frantz; 1st V.P. Marshall Nych; 2nd V.P. Jeff Woleslagle; Treasurer John Allen; Secretary Steve Sorensen; Directors: Mark Demko, Kyle Hey, Ben Moyer, Linda Stager and Jerry Bush; Supporting Member Rep. Randy Ferguson; Absent but excused were: Parliamentarian Doyle Dietz and Director Ralph Scherder.

**Motion* to approve the Minutes of the May 17, 2019 Board of Directors meeting by J. Bush. Seconded. Approved.

Correspondence: (P. Piatt) POWA received several letters regarding sponsorships for scholarships; AGLOW (Great Lakes Outdoor Writers) editor of Horizons is organizing a networking exchange of information and announcements regarding events, programs, information, craft improvement tips and more with various outdoor writer organizations; and various requests and thank-you letters.

OFFICERS' REPORTS

Executive Director's Report: (P. Piatt) Finishing out my first full year as ED and having been through the calendar once, I have a much better handle on the year and what it will bring.

There were some challenges during the first year, but nothing that couldn't be overcome with great help from the membership. Thank you to all who stepped up and helped out in 2019-20.

I wanted to recap some of the achievements of the past year, as well as look to 2020-21.

A new membership wide email newsletter, PowWow Update was launched. Four emails (February, April, June and August) have been sent to both individual and supporting members with an average open rate of about 57%. I will be highlighting the newsletter in the membership renewal letters for both individual and supporting members to help boost our open rates. Because it is sent through our Mailchimp account, it may be going into some spam/junk folders. This will be explained in the letter. I also would like to get that information in the printed *PowWow*. I have been getting information from several supporting members; I'm hoping to boost their participation in the coming year.

I've begun pushing the updated membership mailing list out to supporting members on a regular basis, at least twice a year and more if we see an abnormal rise in membership numbers. These have also been sent through Mailchimp. I am in

the process of contacting supporting members that have not opened the emails to remind them that is how the membership lists will be sent and asking them to whitelist the address. Of course, I'm also responding individually should supporting members contact me with questions or requests about the lists. There have been several.

We worked with Wildlife Leadership Academy this year during its Field School season with regard to student membership. Members Bob Frye and Mark Nale distributed about 30 brochures and applications to students during their media-related presentations. To date, no applications or inquiries have been received. Given the paper-heavy nature of this effort, we should re-evaluate the possibilities there and see how we may be able to better reach those potential members. I've spoken with Michelle Kittel about this and she has suggested offering student memberships to a smaller number of interested students. That information is included in the board packet.

I have also spoken with Michelle about a Student Mentor program. She has expressed an interest in coming up with some type of program to help those students interested in outdoor communications and is willing to work with POWA with regard to the legal challenges on creating a program that includes interaction with minors. I would suggest this is referred to the Membership

Development Committee

Work is under way on review of the Duties Manual and the Constitution and By Laws, with an eye toward making sure they both include the same information. I'm working with Duties Manual and Constitution and By Laws Committee Chair Caleb Ritenour on this

A draft of a 2019 individual membership survey has been completed (see Supplemental Items in the Board Packet). I will be looking for board input on how best to disseminate this. A similar Supporting Member survey is on the agenda for the working group created to enhance supporting membership in POWA.

An update on the 2019-20 Membership Directory. All things went smoothly with regard to layout/printing of the directory. However, there is now a problem with the mailing. Some members have received copies and many haven't. To reach the 200 minimum mailing required to keep the bulk mailing permit, all extra copies were mailed to me. As of Sept. 18, I have yet to receive them. I am working with the mailing house as well as local and state postal officials to try to find out what is happening. Unfortunately, because it is a third-class mailing, there is no tracking. I will keep the board posted on progress.

In August, I did two conference site visits. The

Continued on next page...

2019/20 POWA Committees

Committee	Chair	Liaison
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 Woleslagle
Finance/Budget	John Allen	Jeff Woleslagle
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	Dennis Scharadin	Marshall Nych
Outdoor Press Outings	Mark Demko	Mark Demko
Past Presidents Council.....	Ralph Martone	Brad Isles
Scholarship.....	Jeff Woleslagle	John Allen
Sports Shows.....	Dennis Scharadin	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

Continued from previous page...

first was to Bethlehem and the Lehigh Valley in advance of our 2022 conference. Mark Demko is serving as conference chair. I participated in a larger FAM tour through Discover Lehigh Valley, which was hosted by Wind Creek Bethlehem, the new owners of the casino there. I have forwarded the Conference Bid Form to representatives of Discover Lehigh Valley so they may send them to venues in the area. There were pros and cons to hosting the conference at Wind Creek. Mark and I will review the bid forms when they return and begin narrowing our options.

The next day, I met with Tyler at the Holiday Inn in Grantville to review our upcoming May 2020 conference. As all of the people involved are new, it was best to make sure that everything is in place. After discussions with Tyler regarding possible itinerary changes for the conference, the Grantville venue can supply what is necessary and we are currently working with staff there on the event.

The 2020 individual membership renewal campaign will begin in mid-October, followed by the supporting member campaign in January 2020.

President's Report: (T. Frantz) The first few months of this term have been busy. We unfortunately lost a few beloved members, hopefully will gain some new ones, and worked on improving the overall efficiency of our organization. Paula continues to do a tremendous job with her organizational skills and strong communication. Thank you Paula for all your hard work.

Committee chairs and liaisons were finalized by June, and I tasked several committees with working on key initiatives to be accomplished this year as follows:

1. Membership Audit – How will this be handled moving forward? (Tatum)
2. Duties Manual – Update to be more consistent with by-laws/board directives. (Piatt/Ritenour)
3. Awards – Brad does an awesome job, but he really would like a replacement for his chairman role. Is anyone willing and able? (Isles)
4. Membership Development – Criteria must be set for honoring our retired/inactive members - Campfire Elders/Honor Roll (Negich)
5. Nominating Committee – Look into options for Online Ballots (Martone)
6. New Membership Category – Podcasters - Criteria Must be Set and Bylaws must be changed. (Ritenour/Isles)
7. Supporting Members – Find a way to make this membership more robust, meaningful and active. (Piatt/Ferguson/Bush)

All initiatives are in varying stages of progress, and I'm hopeful we will get it done in time for our May meeting. Speaking of which, Paula and I have visited the Grantville site and begun plans for our 2020 Conference.

We are considering the possibility of doing an offsite breakout on Friday night instead of

Saturday, so we can keep everything at the hotel Saturday with less rushing around for our members, presenters, and officers/conference chairmen/ways and means chairmen who are usually frazzled by the time the banquet is ready to begin with setup, etc. This may also be more attractive for supporting members who need to haul displays and set up. We're hoping for better participation this year.

We're also working on speakers/craft improvement sessions, as well as some unique story builder opportunities. The hope is to put together a really engaging conference and get as many members to attend as possible. Marshall Nych and Mark Demko are working on our future sites as well.

I challenge all board members to think about who they know out there who may not be a member of POWA. Reach out and give them a personal invitation to join us. I'm doing the same, and I'll keep after it. We need to keep growing our ranks with strong members. It's vital to our future.

Thank you all for your dedication to POWA. I appreciate all your support!

Marshall Nych moved that the Board to accept all officer reports. Seconded; passed.

**Motion* to approve the Officers' Reports by M. Nych. Seconded. Approved.

Treasurer's Report: (J. Allen) Supporting member dues are \$1,200 above budgeted (118%). Spring Conference income was \$3,361 (\$341 above budgeted). Cash on hand came in at \$36,663. The full report ran in the Fall 2019 *PowWow*.

**Motion* to approve the Aug. 31, 2019 Treasurer's Report by B. Moyer. Seconded. Approved.

CONFERENCES

2020 Grantville: (T. Frantz) We are proposing a change in conference itinerary with some activities to be changed from Saturday to Friday so we can keep everything on site on Saturday, making logistics much simpler. Saturday's schedule will include craft improvement, breakout, general membership meeting, and awards banquet. B. Moyer spoke in favor of trying this. Agreement by general consensus.

2021 Mercer County: (M. Nych) POWA is in talks with the Park Inn by Radisson Sharon, PA as conference venue. The next step is a site visit from P. Piatt. M. Nych is in the process of securing guides and planning the agenda.

2022 Lehigh Valley: (M. Demko) Chair Demko has met with Discover Lehigh Valley. Much has changed since POWA was last there. Hotels are having difficulty reaching our needed price, but we still have plenty of time to come to a negotiated rate.

COMMITTEE REPORTS

Awards: (B. Isles) The call for award entries will be listed in the next *PowWow*, out in November. NRA award sponsorship is uncertain at this point.

Constitution and Bylaws: (C. Ritenour) A membership category for Podcasting is being considered. We need to determine criteria, which will require a vote of the board. Investigating whether

this will necessitate a change in Constitution or Bylaws. See New Business for action.

Craft Improvement: (B. Moyer) Board Liaison has begun assembling craft improvement sessions for the 2020 POWA conference.

Duties Manual: (C. Ritenour) Updated membership application to include an outdoor podcast criterion. Suggestions to be made about where Duties Manual doesn't match the Constitution and By-Laws.

Editorial Review: (T. Brady) Continue to review content, appearance of POWA newsletter, *PowWow*. Commend editor Brad Isles for both; solicit any suggestions for change from membership.

Ethics: (M. Nale) An ethics charge was brought against a POWA member by another member. The Committee investigated the charge and found no ethics violations occurred.

Finance-Auditing: (D. Dietz) L. Stager advises that the books need audited, and commits to making sure that is done.

Finance-Budget: (J. Allen) As posted.

Historical Archives: (H. Guyer) Archiving POWA news for end of year report.

Media/Tech/Website: (B. Isles) The website was updated with new photos following the spring conference.

Member Screening: (D. Dietz) Added new members: Brian Kightlinger, Joseph Faux.

Membership Audit: (T. Tatum) No Committee activities since the last board/membership meeting. Last report as submitted is as follows. Board should consider taking steps to reinstitute the Membership Audit as proposed.

Via a few rounds of email exchanges, the consensus/recommendation of the committee appears to be that POWA should reinstate the membership audits, likely on a five year rotation. Ben's points about keeping POWA as professional as possible are well taken and something we can all agree on. I concur with Paula's idea to have audits at the five, ten, and fifteen year mark before the member is "grandfathered" out of the system. Given that so many of our members have belonged to POWA beyond the fifteen year mark, the number of members who would be subject to audits would be in the minority. As far as the audit criteria is concerned, I'm okay with keeping the point system we currently have in play (as seems to be Paula's preference) or maybe streamlining it a bit similar to the criteria listed in OWAA's Initial Audit Letter that Paula provided (see below).

Paula looked at the OWAA criteria and found it much simpler when compared to our point system. She noted that perhaps POWA might use the point system for initial membership and then the simplified version for audit. It would also make it easier for those who are members of both organizations.

She added that it may also be to our advantage to create a way for members who might not qualify through the audit to go back to Associate Member. In reading the constitution, it reads like it's a stepping stone toward Active membership and not necessarily something that can be stepped down

to. Once at the Associate member level, perhaps we could then leave it up to the member if he/she would like to petition for Active membership again, rather than waiting another five years for an audit. This would solve the problem of losing members just because they didn't meet the audit criteria. Also, we need to decide if we are going to audit Associate members. It would also be nice to do "something" for these associate members to help them gain Active member status (again).

After much discussion about reinstating audits, and noting that the rules are well-outlined, at some point this board will need to take steps to reinstate the Membership Audit recognizing that we should streamline or simplify the process.

Membership Development: (J. Negich) Chair J. Negich has been working on an idea for honoring long-time members. At this point the idea is to award a plaque and a pin to the "Campfire Leaders." Criteria are being established regarding conference attendance, craft improvement accomplishment, etc. Negich suggests also that we initiate a membership drive each year, recognizing with an award the member who is the most successful new member recruiter.

Nominating: (R. Martone) Paula has reworked the timeline; currently sees no problems. Nominations need to be in by middle of February. Ballots to be ready by March 9, mailed by March 16.

Outdoor Education: (D. Scharadin) Grant requests will be funded after the auction at the Harrisburg Sport Show in February. Launched POWA Youth Outdoor Writing Contest: Mercer Elementary Grades 1-6. Nearly 600 students learned of this writing opportunity. POWA first-year goal would be 100 contestants across the 6 grade levels. Three winners from each grade will be selected for an outdoor field trip and reading of story.

We feel Caleb Ritenour and Marshall Nych can handle judging (unless others are passionate about this). Is there any way for POWA to support/fund the winning writers and/or the educational field trip? The school district has offered to pay for substitutes, transportation, etc. POWA, if desired, could contribute monetarily for certificates, trophies, lunch, etc.

Outdoor Press Outings: (M. Demko) Maine Tourism & Department of Game and Inland Fisheries will host a press trip for up to four journalists in May to June 2020. Will work on timing this fall. Talking with Blue Ridge Tourism about possible press outing for 2 to 4 members for 2021. This is Roanoke, VA area with possible angling outings on Smith Mountain Lake and/or James River. Spring 2020 Cast n Blast with Allegheny National Forest Visitors Bureau is filled.

Past Presidents' Council: (R. Martone) Nothing to report.

Scholarship: (J. Woleslagle) Have reached out to PSU and UPJ on the Will Johns Scholarship. Professors at both Penn State and UPJ were receptive. Hopeful that we will get applicants. Committee notes that curriculums have changed, and it may time to discuss the eligible majors.

Sport Shows: (D. Scharadin) Paula noted that

space is confirmed at Monroeville and Philly shows. Great American Outdoor Show (NRA) is up in the air.

Supporting Membership Recruitment: (A. Zidock) J. Bush proposes a piece for *PowWow* about recruiting supporting members and how to talk to them. Paula is planning on addressing this by November. A. Zidock is beginning to contact potential supporting members, following up about POWA with companies contacted at the recent ICAST show and will include application when sending DVD's of "Out in the Open" TV shows (45 or more per year).

Supporting Member Representative: (R. Ferguson) This committee has not met in person since new Supporting Member Rep Randy Ferguson accepted the role a few months ago. The committee intends to meet soon in conjunction with the ED and Supporting Member Recruitment committee for discussion of supporting member needs and how better to serve them moving forward. Jerry Bush has sponsored Atsko, Inc. as a new supporting member. Their materials have been received and Paula will be placing them in front of the screening committee for approval.

Supporting Member Screening: (D. Knaus) New Supporting Members from May 15, 2019 to present: Boat Owners Association of the United State, Cameron County Outdoor Youth Activities, Pennsylvania Deer Farmers Association, Whitetails Unlimited.

Ways and Means: (K. Hey) No official actions taken since spring conference. K. Hay would simply ask that the members who received prizes reach out to the companies that provided the prizes to say thank you, include them in stories, etc. Perhaps this can be highlighted in the next email to membership. Be sure to contact manufacturers with note of thanks, and do whatever we can to tout these companies.

**Motion* to accept committee reports by J. Woleslagle. Seconded. Approved.

OLD BUSINESS

Wildlife Leadership Academy student members: (P. Piatt) POWA handed out literature and applications but not received anything back yet. (Carli Dinsmore is our only student member.) WLA director asked if we could make the student membership free. (Currently it's \$20. Discussion entailed reducing it to \$10.) Board recommends moving this to the Membership Development Committee to investigate creating a video that appeals to student members.

Student Mentor Program: (P. Piatt) The organization may have some potential issues with student mentoring. Members who have contact with students will need to have state clearance. Tabled until more information can be gathered.

Recognition of longtime members: (Membership Development Committee) The Board recommends creating a criteria for honor roll of long-time members to achieve an objective standard. No further action taken.

Addition of podcasting to TV, Radio, Broadcasting membership category: (J. Bush)

**Motion* to add podcasting as its own membership category by J. Bush. Seconded.

Discussion followed by J. Bush stating this has enough uniqueness to be its own membership category. After further discussion J. Bush rescinded the motion.

**Motion* to add podcasting to the radio/TV/broadcaster category and that we establish criteria/standards for points for podcasting by B. Moyer. Seconded. Approved.

T. Frantz will let Chairman J. Negich know to propose language revision in article 3.(a.) 1 to include podcasting, in time to send out with the ballot in spring 2020.

Shift of Blog Award from specialty to core award category: (Isles) Point of reference: This would necessitate only a Duties Manual change. Tabled until next meeting.

On-line voting: (Nominating Committee) This requires a Constitution/Bylaws change because it's stipulated there to be done by mail.

**Motion* by J. Woleslagle to change the Bylaws to accommodate online voting. Seconded. Approved. This Bylaw change will be voted on by the membership.

Duties Manual: (P. Piatt) Caleb Ritenour is working on updates to the Duties Manual.

Membership Audit: (Membership Audit Committee) A recommendation was made by the Board to Chairman T. Tatum to come up with a proposal by the next meeting.

2019 Membership Survey: (P. Piatt) Seeking approval to send out a survey assessing how the membership perceives the value of POWA and how the organization is serving its membership. This was last done around 2001. The Board's consensus is to go ahead with survey.

Henry Rifle Raffle: (P. Piatt) POWA has a .22 rifle donated by Henry Repeating Arms and valued at over \$1,000. It was held out of the last conference so we could use it as a fundraiser for our organization. The plan is to sell tickets (750) at upcoming sport shows, with a start date of Jan. 9 (Greater Philadelphia Sport Show). The drawing will be held at the Spring Conference banquet.

NEW BUSINESS

Social influencer membership category: (M. Demko) This would be a new membership category for people with social media followings (mostly Instagram and Twitter). Mark Demko recommends consideration of this as a new membership category.

2023 conference location: (P. Piatt) Don Knaus is willing to chair a conference Wellsboro (Tioga County). Consensus is to have the conference there in 2023.

Request for funds for Mercer County Youth Writing Contest: (M. Nych) There has been great interest in this program. Need funding for lunch, award certificates, etc. Nych will coordinate the writing contest along with his "Trout in the Classroom" program.

**Motion* to award \$100 to the writing contest for trophies by B. Moyer. Seconded. Approved.

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Upcharge for Credit Card transactions: (P. Piatt) Should POWA absorb the surcharge cost of approximately \$3 for credit card transactions on membership renewals or should that cost be passed on to the member renewing? Many other organizations pass the surcharge on to the end user.

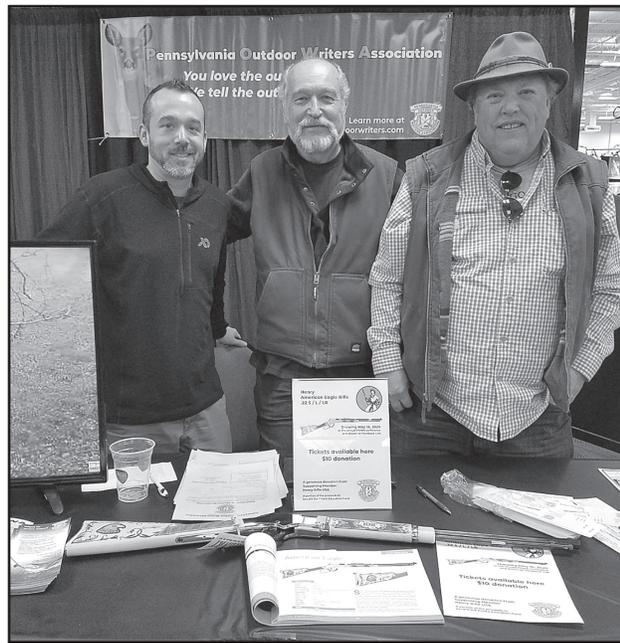
**Motion* to add a \$3 surcharge for credit card transactions for membership renewals. Seconded. Approved.

Toyota "Let's Go Places" scholarships: (P. Piatt) We received information from SEOPA (Southeast Press) about this program, and the general consensus of the Board is to pursue it for POWA.

AGLOW networking exchange: (P. Piatt) The newsletter editor from AGLOW is organizing a networking exchange of information and announcements regarding events, programs, information, craft improvement tips and more with various outdoor writer organizations. The board directed Paula to have POWA included.

**Motion* to adjourn at 10:10 by Jeff Wolesslagle.

Sports Show Support...



Brad Isles, Ben Moyer and Karl Power work the POWA table during the Allegheny Outdoor, Sport & Travel Show held in Monroeville in February. Also helping out over the weekend was Bob Kirschner. The group sold Henry Rifle raffle tickets and promoted POWA to the thousands of attendees who passed by. Thanks to Chris Fassnacht and Expositions, Inc. for the longtime support! (Contributed photo)

Meeting Minutes

POWA Board of Directors Meeting Wednesday, Jan. 22, 2020 Conference Call

The meeting was called to order at 7:06 p.m. by Chairman Brad Isles.

Present: Executive Director Paula Piatt; President Tyler Frantz; 1st V.P. Marshall Nych; 2nd V.P. Jeff Wolesslagle; Treasurer John Allen; Directors: Mark Demko, Kyle Hey, Ben Moyer and Jerry Bush; and Parliamentarian Doyle Dietz. Absent but excused were: Secretary Steve Sorensen; Directors Ralph Scherder and Linda Stager; and Supporting Member Rep. Randy Ferguson.

**Motion* to approve the Minutes of the September 23, 2019 Board of Directors meeting by J. Wolesslagle. Seconded. Approved.

Correspondence: P. Piatt reviewed correspondence received from the Wildlife Leadership Academy, John Punola, Ralph Martone and Bob Clark.

OFFICERS' REPORTS

Executive Director's Report: (P. Piatt) Membership: The 2020 individual membership renewal campaign continues. As of Jan. 16, about three-quarters of the membership has renewed. I don't think that's out of the ordinary for this time; follow-up will continue with the members who haven't renewed. At this time, we have one member who has chosen not to renew for financial reasons.

The membership renewal this year included a membership survey. About half of the members returned a survey with their renewal, a return rate 10-20 percent about averages. I have included a summary of the surveys so far; a full report will be available for the May board meeting.

For the most part, the responses were encouraging and there were some good comments on what we can do in the future to help POWA better serve its membership. The most distressing item I received was in the form of a comment from one member to the questions "Are there other types of events you would like to see?" and "Please include any other comments or information." It was a short, "No one would listen anyhow." Obviously, there is still some communication work to do with our membership.

Our annual supporting membership renewal campaign is also under way. A more complete report will be included in the May ED report. As with the individual renewal, a Supporting Member Survey was included with the renewal. With the help of Supporting Member Representative Randy Ferguson, we have sent a comprehensive survey to all our supporting members. A copy of the survey is Board Packet folder on Google Drive.

Conferences: I have completed a site visit to the Park Inn, West Middlesex (Mercer County). Conference Chair Marshall Nych and I visited the property on Oct. 30, 2019 and finalized contracts for the banquet and food/beverage and the hospitality room. We are still awaiting final figures for the room rates; they are reluctant to set a rate this far in advance. The contracts we have are in the Board packet folder on Google Drive for your review. We will need to vote on these and send a check to hold the dates.

Planning continues on the Grantville conference with Chair Tyler Frantz. More information is available in his conference report.

Sport Shows: We are facing some difficult situations with regard to our Sport Shows. We had to cancel our booth at the Greater Philly Sportsmen's Expo because of a lack of volunteers. There is also a lack of volunteers to help with the Great American Outdoor Show in Harrisburg and the annual Sportsmen's Auction on the final day. A specific email regarding the two shows was sent to our membership on Wednesday, Dec. 18. It was emailed to 138 recipients (all of our active individual members with a good email address who have remained on the email list). We had an open rate of 51 percent (71 recipients). An additional email was sent by President Tyler Frantz on Dec. 26 to members within a 50-mile radius of Harrisburg. To date, I've received 10 responses: 2 are unavailable, and the rest can pitch in to man the booth. As of now, no one has stepped up to handle the auction. Dennis Scharadin has said this year's auction will go on as he has already started the process of gathering items and work is under way with the NRA for the venue.

At some point, I ask that the board to discuss the auction's future, as well as the future of the Youth Education Grants. We need a plan for both in 2021.

WLA/Student Applications: We did not receive any applications from the blanket information that was handed to all participants in the 2019 Wildlife Leadership Academy field schools. WLA Executive Director Michele Kittell has suggested that we offer memberships to those students who have been chosen to participate in the NEXTGEN Blog. I would like to implement some type of program with WLA in 2020 and would request a decision from the board on what we could offer these students.

2020 Elections: A reminder that members must be notified by March 9 that we have a slate of officer and board candidates for this year. Ballots

must be mailed by March 17. To prepare for the mailing, I will need the completed information form and a photo of the candidate. (Form is on Google Drive)

Henry Rifle Raffle: The tickets have been printed and I have them at the POWA office. Thank you to Ralph Martone for getting this portion of the project completed. To date, I have received one request from the membership for tickets to sell. I request the board discuss ways to get the tickets into the hands of the membership.

Honorary membership: There has been much discussion regarding recognition of long-time members as, perhaps, "Campfire Leaders." Former ED Dennis Scharadin has reminded me that we have the Honorary Member category that can be awarded at the board's discretion. According to the Constitution: An Honorary Member may be elected to the Association at any regular meeting by a majority of the active membership present. Honorary membership is a gesture of respect and admiration in recognition of outstanding achievement or unusual accomplishment in behalf of conservation. Such members shall not have the vote in administering the affairs of the Association.

Scholarships: We are back on track with the Willard T. Johns Scholarship. Thanks to committee chair Jeff Woleslagle for taking on this project. The information is out to the universities and we have had some interest.

I have been in discussion with our supporting

member, Toyota. It routinely gives outdoor communications' organizations funding for a Toyota "Let's Go Places" scholarship. Curt McAllister has approved a \$1,000 scholarship for POWA. Toyota leaves the award criteria entirely up to the giving organization; some are awarded fully as scholarships, others fund student attendance at conferences. I would request that the Scholarship Committee take this under advisement and create the criteria for the award, which will not be tied to a specific school.

I have also been speaking with representatives at another supporting member, the NRA. It has available funding for youth education grants and has expressed an interest in including POWA in its funding stream. Given the current situation with volunteer vacancies for the annual Sportsman's Auction, I think POWA should begin to look at other funding sources for our Youth Education Grant program. I would ask for board permission to continue speaking with the NRA and investigate other funding sources.

**Motion* to accept the Executive Director's Report by M. Nych. Seconded. Approved

President's Report: (T. Frantz) I wish to begin this report by thanking everyone for sacrificing his/her personal time to serve on the Board of Directors for the betterment of POWA. Organizational advancements are not magically accomplished overnight, and I am grateful for everyone's commitments to making POWA as strong as it possibly can be.

The goal is not simply to keep POWA afloat, but to make it a robust and thriving organization. Those idealistic intentions are not easily accomplished. We'll all certainly have different ideas for how to best see plans to fruition, unanticipated challenges to overcome, and little victories to celebrate along the way.

I thank you all for your patience, respectful understanding, and attention to detail as we chip away at the following initiatives set before the board at the outset of this term (included below as a refresher):

1. Membership Audit - How will this be handled moving forward? (T. Tatum)
2. Duties Manual - Update to be more consistent with bylaws/board directives. (P. Piatt/C. Ritenour)
3. Awards - Brad does an awesome job, but he really would like a replacement for his chairman role. Is anyone willing and able? (B. Isles)
4. Membership Development - Criteria must be set for honoring our retired/inactive members - Campfire Elders/Honor Roll (J. Negich)
5. Nominating Committee- Look into options for Online Ballots (R. Martone)
6. New Membership Category - Podcasters - Criteria must be set and bylaws must be changed. (C. Ritenour/B. Isles)
7. Supporting Members - Find a way to make this membership more robust, meaningful and active. (P. Piatt/R. Ferguson/J. Bush)

We've made some very good progress in some of these areas, with limited action in other areas. We really need to stay on top of these items to continue leading POWA in the right direction.

I'm proud of the Supporting Member Committees' ambitious efforts in making this category more meaningful for our potential partners. A lot of great ideas and feedback have been floated around, and I'm confident they'll make an impact.

Caleb and Paula have dug in on the bylaws revisions, and I'm excited about our new "Electronic Media" category to include podcasters, content creators and social media specialists.

It looks like we should be headed towards future online voting options, and a new fundraising option is being tested this year with the Henry rifle raffle. Paula's regular social media updates and online newsletters keep our members in the know more now than ever. Good things are happening for POWA.

Unfortunately, we had to cancel our presence at the Philadelphia Show, due to a lack of willing/able volunteers to "man the booth." We also lost Kermit as a key player at the Harrisburg show this year. Some people have stepped up to fill the void, but not as many as we would have liked. However, I'm sure Dennis and the gang will manage. Monroeville should be business as usual. We're offering a "Show Discount" on POWA membership, waiving the \$10 initiation fee to those qualifying new members who sign up and pay at the show.

Conference is coming together nicely (see conference report). Of particular note, is that

Continued on next page...

Treasurer's Report

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

Income Accounts	Budget 19-20	Actual	% of Budget
Active Members' Dues	8,160	4,260	52
Supporting Members' Dues	7,400	500	7
Merchandise Sales	400	6	2
Craft Award Income	5,000	330	7
General Contribution	-	75	-
Spring Conference Income (Net)	2,310	-	-
TOTAL INCOME	\$23,270	\$5,171	22%

Expense Accounts	Budget 19-20	Actual	% of Budget
Executive Dir. Stipend	10,500	3,475	33
Pow Wow (Print/Edit)	3,300	1,183	36
Member Awards	4,600	-	-
Membership Directory	850	-	-
Plaque Expenses	1,200	-	-
Office Expenses	650	131	20
Postage, General	600	171	29
Insurance	540	-	-
Merchandise Expense	250	-	-
Credit Card Fees	180	4	2
Professional Fees	100	-	-
Website Expenses	50	-	-
Miscellaneous	-	100	-
Travel	450	185	41
TOTAL EXPENSES	\$23,270	\$5,249	23%
Net Income	0	\$(78)	

Cash Accounts as of December 31, 2019: General Fund, \$36,598; Youth Education Fund, \$2,425; Scholarship Fund, \$53,518; Jacquelin Knight CD, \$14,436; Emergency Fund, \$9,193; Northwest CD, \$20,000. Total Cash Accounts: \$136,170.

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we're revising the schedule to make things run more efficiently and should have a very enjoyable lineup of activities set for the "Homecoming Conference," as we celebrate our 70 year-old birth roots in the greater Harrisburg area.

Thanks for all you do for POWA. Let's keep our eye on the target, stay focused, and follow through.

**Motion* to accept the President's Report by B. Moyer. Seconded. Approved.

Treasurer's Report: (J. Allen) We had a profitable 2019. The General Fund balance is just shy of \$37,000, Youth Education is \$2,400, Will Johns is \$53,500, Emergency Fund \$9,000 and two CDs that are \$14,000 and \$20,000. That puts us at \$136,000 in funds, of which a lot of it is reserved. So far we've collected 22% of our revenue and we're at 23% of our expenses. We have broken even through Dec. 31 and we had membership revenue come in January. The next treasurer's report should be significantly different, especially after supporting member renewals go out. Everything is moving along as normal.

**Motion* to accept the Treasurer's Report by M. Nych. Seconded. Approved.

CONFERENCES

2020 Grantville – (T. Frantz) I'm excited for our Grantville Conference despite the volume of work I know still lies ahead. All the big-ticket items are settled, though the devil's in the details.

Venue, room rate, spouse's tour, seminar lineup and activities are pretty much all set:

We'll be at Holiday Inn Harrisburg-Hershey (Grantville Location) on May 14-17, 2020. Room fee per night is affordable. Paula and I still need to settle on some meal selections, which our revolving door of site coordinators repeatedly tell us won't be needed until much closer to the conference date. Paula is finalizing her solicitation of sponsors to help cover these costs.

Activities will include fishing, hunting, hiking, biking, birding opportunities – everything you'd want on a beautiful spring weekend in Pennsylvania. Wendy Plowman is working with Rick Dunlap of Visit Harrisburg Hershey to organize the Spouse's tour in downtown Harrisburg (nice meal, farmer's market shopping, bookstore and contemporary art tour – should be an enjoyable time).

Members Braden Eisenhower, Jeff Wolesslagle, and Doc Fritchey TU are taking folks fishing. Ralph Martone is organizing the turkey hunters. Marcus Schneck offered to help with registration/check-in and John Allen is getting all the fixings for our Hospitality suite, both solid and liquid. You'll see several other members listed in our Craft Improvement Seminar lineup. It's been a team effort and I'm grateful for the help.

Friday morning will be a "get out there and find a story" activity day, then the afternoon will be an exclusive site visit to PGC and PFBC headquarters for some top notch newsmaker insight.

Saturday morning will be our seminars to include the following:

1. Writing for a Non-Consumptive Audience

panel – (Western PA Conservancy's Carmen Bray*, Ben Moyer*, Tom Tatum*, Terry Brady*, Linda Stager*)

2. Ellen Shultzabarger* DCNR State Forester on Forest habitat challenges in PA
3. Editor's Roundtable Q&A - Outdoor News* Game News* Angler & Boater?, Muzzle Blasts*
4. Ken Duren* PGC Game Bird Section Supervisor on Wild turkeys/quail/grouse WNV Studies
5. Tech tips for Outdoor Communicators- Tyler Frantz* & Brad Isles*

We'll have a working lunch with a brand new Supporting Member Panel – "How can POWA members and supporting members be mutually beneficial?" followed by an afternoon Supporting member breakout right at the hotel. Then we'll have our general membership meeting and close with our Annual Dinner Banquet and Hospitality fellowship in the evening.

Lastly, we've coined this year our Homecoming reunion, as it marks our 70th conference year since our inaugural meeting in Harrisburg way back in 1951. We hope more members will consider attending the conference this year in celebration of our special milestone, and all the other great activities we have planned.

2021 Mercer County – (M. Nych) We have had successful meetings with the host hotel, the Park Inn by Radisson West Middlesex, and we are able to lock in a hotel room rate that is less than \$100. Presenters are lined up and include the PGC, Ernst Seeds and other members. We'll be setting up fishing and turkey hunting opportunities and an arrowhead hunt. Conference planning is heading in coming together well. The room and food and beverage contracts need to be approved in order to lock in our rates.

**Motion* to approve signing contracts as presented in order to secure hotel room and food and beverage pricing for the Mercer County Conference by B. Moyer. Seconded. Approved.

2022 Lehigh Valley – (M. Demko) The next step is to begin working on hotel room pricing. Early outreach by the local tourism agency lends the room pricing to be in the \$109 range. The area has evolved a great deal recently.

COMMITTEE REPORTS

Awards: (B. Isles) Excellence in Craft Award submission information was distributed to membership in the Fall 2019 PowWow. It's also available online. The submission period is open and will remain so until February 22. Awards will be presented during the spring conference in Grantville.

Constitution and Bylaws: (C. Ritenour) Per request by Frantz, an update to section 8 of the membership application to include podcast production:

Current wording: ____ 8. Broadcast Script-writer, Editor, Photographer, Director or Producer in television or other aired video or radio production (periodic guest appearances do not qualify)

Proposed wording: ____ 8. Broadcast Script-

writer, Editor, Photographer, Director or Producer involved in *electronic media* (periodic guest appearances do not qualify)

The proposed change to "electronic media" will encompass television, radio, podcasting, YouTubers, blogs, and other social media outlets. I know out west there are more and more back-country hunters posting photographs to Instagram. Some of them get over 1,000 likes per post (@thehuntingpublic). I noticed there are some pretty popular Instagram accounts in PA for hunters. Most notably, PA Whitetail Freaks.

**Motion* to change the name of the TV/Radio/Podcasting membership category to TV/Radio/Electronic Media. J. Wolesslagle. Seconded. Approved.

Craft Improvement: (B. Moyer) No report.

Duties Manual: (C. Ritenour) Updated membership application to include an outdoor podcast criterion.

Editorial Review: (T. Brady) Continue to review content, appearance of POWA newsletter, PowWow. Commend editor Brad Isles for both; solicit any suggestions for change from membership. Look to the future. That is: who would/could replace Brad, should he elect to relinquish in the future? Also, with Freddie McKnight's departure, can we find someone to continue Market News?

Ethics: (M. Nale) One member was accused of an ethics violation. The accusation was reviewed by the committee and found to be not a violation. However the member was cautioned.

Finance-Auditing: (D. Dietz) No report.

Finance-Budget: (J. Allen) No report.

Historical Archives: (H. Guyer) No report.

Media/Tech/Website: (B. Isles) The website has been updated with the membership directory and latest newsletter, among others. Social media posts have been consistent and Facebook posts have done well promoting our supporting members. Page followers have been fairly steady around 575. It would be nice to see a bump around show season. The committee has been discussing a pair of video projects to be used for promotional purposes. The first would feature individual testimonials about the benefits of POWA by five to six active members and four to five supporting members, which would be under 60 seconds in length and be used for promotional purposes. The hope is to capture footage during show season and the spring conference. The second is a two-minute 'hype' video, again showcasing the benefits of membership with footage again being captured this spring.

Member Screening: (D. Dietz) No report.

Membership Audit: (T. Tatum) No report.

Membership Development: (J. Negich) No action other than recommendations made in last communication.

Nominating: (R. Martone) No report.

Outdoor Education: (D. Scharadin) No report.

Outdoor Press Outings: (M. Demko) Maine Tourism is hosting a press outing for up to four members May 18-22, 2020. The experience includes lodging, guides, meals, turkey hunting, angling for warmwater species and landlocked

salmon. Interested members can sign up by contacting mdemko@ptd.net. The May 7-10 press outing with Allegheny National Forest Visitors Bureau is full. Demko would love to hear from board members and POWA members who have outdoors contacts who may be interested in hosting future outings for POWA.

Past Presidents' Council: (R. Martone) No report.

Scholarship: (J. Woleslagle) Followed up with professors at Penn State and UPJ. Paula submitted the applications and process via email to staff at both universities. There is already initial interest. The committee would like to see the list of eligible majors updated and possibly broadened and expanded.

Sport Shows: (D. Scharadin) POWA participation in Greater Philly Outdoor Show cancelled for lack of volunteers.

Harrisburg: Volunteers needed for Great American Outdoor Show booth set up/tear down; manning the booth; running the auction. Kermit Henning has stepped down as chair; a replacement is needed. ED requests Board look at Sport Show participation and Sportsmen's Auction viability in future years.

Monroeville: Plans are in place to have the POWA booth fully staffed for three days (Feb. 14-16) at the 35th Allegheny Outdoor Show. We will have books available, videos produced by members playing on a display, and other related materials available for attendees. We're grateful for continued support by show manager Chris Fassnacht and Expositions Inc.

Supporting Membership Recruitment: (A. Zidock) Except for a few invitations and letters sent to possible members, nothing else to report.

Supporting Member Representative: (R. Ferguson) The Committee participated in an initial conference call on Oct. 2, 2019 including Paula Piatt, ED; Alex Zidock, supporting member recruitment committee chair; Randy Ferguson, supporting member representative; and Jerry Bush, board liaison to both committees, to discuss ways in which to better address supporting member concerns and add value to their POWA membership. Among the topics discussed were:

- Pending changes to the Annual Conference format to hopefully prove more conducive to supporting/active member interaction and information sharing.
 - Discussed working lunch panel of Supporting Members to address the membership
 - R. Ferguson is currently working on this list of proposed Supporting Members and will report to ED Piatt and President Frantz as able.
- Potential new EIC category for articles featuring supporting members, and methods to aggregate these submissions for consideration.
- Methods to better share tear sheets between journalists and supporting members when featured in print/broadcast/online outlets.
- Potential name change from "Supporting Member" to "Partner Member" or some

other appropriate alternative. The idea being part of an over-arching desire to make Supporting Members feel more collegial with the membership at-large, and that the name doesn't suggest they are primarily financial backers of the Organization.

- Updated Supporting Member Survey – to be reviewed and updated to reflect current state of communications, technology, social media and the Organizational make-up in general. Paula to include these revised surveys with renewal mailing.

R. Ferguson worked with P. Piatt on the revisions to the Supporting Member Survey for inclusion in 2019-20 Supporting Member renewals.

Committee requests official elevation of the debate over potential renaming of "Supporting Member" to something else, such as "Partner Member" or other as appropriate and agreed by the Board and membership. We anticipate such a change would be governed by the bylaws and might have organizational impacts beyond the scope of our respective committees.

Supporting Member Screening: (D. Knaus) No report.

Ways and Means: (K. Hey) Chair is preparing to send requests to our Supporting Members for donations that supply our banquet raffle. First requests will be sent in the next month at latest.

**Motion* to accept committee reports by J. Woleslagle. Seconded. Approved.

OLD BUSINESS

Wildlife Leadership Academy student members: (P. Piatt) Previous discussions revolved around providing discounted or complimentary one-year student memberships for the youth bloggers and photo specialists. There are eight students in each category that would be most interested in a membership for a total of 16. The board feels this is a good idea conceptually. However, there are some questions that need to be clarified, such as: Is this for just one year or multiple years? Would the appropriate background checks and clearances be necessary for POWA members working with the students at the spring conference or otherwise? Would their attendance at the spring conference be problematic considering the presence of alcohol at the banquet and hospitality suite. The board feels a program such as this has great potential to draft new members. Board action tabled until the next meeting to allow time to talk with WLA advisors about potential issues and liabilities.

Membership Development Committee on video: T. Frantz and B. Isles are working on putting together a series of one-minute videos featuring different members talking about what POWA means to them. The videos can be used in a variety of ways as promotional material on the website, social media and at sports shows. Filming will be done as convenient and at the spring conference.

Student mentor program: (P. Piatt) Member survey results show members have an interest in serving as student mentors. A plan now needs to be developed in order to implement a program. This would fall under the Membership Development

Committee or the Education Committee. Action tabled until the next meeting in order to learn more about what may be necessary on POWA's end when dealing with the WLA or others under the age of 18.

Recognition of longtime members: (P. Piatt) Discussions have occurred at previous meetings regarding how to recognize longtime members who may no longer be able to participate in the organization due to retirement, financial situation, etc., yet are worthy of still being members. Board Directives state they would fall under the Honorary Membership category and would need to be voted upon each year. Members F. Felbaum, G. Lavanish and B.L. Fegely would qualify as Honorary Members.

**Motion* to approve B.L. Fegely, F. Felbaum and G. Lavanish as Honorary Members. J. Bush. Seconded. Approved.

Further discussion continued regarding how to recognize "anniversary members" at the spring conference and also longstanding members who meet a minimum-year requirement as "Campfire Elders." No action taken.

Shift of Blog Award from Specialty to Core Award category: (B. Isles) There would need to be changes made to the Constitution & Bylaws. The current committee is not inclined to make a change and recommends having the new Awards chair, when appointed, investigate further.

Duties Manual/Constitution & Bylaws/Board Directives Update: (P. Piatt) Suggested updates by C. Ritenour have been referred to a committee of four long-time members (and past presidents) for review and make sure everything is in line. Review will be completed by April, and will be presented to the board in May.

Membership Audit: (P. Piatt) T. Tatum has been investigating what other organizations similar to POWA do in terms of a membership audit. He expects to present a course of action to the board in advance of the next meeting.

2019 Membership Survey: (P. Piatt) About 50 percent of members have returned the survey. Findings show those who attend the conference feel they get more out of their membership. Full results will be available by the next meeting. Supporting membership surveys will be going out with renewals.

Henry Rifle Raffle: (P. Piatt) Two-hundred fifty tickets are in hand. The plan is to distribute individual tickets to members who want to sell them. A bulk number of tickets will then be sold at the Great American Outdoor Show. What is not sold in Harrisburg will then be sold at the Monroeville. From there, we can distribute to members accordingly.

NEW BUSINESS

Supporting membership brochure: (P. Piatt) The current brochure is outdated in terms of photographs. The board needs to determine if it wants to update the brochure, reprint and distribute. New photos will be taken at upcoming shows and also during the spring conference. Printing costs will

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also be secured to help the board make a decision at the next meeting.

Supporting member name change: (J. Bush) Committee and board discussions have taken place regarding the potential name change from “supporting” members to something more appealing to the businesses and companies that serve in this affiliate role. The goal is to take the focus off of what could be construed as strictly financial support and have it be a more inclusive partnership. Possibilities include “Member Partner,” or “Affiliate Partner” or “Affiliate Member.” Board members voiced concern about the use of “partner” and POWA being tied to a supporting company should they run into unfavorable matters legal or otherwise. Following discussion there was no consensus on a change at this point and it go back to committee to explore further based on supporting member survey results. Action tabled until the next board meeting.

**Motion* to table changing the Supporting Member name to something more inclusive by J. Bush. Seconded. Approved.

Moving conference to June/July: (J. Bush) Conference dates are set for the next three years. However, the question has come up if there would be better attendance if the dates are pushed back into June or July from mid-May. A move would also help supporting members get more face time with active members because there would be fewer

distractions from hunting and fishing activities. B. Moyer concurred that it may open up attendance by members and it’s worth thinking about. One member demographic that would benefit from the change are teachers because they’d likely be out of school in June. The conference may also serve as a vacation destination for young families. It would also open up camping possibilities. Prospective dates would need to avoid a conflict with the OWAA conference or those of other similar organizations. P. Piatt will ask the committee chair for the 2023 conference to look at dates in mid-June.

2020 SEOPA Conference invitation: (P. Piatt) POWA members are invited to attend the SEOPA Conference from Oct. 7-10 at the Resort at Glade Springs just south of Beckley. Breakout will take place at the 20,000-acre Bechtel Summit, home of the Boy Scout World Jamboree. Piatt will reciprocate by making it known SEOPA members are invited to attend our Grantville Conference.

Addition of Digital Content Creator to membership criteria: (M. Demko) The original intent was to add a “Social Influencer” category of membership. However, this would fall under the voted-upon name change: TV/Radio/Electronic Media. No further action needed.

Date for May 2020 Board meeting prior to Conference: (P. Piatt) P. Piatt will poll the board to determine a date in early May to hold a pre-conference meeting, which would replace the board meeting at the conference proper. This

would free up the directors to better enjoy what the conference has to offer while still resolving important organizational business.

Donations to date: (P. Piatt) POWA has received \$258.80 in donations as membership renewals have been received. A determination as to which fund the money should be placed in the event it is not specifically designated by the donor needs to be made by the board. J. Allen noted that non-profits generally place non-designated donations in the organization’s general account and the board can direct it to a specific use from there. For example, it could be used for the POWA writing contest organized by M. Nych.

Additional funding for youth education grants/scholarships: (P. Piatt) Toyota gives a number of outdoor writers associations what are called Toyota “Let’s Go Places” Scholarships for \$1,000. Toyota agreed to do the same for POWA and it will not be tied to the same criteria as the Will Johns Scholarships. We can set the criteria however we want. Some organizations use it to bring a student to conference at no cost. Some just give a student the \$1,000 for whatever they need such as books, room or board. P. Piatt recommends sending this to the Scholarship Committee to develop criteria and come up with a plan to distribute the scholarship. POWA is in the middle of its scholarship year and we may not reward this scholarship right away. The matter will be sent to the Scholarship Committee for review.

**Motion* to adjourn at 9:48. J. Bush.



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