

# POWVOW

Newsletter of the Pennsylvania Outdoor Writers Association

Spring 2010

## Craft Award winners honored

**13 members  
recognized for writing,  
artistic excellence**

The Pennsylvania Outdoor Writers Association Excellence in Craft Awards were presented during the POWA Spring Conference banquet at Mansfield University on Saturday, May 22.

Award Chairman Tim Flanigan distributed awards to 13 individuals in 18 categories.

Congratulations to the winners and those who submitted entries. Winners are:

### POWA CORE AWARDS

**BEST NEWSPAPER COLUMN** (*no sponsor*) – Harry Guyer, Jr. for “The Old Man and his hunt for the elusive gobbler” published in the Bedford Gazette.

**BEST NEWSPAPER FEATURE** (*no sponsor*) – Ben Moyer for “Morel madness” published in the Pittsburgh Post-Gazette.

**BEST MAGAZINE OR REGIONAL NEWSPAPER COLUMN** (*sponsored by Coleman*) – Bob Ballantyne for “Will today’s youth be able to see the forest and the trees?”

*See AWARDS, page 5*



Don Carey Photo

Winners of POWA's Excellence in Craft Awards, announced at the Spring Conference in Wellsboro, were (back, left to right): Bob Steiner, Steve Sorensen, Ben Moyer, Tom Tatum and Bob Ballantyne; (front): Don Daughenbaugh, Doug Barnes, Gerry Putt and Ralph Martone. Not pictured: Harry Guyer Jr., Ralph Scherder, Ron Tussell and Bob Frye.



Brad Isles Photo

POWA Treasurer John Allen removes a fly from the mouth of a nice rainbow trout caught on Pine Creek.

## POWA's Wellsboro conference well done

POWA's Spring Conference in Wellsboro, Tioga County and was a rousing success, thanks to the efforts of the conference chairman, Don Knaus.

Two full days of activities and a slate of seven craft improvement seminars were available to members. Special thanks go to the various meal sponsors and personal guides who led POWA in the field.

Read more about the conference in Tom Tatum's president's message on page 3 and Connie Yingling's supporting member report on page 4.

## Craft Improvement

### Wimpy writing quirks

By Timothy C. Flanigan

*I would like to – wish to – hope to – want to – desire to –*, these mushy, weak-kneed, half-hearted modifiers typically precede expressions of gratitude, condolence, sympathy, invitation, etc. Their use has become so commonplace in our language that we tend to accept them as normal, even stylish.

Unfortunately, each of these wimpy lead-in phrases engenders a mental “BUT” and triggers an intuitive, question: *Then why don't you?*

Try this test: On Valentines Day, or your wedding anniversary, take your loved one's hands into yours, look deeply into his or her eyes and say softly, *“I would like to tell you that I love you.”* The expression in their eyes will suddenly and clearly say, *“Duh! Then why don't you?”*

The recipient of such phrasing is left waiting for the promised, or hinted-at, expression that: *“I would like to,” “wish to”* or *“want to”* fails to deliver.

*Thank you* are two of the most powerful and rewarding words in any language. No other expression promotes as much goodwill as a sincere, heart-felt *Thank you*.

So why are we so cowardly about expressing it directly and succinctly? Just say, “Thank you.” Not “*I would like to*” or “*hope to*” thank you.

I've seen presidents on national television say to troops serving in harm's way, and to the families of lost soldiers: “*We want to express our deepest*” and “*We would like to thank,*” etc. It is also not uncommon for manufacturer's representatives to send out wimpy invitations that begin with; “*We would (or we'd) like to invite you to*” or “*We want to invite you to*” try our products, visit our new Web site, etc.

In real life, we appreciate and respect individuals who: “Tell it like it is,” “Gives it to us straight” or “Doesn't beat around the bush,” etc.

Our readers also appreciate direct, to-the-point, dialog without clouds of grey, wimpy, speech. Insincerity hides behind “*would like to,*” “*want to,*” “*wish to*” and “*hope to,*” but only partially.

## POWA on the Web

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



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

## PowWow

Spring 2010

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

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

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Maryland Office of Tourism Development

Parliamentarian - JOHN SWINTON

POWA Historian - DENNIS SCHARADIN

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## President's Message

by Tom Tatum



Another POWA Spring Conference has come and gone and I think it's safe to say that a great time was had by all. Of course, this year's edition in Wellsboro was not without its share of glitches – after all, that's the nature of the beast – but the awesome highlights of our extended Tioga County retreat far outweighed any little bumps in the road.

Kudos go to Conference Chair Don Knaus and his wonderful wife Maggie for taking on this Herculean task and making it all work out.

Those in attendance (and the conference was *very* well attended) enjoyed outstanding meals, fantastic seminars and a full slate of outdoor activities from turkey hunting to lake fishing to rattlesnake hiking among others – all the while surrounded by the breathtaking beauty of Pennsylvania's Grand Canyon Country.

And to top it all off, the weather was absolutely perfect. In the end, Don and Maggie did a superb job of helping showcase their region's bountiful outdoor treasures.

At Saturday evening's awards banquet a number of writers were recognized for excellence in craft and a few added the title "award winning writer" to their resumes.

I can't say enough about Award Chair Tim Flanigan's contributions to the conference. His unique and thoughtful slide show, serving to reveal the winning contest entries, was a POWA first. Tim's dramatic presentation not only commanded everyone's attention but also provided a visual display of each published article or photograph that was recognized that night, all the while sharing comments from the judges about each award winning entry. Super job, Mr. Flanigan – you have raised the bar of the POWA awards ceremony to a stratospheric new level. Thanks again.

I'd also like to thank Chairman of the

Board Harry Guyer for shepherding me through my first conference as your POWA President.

Parliamentarian John Swinton also deserves credit for helping keep things on track throughout the general membership meeting.

I also extend my heartfelt gratitude to all those supporting members who participated, particularly Mike Gogal with his Garmin Trout Stream GPS locator and Ingrid Niehaus of Hobie Cat, who flew in from California to demonstrate her company's kayaks and Hobie Mirage Pro Angler. Those of us who tried out these clever watercrafts on Hamilton Lake (and yes, Bud Cole, Doyle Dietz and I all caught fish) have a renewed respect for pedal power and the hands free fishing it entails.

Jonathan Sauers, director of the Greater Philadelphia Sportshow, was also on hand to share ideas for growing the partnership between his organization and POWA.

A personal conference highlight for me was a too-close-for-comfort encounter with an angry timber rattlesnake when I stumbled upon the cranky critter on a rattlesnake hike with Ben Moyer, John Harris and Jessica Welshans of the Williamsport Sun-Gazette. Fortunately for yours truly, the rattler's early warning system functioned as advertised and I avoided a potentially venomous end to the episode.

Unlike Wellsboro, you won't find any rattlesnakes in Ocean City, Md., but you should find plenty of fish, crabs, clams and a wealth of outdoor activities and story ideas at our Fall Powwow set for the first weekend in October. Circle the dates (Sept. 30 to Oct. 3, 2010) on your calendar and look for more information along with the sign-up sheet in the next edition of PowWow. Connie Yingling and I will look forward to seeing many of you in Ocean City – hope you can make it!



Tom Tatum Photo

**President Tom Tatum came face to face with this timber rattlesnake during a hike with fellow POWA members at the Spring Conference.**

## Supporting Member News

by Supporting Member Representative

CONNIE YINGLING, PR Coordinator,

Maryland Office of Tourism Development



The Pennsylvania Outdoor Writers Association 2010 Spring Conference in Wellsboro was well-attended and if you were unable to be there, here's a short recap on what you missed in Tioga County.

Speaking as a tourism industry professional, I was most impressed by the friendly spirit of hospitality extended by the merchants on gaslight-lined Main Street. Several shopkeepers engaged me in conversation, and when they discovered I was a visitor they went out of their way to recommend other places to see while in Wellsboro. As conference organizer Don Knaus explained to me, "It's like everyone has been hired by the Chamber of Commerce to promote the town."

Robin Sharpless of Redding Reloading Equipment agreed, saying that, "Wellsboro was welcoming and an outstanding venue for POWA to meet." Staying at The Sherwood Motel, POWA's headquarters hotel for the length of the conference, Sharpless further stated that "activities were very good and the accommodations were outstanding (I had a suite)."

Friday, May 21 dawned a warm sunny day in the "PA Wilds" and new supporting member Mike Gogal of Gogal Publishing (a Warrington, Pa.-based company that provides Garmin GPS programming leading to Class A and wild trout streams throughout Pennsylvania) and Jonathan Sauers of ASA/Eastern Fishing & Outdoor Exposition (who joined POWA in 2009) bonded over a brook trout stream, while other POWA members hunted turkey, tracked down rattlesnakes or biked through the Pa. Grand Canyon.

At noon a delicious grilled luncheon (sponsored by the Tioga County Visitors Bureau) was served by the proprietors of Nature Quest, Inc. an eco-tourism company founded in 1998, who joined POWA in 2010. "We felt our first POWA conference was a very positive experience,"

said Jill Maier, owner of Nature Quest with her husband Pat. "On Friday morning we provided a wagon ride to several writers and their wives then handed out packets of information to everyone who came to the luncheon. This was great exposure for our company."

When a scheduled scenic train ride had to be canceled at the last minute, several enterprising supporting members made lemonade out of lemons by arranging other activities for the remainder of the afternoon. According to Sharpless, several writers substituted "very good sporting clays shooting" at a local range. Returning supporting member Hobie Cat Company carted fishing kayaks to nearby Hamilton Lake for an on-the-water demonstration. Strategically, Hobie Cat also placed the kayaks in the swimming pool at the Sherwood Motel for people to try out during the Friday night barbeque (sponsored by Reed Expositions).

Saturday's breakout day for all POWA members was held at the Pennsylvania College of Technology, located a short drive from the conference hotel. The breakout site allowed for both indoor and outdoor displays which worked to the maximum benefit of the supporting members who participated. For example, Hobie Cat and the Pennsylvania Game Commission, who provided archery shooting to promote their youth archery initiative, both set up in the college's upper parking lot, while Sportman's Table, the Maryland Office of Tourism and the Oil Region Alliance of Business, Industry & Tourism were among those with tables inside.

Following breakout, new supporting member Gogal commented that he was fascinated with the diversity of the active member styles and their focus on very specific aspects of the outdoors. "It opened my eyes to the very broad range of outdoor activities and what POWA

writers wish to cover in their articles."

In a post-conference interview, Knaus was pleased to point out that several supporting members also provided craft improvement seminars prior to breakout, including Redding Reloading (who returned due to popular demand), the Pennsylvania Game Commission, Quality Deer Management Association and Woodcock Limited of Pa. Sharpless commented that "Penn Tech provided a perfect atmosphere in which to teach."

The annual awards banquet and auction (sponsored by the National Shooting Sports Foundation) on the Mansfield University campus concluded the conference in high style. Journalists and photographers gathered deserving accolades for their work, supporting member donations raised funds via a lively raffle (including items from Coleman Company, Delorme, Otis Technology, Inc. and new supporting member Beechwood Vista LLC, maker of Stringer Fingers©), and active members furiously bid on fine framed artwork and a POWA 50<sup>th</sup> Anniversary commemorative rifle.

Gogal summed up his first-time conference experience by saying, "Attending a conference that is not just business sessions, but one that included the ability to get out in the field and interact one-on-one with writers was a huge benefit." He elaborated, "You can hear about a product all you want, but it is invaluable for someone to actually experience the product in real time. I'll be back again next year."

See you there Mike!





## A Message to Supporting Members:

I try to write a “thank you” letter to each supporting member who donates products or services for our annual conference raffle, but in case I miss someone, I want to make it known here that the whole organization owes a debt of gratitude to the many supporting member companies and organizations that made the Spring 2010 raffle a big success. The prizes were truly exciting, and I’m proud to be associated with each of you.

You have come through again in an especially impressive way during challenging economic times in our nation. I thank you all sincerely, and whenever any of our members can help you, please contact us.

Steve Sorensen,  
Chairman  
Ways and Means Committee



Harvey Bauer Photo

The back of member Mary Hosmer’s truck shows somebody who is ready for a long day in the field.

## Awards

from page 1

**BEST MAGAZINE OR REGIONAL NEWSPAPER FEATURE** (no sponsor) – Steve Sorensen for “The coffee-break phantom” published in North American Whitetail magazine.

**BEST PUBLISHED NEWSPAPER PHOTO** (sponsored by Pennsylvania Federation of Sportsmen’s Clubs) – Don Daughenbaugh for “Wilson’s Snipe” published in the Williamsport Sun-Gazette.

**BEST PUBLISHED MAGAZINE PHOTO** (no sponsor) – Bob Steiner for “Raccoon” published in Pennsylvania Game News, January 2009.

**BEST RADIO / TV AWARD** (no sponsor) – No entries.

**BEST PUBLISHED ART AWARD, COLOR OR BLACK & WHITE** (sponsored by GATCO Sharpeners/Timberline Knives) – Gerald Putt for “Royal flush” on the cover of Pennsylvania Game News, October 2009.

### POWA SPECIALTY AWARDS

**PENNSYLVANIA DEER AWARD** (sponsored by the Pennsylvania Deer Association) – Steve Sorensen for “The coffee-break phantom” published in North American Whitetail magazine.

**PENNSYLVANIA TRAPPERS AWARD** (sponsored by the Pennsylvania Trappers Association) – Ron Tussell for “Trapping is like Christmas every morning” published in the Pike County Dispatch.

**TROUT & THE COLDWATER RESOURCE AWARD** (sponsored by Pennsylvania Council of Trout Unlimited) – Ben Moyer for “Outdoors you anticipate that special moment” published in Pennsylvania Outdoor Times.

**WHITETAIL MANAGEMENT AWARD** (sponsored by Trupe’s Quality Hunting and Wildlife Management) – Bob Frye for “State casts light on nighttime spotting” published in the Pittsburgh Tribune-Review.

**WILD TURKEY AWARD** (sponsored by the Pennsylvania Chapter of the National Wild Turkey Federation –

Ralph Martone for “Doing the right thing important for hunters, too” published in the New Castle News.

**YOUTH FISHING AWARD** (sponsored by Expositions, Inc.) – Tom Tatum for “The fisherman’s father: A fable of love and fishing” published in the Daily Local News.

**YOUNG TREES AWARD** (sponsored by the Allegheny Chapter of the Ruffed Grouse Society) – Ralph Scherder for “Growing a better deer herd, where’s my chainsaw?” published in Ohio Valley Outdoors.

**WILDLIFE ART AWARD** (sponsored by Ned Smith Center for Nature and Art) – Gerry Putt for “Hoodie Hang-out,” the 2009 Pennsylvania Waterfowl Management Stamp print.

**YOUTH AND THE HUNTING/SHOOTING SPORTS AWARD** (sponsored by the National Shooting Sports Foundation) – Central Penn Crushers.

**PASS IT ON AWARD** (sponsored by Bass Pro Shops) – Tom Tatum for “The fisherman’s father: A fable of love and fishing” in the Daily Local News.



## Spring Conference Scenes



Don Carey Photo



Harvey Bauer Photo

Above, Doyle Dietz returns from turkey hunting empty-handed and points out where he thinks the gobblers went.

Left, Jim Mucci, an environmental science teacher at Cowanesque High School and a volunteer with the Pennsylvania Game Commission, presents a program on bobcats during Saturday's craft improvement sessions.

Below, John Plowman tries out a hands-free pedal-powered Hobie kayak under the guidance of Hobie's Marc Weiss while fishing on Hamilton Lake.



Tom Tatum Photo





Don Carey Photo

**Julie Imes, outreach coordinator with Pennsylvania Game Commission's National Archery in the Schools Program, demonstrates how to shoot a bow with Hobie's Ingrid Niehaus, above right.**

**Below, Mark Nale tries his hand at throwing an atlatl.**

**Below right, survival specialist Andrew Myer of Wellsboro sets up his demonstration during Saturday afternoon's breakout.**



Brad Isles Photo



Don Carey Photo

# Executive Director's Report

by Bob Lollo,  
Executive Director



This current economic climate is not healthy for our writers but it is not healthy for our supporting members too. The next PowWow is going to display a very long list of supporting members who have resigned from POWA. Many of them quit because, they too, are having bad economic times. We could help reassure them if we remembered to send tearsheets. An alternative would be an e-mail with the story attached and a date and name of the publication where it was published.

The following members have sponsored new active member(s) or new supporting member(s): Terry Brady (1), Bob Clark (1), Jim Collins (1), Bud Cole (earned dues thru 2012), Rich Faler (1), JB Kasper (1), Don Knaus won a free membership with three sponsorships in 2010, Roger Mallon (2), Jeff Mulhollem (1), John Plowman (2), Doyle Dietz (1) and Steve Sorensen (1). These folks are keeping us afloat because we are losing both categories of membership faster than we can process new members.

It is impossible not to mention Bud Cole when one speaks of new members. Bud has so many new members he has achieved free membership status through 2012. Bud has sponsored at least 12 members over the last 18 months, and Bud tells he has one more coming (It came).

We have lost four active members for non-renewal of membership: Mark Anderson, Ron Kuhn, Brian Thompson and Gilbert Twiest.

When a member is sponsoring a new active member the requirements state that a copy of the material (text and/or photo) must be included with the application and proof of payment for the credits. If copies of the checks are not available, a letter from an editor, on their letterhead, stating that payment was made for the articles is acceptable as proof of payment.

Sportsman's Table LLC was kind enough to donate funds to our scholarship program.

## MEMBERSHIP TOTALS

We currently have 163 active members, one honorary member, eight life members, and six apprentice members for a total of 178 members. There are 90 supporting members.

## NEW ACTIVE MEMBERS

### **William O. Boggs**

241 County Line Road, Harrisville, PA 16038

Butler County

Phone: 724-735-745

Work: 724-738-2348

E-mail: Oscar\_103@hotmail.com

Services: Magazine Writer

Credits: Pennsylvania Outdoor Journal

Sponsor: Rich Faler

### **Dale Miller**

2705 Route 414, Morris, PA 16938

Tioga County

Phone: 570-353-2515

Fax: 570-772-3946

E-mail: targets@epix.net

Services: Newspaper writer

Credits: The Wellsboro Gazette and the

Free-Press Courier

Sponsor: Jim Collins

### **Mary Wetmore**

6411 Route 49 Knoxville, PA 16928

Tioga County

Phone: 814-326-4546

Services: Free lance newspaper and magazine writer

Sponsor: Don Knaus

### **Jeffrey E. Wolesslagle**

20 Barley Drive, Duncannon, PA 17020

Perry County

Phone: 717-834-5953

Work: 717-425-5366

Fax: 717-783-5109

E-mail: jwolesslagl@state.pa.us

Services: Outdoor Agency Employee

Credits: PA DCNR- Bureau of Forestry – Communications Section. Writing and web development for DCNR and Bureau of Forestry Communications.

Sponsor: Terry Brady

## NEW SUPPORTING MEMBERS

### **Beechwood Vista, LLC**

8008 Palmer Drive, Fairview, PA 16415

Phone: 203-240-3703

E-mail: jhall@stringerfingers.com

Web: www.stringerfingers.com

Services: Stringer fingers handles and system for carrying fish and game on stringers.

Contact: John Hall

Sponsor: Steve Sorensen

### **Crosman Corp.**

7629 Routes 5 and 20, East

Bloomfield, NY 14443

Phone: 585-657-3032

Fax: 585-657-5405

E-mail: levans@crosman.com

Web: www.crosman.com

Services: Crosman is reinventing the airgun all over again. Crosman introduces the Benjamin Trail Series Magnum rifles with Nitro Piston technology with two new Benjamin 25 caliber hunting air rifles, the Marlin Cowboy lever-action BB air rifle, and two new PCP pistols. Crosman/Remington partnership introduces five new Remington branded airguns and airsoft products. Introducing two new Bushmaster airsoft rifles and a new Stinger R-39 airsoft rifle. CenterPoint Hunting and Outdoors announces new Game Tag series of riflescopes and HEX performance crossbow and accessories.

Contact: Laura Evans, Marketing Coordinator

Sponsor: Bob Lollo

### **Luzerne County Convention and Visitors Bureau**

56 Public Square, Wilkes Barre, PA



18701  
Phone: 888-905-2872  
Fax: 570-819-1882  
E-mail: Janet.hall@luzernecounty.org  
Web: www.tournepa.com  
Services: Visitors guide and tour information for Luzerne County.  
Contact: Janet L. Hall  
Sponsor: Bud Cole

**NATURE QUEST, INC.,**  
**Nature Quest, Inc.**  
4755 Route 6, Wellsboro, PA 16901  
Phone: 570-723-1643  
Web: pat@naturequestadventures.com  
Web: www.naturequestadventures.com  
Services: Outdoor adventure and learning services  
Contact: Patrick Maier  
Sponsor: John Plowman

**PLANTRA, INC.,**  
**Plantra, Inc.**  
2508 Northland Drive, Mendota Heights, MN 55120  
Web: 805-462-2767  
Fax: 805-462-1378  
E-mail: steve@plantra.com  
Web: www.plantra.com  
Services: Wildlife habitat establishment products and information  
Contact: Steve Tillmann  
Sponsor: John Plowman

## Changes & Corrections

Don Jacobs' e-mail is don.jacobs@wnep.com

All contact with The Coleman Company shall be through Josh Ward at Blue Heron Communications either at 800-654-3766 or josh@blueherroncomm.com

Dennis Scharadin was sponsored Betty Dietz and not Doyle Dietz as was previously announced.

Will Elliott's e-mail is odrswill@gmail.com

## In Memoriam

### Remembering Mark Passaro

POWA has lost another life member and past president with the passing of Mark Passaro.

Not only was Mark a past president, he was a president for two years in a row, 1962-63 and 1963-64. Mark was voted a life member in 1985. We continue to lose our older members even though they are not able to participate in our activities.

Mark was a 1942 graduate of Allentown High School and was a World War II veteran. Additionally, Mark served

17 years in the Pennsylvania National Guard.

He was a retired partner from the former W&M Printing Company, Mechanicsburg, Pa. Also Mark was public relations director of the Pa. Motor Federation (State AAA Association) and sales manager for the Allentown firm of L.F. Grammes and Sons. He was the past president of the Lehigh Valley Fish and Game Association and Rotary Club of the West Shore.

He wrote a column from 1958 to 1961 call Sportsman's Memo for the Allentown Call Chronicle.

Memorial contributions are requested to Baughman Memorial United Methodist Church, 228 Bridge Street, New Cumberland, PA 17070.

## NSSF Award



Don Carey Photo

Doug Barnes, left, coach of the Central Penn Crushers, is congratulated by Tom Tatum, POWA president, at the Spring Conference banquet held at Mansfield University. The Crushers are a team of boys and girls in grades 8 through 12 based at the Central Penn Sporting Clays Course in Wellsville, York County. The team participates in the Scholastic Clay Target Program and is sponsored by the National Shooting Sports Foundation. The Crushers won the state tournament in 2009 and placed third in the national shoot held in Sparta, Ill. The group also won the 2010 state shoot and placed first at nationals. They are a two-year recipient of a grant from the POWA Education Grant Program.

## **Board Meeting Minutes**

*May 21, 2010 Wellsboro*

*The Penn-Wells Hotel*

The meeting was called to order at 7:08 p.m. by Chairman Harry Guyer Jr. Present: Executive Director Bob Lollo, President Tom Tatum, 1<sup>st</sup> VP Freddie McKnight, Secretary Brad Isles, Treasurer John Allen, Supporting Member Rep. Connie Yingling, Parliamentarian John Swinton, Board Members Steve Sorensen, Harvey Bauer, Mary Hosmer, Bud Cole, Mark Nale. Absent: Board Members Chris Denmon and Don Feigert.

\* *Motion* to approve the minutes of the Oct. 13, 2009 board meeting. Bauer/McKnight. Approved.

**Correspondence** – Lollo: None.

### **OFFICERS' REPORTS**

**Chairman's Report** – Harry Guyer Jr.: Chaucer called May “that mother of monthes gladdē.” He wasn’t too far off. To me, May is turkey hunting in the morning and fly-fishing in the evening, with a little mushroom hunting in between. It just doesn’t get any better than this. I find myself humming the tune, “It’s the most wonderful time of the year.”

And it will be even more wonderful for POWA members who attend our annual conference at Wellsboro. Don Knaus has worked overtime to schedule so many activities that it will take an extra day to fit them in. Trout and crappie fishing, turkey and chukar hunting, bicycle and horseback tours, rattlesnake and waterfall hikes, and even rock climbing indeed promise “something for everyone.”

Add to this some great seminars, the good fellowship with our POWA family, and our annual awards banquet, and this weekend will be one to remember.

The officers and Board of Directors have had a busy year, with a number of changes to consider and some challenging objectives to fulfill. This is one of the hardest working groups it has ever been my pleasure to serve with. Everyone is willing to go the extra mile and go above and beyond his or her duties to make POWA the best that it can be.

My thanks to each and every officer and board member for this dedication.

One group that is sometimes overlooked is our committees. The present chairmen are a real dream team. Special thanks goes to Awards Chairman Tim Flanigan, Supporting Member Development Chairman Bud Cole, Supporting Member Screening Chairman Don Knaus and Ways and Means Chairman Steve Sorensen for their outstanding work.

In addition, much credit goes to Executive Director Bob Lollo and Secretary and Web site and PowWow Editor Brad Isles. Their hard work has improved POWA communications immeasurably.

And a final attaboy goes to President Tom Tatum. Tom has just completed his first half year at the helm with another 12 months to go. The organization couldn’t be in better hands during what are sure to be interesting times.

Some tough decisions will need to be made at the board and general membership meetings that will affect POWA in years to come. May the Man Above help us to make the right ones, so that this May will indeed be a “monthe gladdē.”

**Executive Director's Report** – Lollo: (See Executive Director’s Report in this edition of PowWow).

**President's Report** – Tatum: A few years back I wrote a column for Game News entitled “Let It Snow.” But after the unprecedented winter we endured here in the southeastern corner of Penn’s Woods – or should I say Penn’s Tundra – my new snowy mantra became “Make It Stop!” In the end, the Philadelphia area chronicled 70 inches of the white stuff – the most ever recorded for a single winter season. Local media hyperbolically dubbed the relentless barrage of blizzards “snow-pocalypse” and “snow-meggedon,” and whether or not these brutal conditions resulted in significant winter kill for our deer herd here still remains unclear. In any case, our crazy weather, its impact on wildlife, and its connection, if any, to the much debated concept of climate change, provides plenty of material for outdoor writers like us to address.

The brutal winter and resulting cabin fever made us all long for the first heralds

of spring (for me it’s the siren serenade of our backyard spring peepers and wood frogs) more eagerly than ever before. That froggy chorus also ushers in those other rites of spring – trout season, spring gobbler, and, of course, the POWA Spring Conference and Awards Banquet slated for Wellsboro this month.

Don Knaus is busy putting the finishing touches on what promises to be an outstanding conference. “The banquet is set and we’ve got trout guides, hiking guides, bicycle tour guides, all ready lined up,” Don reported when I called him for an update. “And we have really neat spouses’ stuff lined up including horseback and wagon rides through the Pennsylvania Grand Canyon and a jewelry making session on Saturday. Other activities include trout fishing, spring gobbler hunting, a rattlesnake hunt, crappie fishing, and a host of other options. All the meals are sponsored, so all you have to do is pay your motel fee and sit back and enjoy a great time,” noted Don, his excitement palpable over the phone line. “I don’t know why anyone wouldn’t take advantage of this awesome event.” Both Don and I are looking forward to a significant turnout of POWA membership at this spring extravaganza.

Meanwhile Connie Yingling and I continue to collaborate on POWA’s fall powwow in Ocean City, Md., this year. The event will most likely be held from Sept. 30 through Oct. 3. Although those dates remain tentative, our powwow would correspond with the resort town’s Winefest Weekend and a major surf fishing tournament. Many other activities – including hunting and fishing opportunities – and an impressive list of speakers and seminars are also in the works. We’ll have more on the powwow as details are firmed up. Many thanks to Connie for her efforts.

It’s most likely a sign of our dire economic times and the aging demographics of our own membership that our organization is undergoing some attrition in numbers. With a shrinking market of paying outlets in which to publish columns and artwork, and with many of our people retiring – both from writing and



Before I close out this President's Report I'd like to give a quick shout out to a couple of our newest supporting members – the Eastern Chapter of the Wild Sheep Foundation and the American Sportfishing Association. Executive Director Bob Lollo and I both visited the Eastern Chapter's 19<sup>th</sup> Annual Hunting and Fishing Convention in Lancaster this past January and were impressed by the affair which included exhibits, banquets, and some incredible live auctions. POWA members who have never attended this event should definitely mark their calendars for next year's edition. The American Sportfishing Association, under the guidance of Show Director Jonathan Sauers, held the inaugural Greater Philadelphia Sportshow, a brand new outdoors event that ran from February 25-28, and despite another major snowstorm that impacted attendance the first day, the event was an unqualified success. Jonathan donated booth space for POWA members to use. At subsequent shows POWA might include a fund-raising event such as an

*See BOARD, page 12*

Cash Accounts as of April 30, 2010: General Fund, \$11,571.04; Youth Education Fund, \$778.88; WT Johns Scholarship Fund, \$3,057.10; Scholarship Fund, \$51,494.09; Emergency Fund, \$16,859.98. Total: \$76,019.02.

## Board

*from page 11*

**Craft Improvement** – Ben Moyer: Committee activities since last meeting – Chair submitted craft improvement article for PowWow. Board (Membership) action requested by Committee – None.

**Duties Manual** – Bob Mitchell: No Report.

**Editorial Review** – Terry Brady: No Report.

**Ethics** – John Swinton: No Report.

**Finance and Budget** – John Allen: As posted.

**Financial Auditing** – Freddie McKnight: No Report.

**Historical Archives** – Bob Clark: No Report.

**Membership Audit** – Harry Guyer: No action taken pending Board of Directors' actions on suspending audit for the present.

**Membership Development** – Bernie Fuller: Lacking a clear definition of the mission and responsibilities of the Membership Development Committee, I have determined that a study of past efforts to attract members to the organization is appropriate.

The recurring theme in all of the "literature" and public information about membership fails to zero in on the single and most important reason for joining and belonging to POWA:

Why should I be a member of POWA? In other words: What's in it for me?

The "Benefits of Regular Membership" section of the POWA Web site makes an attempt to define the value of membership. I find that this is inadequate as an explanation of what I, as a member, can gain from being a member.

Regular meetings of the organization appear to concentrate on outdoor activity rather than detailed craft improvement. It is my opinion that this concentration is skewed in the wrong direction if we are to fulfill the basic mission statement, to wit: POWA is a professional organization of writers, artists, photographers, broadcasters and telecasters, dedicated to informing Pennsylvanians concerning



Tom Tatum Photo

**Ben Moyer checks out rattlesnake information board in Blackwell before embarking on a rattlesnake hike.**

the wise use and management of natural resources.

Hunting and fishing experiences can be realized without POWA, thus it is without merit to concentrate that activity in each general membership meeting.

Having spent well over 50 years as a freelance writer in the outdoor field, I find that I still need to be updated on methods, technologies and philosophy through craft improvement. If POWA does not provide that, then I find that I cannot encourage other writers – apprentice or veteran – to step up to the plate and join.

What, then, is the solution to this dilemma?

- The mission statement needs to be used as a guide to structuring the content of meetings, newsletters, and web presence.
- There is an old saying that "if we build it, they will come". This not true in today's world of outdoor journalism. We must keep current with trends in technology that impact on our ability to communicate effectively. Craft improvement is the vehicle to provide our membership with the tools of our craft. To neglect it, or downplay it, is to fail in our obligation to our members and the publics we claim to serve.

- I enjoin all members of the Board of Directors to consider the implications of answering the questions, "What's in it for me?" "What can we do to make membership more valuable to the general membership?" "How can we better serve the apprentice members?"

I am reminded of the comment by Rick Faler in the POWA publication "Fifty Years of POWA – 1950-2000": "Our markets are undergoing exponential changes in their very dynamics. The Internet, e-mail, e-publications and e-commerce have hit every facet of our culture and economy – including POWA and the outdoor communicator."

We must meet those challenges through improvement of our understanding and practice of our craft.

**Member Screening** – Dennis Schradin: Committee activities since last meeting – Screened five applicants. Board (Membership) action requested by Committee – Approve applications for William Boggs, Jeff Woleslagle, Dale Miller and Roxane Palone (if she submits missing information before the meeting) for active membership and approve Mary Wetmore for apprentice membership. Current Committee Members – Dave Ehrig, Doyle Dietz.

**Nominating** – Ralph Scherder: No



Report.

**Outdoor Education** – Kermit Henning: No Report.

**Past Presidents Council** – Ron Tusel: No Report.

**Scholarship** – Laurie Lee Dovey: John Swinton is attempting to locate last year's winner from Penn State University in order to return \$500 stipend incorrectly returned to him from the University.

**Sports Shows: Harrisburg** – Kermit Henning: No Report.

**Supporting Member Dev.** – Bud Cole: Note the newest supporting member names, with the addition of Endless Mountains Visitors' Bureau.

**Supporting Member Rep.** – Connie Yingling: No Report.

**Supporting Member Screening** – Don Knaus: No Report.

**Technology/Web site** – Brad Isles: No Report.

**Ways and Means** – Steve Sorensen: Committee activities since last meeting – Solicited items from supporting members for our Spring Conference raffle. Board (Membership) action requested by Committee – None Current Committee Members – Harry Guyer, Ron Tusel, Kermit Henning, Harvey Bauer, Don Knaus. Old Business – Still plan on developing a POWA Commemorative Knife through W.R. Case, to mark the 60th anniversary of POWA, but no action taken on this yet.

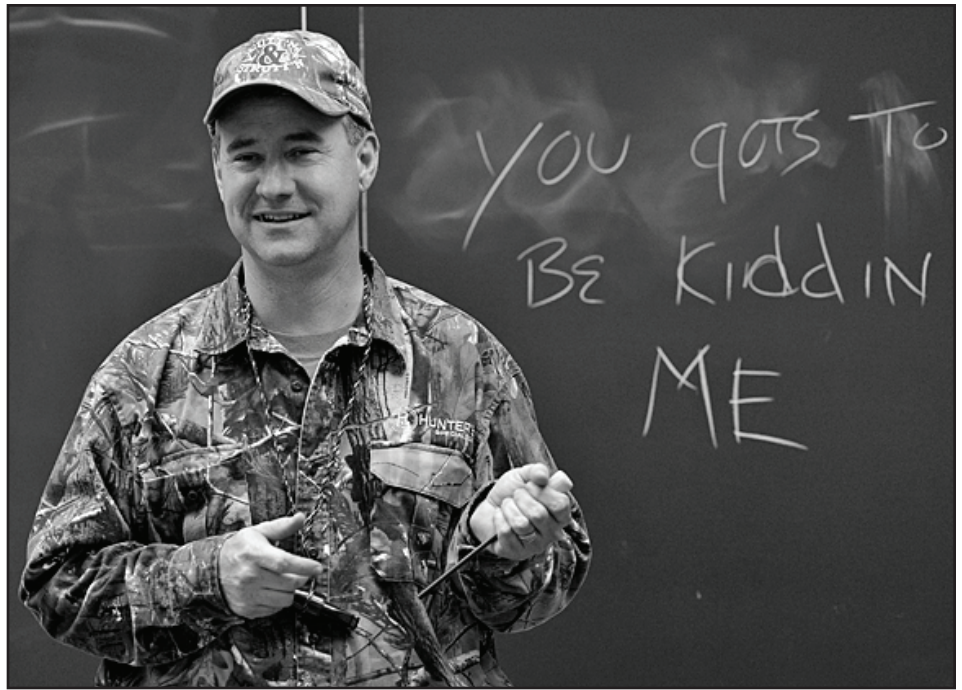
\* *Motion* to accept committee reports. McKnight/Bauer. Approved.

## **CONFERENCES**

**Spring 2010** – Wellsboro: Don Knaus (McKnight), May 19-23.

**Fall 2010** – Powwow in Ocean City, Md.: Tatum (Denmon), Oct. 1-3 with the option of coming in Sept. 30. Connie Yingling has arranged for a hotel right on the water and is very pleased with what was put forth. Activities and speakers are in the planning stages but will likely include crabbing, clamming and fishing in Chesapeake Bay.

**Spring 2011** – Site is to be determined. State College will not work out due to lack of a conference chairperson. A new convention center recently opened in



Don Carey Photo

**Hunter's Specialties** pro staff member Ron Toth talks turkey during Saturday's craft improvement sessions.

the Raystown area and is a possibility. Gettysburg is another option. McKnight and Guyer agreed to contact people at the Raystown location to gauge interest.

## **OLD BUSINESS**

**New member applicants** – Lollo: As posted in the Executive Director's report. Additional information is needed on one application.

\* *Motion* to approve new member applicants. Approved, pending completion of single incomplete application. Tatum/Cole.

**Change of bylaws** – There is a need to change the bylaws as voted upon during the Board's telephone meeting in October.

\* *Tabled.*

**Delivery of PowWow to members** – Electronic delivery of PowWow to members began with the Winter 2010 edition. Active member vote was 43 yes, 63 no and 64 no reply, and supporting member vote was 30 yes, one no and 42 no reply to receive PowWow electronically.

\* *No action.*

**POWA pocket knife** – See Ways & Means Committee report. Sorensen: Currently determining how many knives to have made. Approximate cost would be \$60 per knife, with about half of that

going to POWA.

\* *No action.*

## **NEW BUSINESS**

**Membership status** – Former active member Jon Pries would like to be reinstated to membership. He lost all records in a fire and didn't pay dues last year.

\* *Tabled.*

**Cost of Craft Awards** – There are three core awards with no sponsors, costing POWA \$450. POWA pays for each plaque for a total of  $(\$28.64 \times 18 =)$  \$515.52 or \$965.52. There was a discussion by Tim Flanigan for each past president to pay \$10 toward the unfunded awards. Harry Guyer will explore ways to limit the cost of plaques, and the possibility of creating a Past Presidents Award. Supporting members are contacted for potential sponsorship through wording in their renewal letters. Bud Cole suggested making personal contact with supporting members. Guyer suggested board members and officers think of whom they can contact, send out an e-mail and add a personal touch to solicitations. Another way to offset costs is to charge a fee for entries.

\* *Motion* to establish a fee of \$5 per category, in which a member can submit

See **BOARD**, page 14

## Board

*from page 13*

up to two entries, in the Excellence in Craft Awards. Nale/Sorensen. Approved.

### Costs in general versus revenues

– Bob Lollo said revenue in general is down for both supporting and active members. Lollo requested permission to put POWA's constitution and by-laws on the Web site and remove them from the membership directory to save printing costs. They are printed every year in the membership directory and cutting them out will save a number of pages. New members should receive a copy of the bylaws and members will be notified that they are available online.

\* *Motion* to remove the constitution and bylaws from the membership directory and place them on the POWA Web site. Sorensen/Bauer. Approved.

### New specialty award for crossbows

– The Pennsylvania Crossbow Association has agreed to sponsor a new specialty award. There was an issue with the wording of their sponsorship request, using the word "piece" in the description.

\* *Motion* to change the wording to "The award will be given to the best published article that promotes crossbow hunting or education." McKnight/Cole. Approved.

Judging criteria for Pass It On Award – Tom Tatum discussed the wording of the Bass Pro Shops' Pass It On Award and how the voting could be skewed in favor of an entrant.

\* *Motion* to change the judging criteria for Bass Pro Shops' Pass It On Award to be consistent with the judging criteria of other Excellence in Craft awards. Tatum/Bauer. Approved.

Membership status – The roles of Nick Sisley and Steve Carpenteri are in flux.

\* *No action.*

Additional banquet charge – Debbie Flanigan suggested the board consider implementing a \$10 charge for spouses and guests who come to the banquet but nothing else at a conference.

\* *No action.*

### Jonathan Sauers' ideas for the

Philadelphia show – Jonathan Sauers of the American Sportfishing Association (ASA) gave a quick review of the Philadelphia show from February. He thanked POWA for its support of the show and extended the invitation to continue participating in it. He also is thinking of ways to create a revenue stream for POWA at the show but isn't exactly sure what the best method is to do so. The door is open, ASA wants to support and promote POWA and to continue to build a positive relationship.

\* *No action.*

Spring Conference 2011 – As previously discussed, Bob Lollo can't find anyone willing to chair the conference in State College. Raystown or Gettysburg will be explored as possible locations.

\* *No action.*

Promoting Craft Awards – The possibility of placing the winning articles and photos for the Excellence in Craft Awards in PowWow or on the Web site was discussed. Brad Isles voiced concerns about potential copyright issues and agreed to do his best to better promote the winners.

\* *No action.*

POWA presence on social media sites – POWA currently has no presence on Facebook or Twitter, while other outdoor

associations across the country do. Brad Isles agreed to set up and administer the sites, along with the Web site.

\* *Motion* for POWA to establish accounts on social media sites Facebook and Twitter in order to expand its Internet presence. Isles/Nale. Approved.

Suspension of membership audit – Harry Guyer voiced his concern with the auditing restrictions on members in the current economic climate.

\* *Motion* to suspend the membership audit temporarily based on the current economic climate. Bauer/Cole. Approved with one nay vote.

Insurance bonding fee for Executive Director – Bob Lollo stated that POWA currently pays a \$500 insurance bonding fee on the Executive Director's position each year. This is in place to provide coverage against theft from POWA's bank accounts by the ED.

\* *Motion* to drop the insurance bonding fee for the Executive Director. Bauer/Cole. Approved.

## GOOD OF THE ORDER

Nothing to note.

\* *Motion* to adjourn at 9:08. Bauer/Guyer. Approved.

– *Respectfully submitted,*  
Brad Isles, secretary

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

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

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

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

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



## **Member Meeting**

### **Minutes**

May 22, 2010 Wellsboro  
Pennsylvania College of Technology

The meeting was called to order at 2:12 p.m. by President Tom Tatum. Present: Executive Director Bob Lollo, Chairman Harry Guyer Jr., 1<sup>st</sup> VP Freddie McKnight, Secretary Brad Isles, Treasurer John Allen, Supporting Member Rep. Connie Yingling, Parliamentarian John Swinton, Board Members Steve Sorensen, Harvey Bauer, Don Feigert, Mary Hosmer, Bud Cole, Mark Nale. Absent: Board Member Chris Denmon.

\* *Motion* to approve the minutes of the Oct. 13, 2009 board meeting. Ken Hunter/Dennis Scharadin. Approved.

**Correspondence** – Lollo: None.

### **OFFICERS' REPORTS**

**Chairman's Report** – As posted.

**Executive Director's Report** – As posted.

**President's Report** – As posted.

\* *Motion* to accept officers' reports. Bob Clark/Alex Zidock. Approved.

**Treasurer's Report** – As posted.

\* *Motion* to accept treasurer's report. Terry Brady/Doyle Dietz. Approved.

### **COMMITTEE REPORTS**

**Awards** – As posted.

**Awards Review** – As posted.

**Constitution & Bylaws** – As posted.

**Craft Improvement** – As posted.

**Duties Manual** – As posted.

**Editorial Review** – As posted.

**Ethics** – As posted.

**Finance and Budget** – As posted.

**Financial Auditing** – As posted.

**Historical Archives** – As posted.

**Membership Audit** – As posted.

**Membership Development** – As posted.

**Member Screening** – As posted.

**Outdoor Education** – As posted.

**Past Presidents Council** – As posted.

**Scholarship** – As posted.

**Sports Shows: Harrisburg** – As posted.

**Supporting Member Dev.** – As

posted.

**Supporting Member Rep.** – As posted.

**Supporting Member Screening** – As posted.

**Technology/Web site** – As posted.

**Ways and Means** – As posted.

\* *Motion* to accept committee reports. Bob Steiner/Bud Cole. Approved.

### **CONFERENCES**

**Spring 2010** – Wellsboro: Don Knaus (McKnight), May 19-23.

**Fall 2010** – Powwow in Ocean City, Md.: Tatum (Denmon), Oct. 1-3 with the option to come in Sept. 30. Connie Yingling has arranged for a hotel right on the water and is very pleased with what was put forth. Activities and speakers are in the planning stages but will likely include crabbing, clamming and fishing in Chesapeake Bay.

**Spring 2011** – Site is to be determined. State College will not work out due to lack of a conference chairperson. A new convention center recently opened in the Raystown area and is a possibility. Gettysburg is another option.

### **OLD BUSINESS**

**New member applicants** – Lollo: As posted in the Executive Director's report. Additional information is needed on one application.

\* *Motion* to approve new member applicants. Don Feigert/Linda Steiner. Approved, pending completion of single incomplete application.

**Change of bylaws** – There is a need to change the bylaws as voted upon during the Board's telephone meeting in October.

\* *No action.*

**Delivery of PowWow to members** – Electronic delivery of PowWow to members began with the Winter 2010 edition. Active member vote was 43 yes, 63 no and 64 no reply, and supporting member vote was 30 yes, one no and 42 no reply to receive PowWow electronically.

\* *No action.*

**POWA pocket knife** – As posted in the Ways & Means Committee report. Steve Sorensen will attempt to gauge members'

interest and determine how many knives to have made. Approximate cost would be \$60 per knife, with about half of that going to POWA.

\* *No action.*

### **NEW BUSINESS**

**Membership status** – Former active member Jon Pries would like to be reinstated to membership. He lost all records in a fire and didn't pay dues last year. Harry Guyer will contact Pries to clarify his situation and report back to the board.

\* *No action.*

**Cost of Craft Awards** – There are three core awards with no sponsors, costing POWA \$450. POWA pays for each plaque for a total of (\$28.64x18=) \$515.52 or \$965.52. POWA currently absorbs the cost for unsponsored awards, but other revenue streams should be explored.

\* *Motion* to establish a fee of \$5 per category, in which a member can submit up to two entries, in the Excellence in Craft Awards. Jim Fitser/Gerald Putt. Approved with one nay vote.

There was a discussion by Tim Flanigan for each past president to pay \$10 toward the unfunded awards. Harry Guyer agreed to make an appeal to past presidents and life members in order to establish a Past Presidents Award.

**Costs in general versus revenues** – Bob Lollo said revenue in general is down for both supporting and active members. Lollo requested permission to put POWA's constitution and bylaws on the Web site and remove them from the membership directory to save printing costs. They are printed every year in the membership directory and cutting them out will save a number of pages. New members should receive a copy of the bylaws and members will be notified that they are available online.

\* *Motion* to remove the constitution and bylaws from the membership directory and place them on the POWA Web site, with members being made aware of the change. Kermit Henning/Tim Flanigan. Approved.

**New specialty award for crossbows** –

See MINUTES, page 16

## Minutes

from page 15

The Pennsylvania Crossbow Association has agreed to sponsor a new specialty award. There was an issue with the wording of their sponsorship request, using the word "piece" in the description.

\* *Motion* to change the wording to "The award will be given to the best published *article* that promotes crossbow hunting or education." Don Feigert/Bud Cole. Approved.

**Judging criteria for Pass It On Award** – Tom Tatum discussed the wording of the Bass Pro Shops' Pass It On Award and how the voting could be skewed in favor of an entrant.

\* *Motion* to change the judging criteria for Bass Pro Shops' Pass It On Award to be consistent with the judging criteria of other Excellence in Craft awards. Bob Steiner/Harry Guyer. Approved.

**Membership status** – The roles of Nick Sisley and Steve Carpenteri are in flux.

\* *No action.*

**Additional banquet charge** – Debbie Flanigan suggested the board consider implementing a \$10 charge for spouses and guests who come to the banquet but nothing else at a conference.

\* *Motion* to institute a minimum \$10 registration fee for members and spouses attending a conference's banquet only. Ken Hunter/Harvey Bauer. *Withdrawn.*

\* *Motion* to institute a minimum \$10 registration fee for members, spouses or personal guests attending a conference's banquet only. Ken Hunter/Harvey Bauer. Approved.

**Jonathan Sauers' ideas for the Philadelphia show** – Board members detailed what Sauers discussed at the board meeting.

\* *No action.*

**Spring Conference 2011** – As previously discussed, Bob Lollo can't find anyone willing to chair the conference in State College. Raystown or Gettysburg will be explored as possible locations.

\* *No action.*

**Promoting Craft Awards** – The pos-

sibility of placing the winning articles and photos for the Excellence in Craft Awards in PowWow or on the Web site was discussed. Brad Isles voiced concerns about potential copyright issues and agreed to do his best to better promote the winners.

\* *No action.*

**POWA presence on social media sites** – POWA currently has no presence on Facebook or Twitter, while other outdoor associations across the country do. Brad Isles agreed to set up and administer the sites, along with the Web site.

\* *Motion* for POWA to establish accounts on social media sites Facebook and Twitter in order to expand its internet presence. Kermit Henning/Terry Brady. Approved.

**Suspension of membership audit** – Harry Guyer voiced his concern with the auditing restrictions on members in the current economic climate. Ken Hunter provided an opposing viewpoint.

\* *Motion* to suspend the membership audit temporarily based on the current economic climate. Harry Guyer/Terry Brady. Members strike down the motion, 19-10.

**Insurance bonding fee for Executive Director** – Bob Lollo stated that POWA currently pays a \$500 insurance bonding fee on the Executive Director's position each year. This is in place to provide coverage against theft from POWA's bank accounts by the ED.

\* *Motion* to drop the insurance bonding fee for the Executive Director. Bob Steiner/Marilyn Black. Approved.

## **GOOD OF THE ORDER**

**Harry Guyer** – Discussed how the MDOWA core awards are given in memoriam to past members. He feels it's a good idea for POWA to do the same and name its core awards after past members. He would like to solicit suggestions for past members to have awards named after them.

**Kermit Henning** – POWA is coming up on its 25<sup>th</sup> year having a booth and auction at the Harrisburg Sports Show. The booth serves members so they can meet and greet attendees at the show

and one thing that has been lacking is a way to contact the people who walk by the booth. George Lavanish talked about way getting kids to come to the booth and decided upon developing a coloring book poster that they can take home and color and interact with their parents. Along with some wildlife scenes, there is also information about POWA and its contact information. They will be printed on 11x17 inch paper and cost under seven cents each for a 5,000-count run. They will be paid for by auction money. The sheets will also be available for members to use at events they attend. Contact Kermit for more information.

**Tim Flanigan** – Charlie Heidecker recently lost his wife, Betty Ann. Also, in the next few conferences, there should be an increase craft improvement seminars because we need to be improving our craft and learn what new technologies and methods out there.

**Bob Clark** – Discussed the government's questioning of 501(c)3 organizations.

**Doyle Dietz** – Health has caught up to Lou Rodia. He should be considered for life membership. (This will be placed under New Business for the next Board of Directors meeting).

**Kermit Henning** – More than \$350,000 has been raised and given away thanks to the items POWA auctions off, but more is needed due to an increase in requests. There is a need to raise more money. Donate whatever you can, whether it be a print, a book or a hat.

**Dennis Scharadin** – Sponsors for new members should make sure to review the application to make sure it's complete before sending it in for approval. There has been a number of applications that aren't complete and it's taking longer to get prospective members through the screening committee. Look at the application before submitting it to Bob Lollo.

\* *Motion* to adjourn at 3:56. Alex Zidock/Don Feigert. Approved.

– *Respectfully submitted,*  
Brad Isles, secretary



## Supporting Member News



Don Carey Photo

**Robin Sharpless, of Redding Reloading Equipment, demonstrates reloading practices during Saturday's craft improvement sessions.**

### Redding Reloading names Sharpless Executive VP

Redding Reloading Equipment, the American maker of premium reloading gear for the metallic cartridge hand-loader, has named Robin Sharpless to the newly created position of Executive Vice President.

"We are very pleased that Robin joined the Redding team two years ago and this new position better reflects his contributions to the process of growing Redding Reloading into a world-wide leader in advanced handloading equip-

ment," said Richard Beebe, President & CEO of Redding. "As the company has broadened its market and product line Robin's long industry experience has been a great asset to the company through this period of very positive transition."

In this new role, Sharpless will assume broader responsibilities in the day to day operations of Redding while retaining his current sales and marketing oversight.

Redding offers numerous unique products and solutions to improve the accuracy, consistency and reliability of your handloaded ammunition. For more information contact: Redding Reloading Equipment 1089 Starr Road Cortland, NY 13045, or visit [www.redding-reloading.com](http://www.redding-reloading.com).

### Howard Communications adds photo library to Web site

Howard Communications, Inc. recently updated the look and features of its award-winning online pressroom for 2010 with the addition of a photo library. More than 100 new images were recently added to provide support for articles.

Original subjects included deer, elk, turkey, waterfowl, upland game and predator hunting, as well as optics and

working dogs.

Howard Communications' clients include Birchwood Casey, Browning, Winchester Firearms, Danner, LaCrosse, D.T. Systems, Hunter's Specialties, Mossy Oak, Nestlé Purina PetCare, Pursuit Channel, Bushnell Outdoor Products and others.

Visit the online pressroom often for new images that are being added throughout the year. Visit [www.howardcommunications.com](http://www.howardcommunications.com) for more.

### ETAR event to be held in July

The Eastern Traditional Archery Rendezvous (ETAR), an annual event in its 21<sup>st</sup> year, will be held July 22-25 at Denton Hill State Park, on Route 6 in Coudersport, Potter County, Pa. Last year, about 8,000 people and more than 100 dealers attended this event.

This year is shaping up to be even more successful because of the line-up of speakers and seminars. Author and recent inductee into the Archery Hall of Fame G. Fred Asbell will conduct a seminar on "Advanced Instinctive Shooting, the rest of the story." Also featured will be longbow legend Byron Ferguson who offers aerial and trick shooting demonstrations. Mike Fedora, who is a native Pennsylvanian and bowyer, will have a seminar discussing "Point of Aim."

New for this year are continuous blacksmithing demonstrations, Korean Traditional Shooting seminars conducted by Kwak Yun-Sik who is a 5<sup>th</sup> degree master in Korean Traditional Archery.

Bowyers, equipment manufacturers and dealers come from at least 24 states and three countries to display bows, arrows, quivers, accessories and many other traditional items. Bowyers will have bows for attendees to test.

Another major draw is the number of 3-D field courses. At least eight courses of 200 targets on 700 acres are planned. There will also be a special competition course. There will also be a bow testing area, aerial targets, a long distance range and a practice range of 30 to 40 targets.

One of the goals of the Eastern Traditional Archery Festival is to promote traditional archery to youth. Therefore, there will be a kids only course and range, special seminars for children, balloon shoots and even extra traditional kids bows to test.

Additional information can be obtained from [www.archeryfestivals.com](http://www.archeryfestivals.com) or by calling 814-435-6653.

## Member News

### Bauer wins MDOWA award, places in 3 others

At the annual Mason-Dixon Outdoor Writers Association Spring Conference in Rehoboth Beach, Del. in March, Harvey “Bumper” Bauer was presented with four craft awards.

He won the Herb Blackwell Memorial Award for Best Magazine Article for “Our First Double” published in the Spring 2009 Ruffed Grouse Society Magazine.

Bauer placed second in the Bass Pro

Shop Pass It On Award for an article published in November/December 2009 Backwoods Home Magazine.

He was third in the Wheeler Johnson Memorial Award for Best Newspaper Article titled “Ode to the Landowner” Jeffersonian Democrat newspaper in November 2009.

Bauer also placed third in the Pete Greer Memorial Award for Best Published Outdoor Photograph for a whitetail buck photo published in the Jeffersonian Democrat in November 2009.

Bauer lives in Brookville, Pa. with his wife Jan. He has been a POWA member since 2004.



Contributed Photo

Harvey Bauer with his MDOWA award.

### Brady, Moyer, Reilly claim OWAA honors

Three active members of POWA were honored for conservation achievement and writing excellence June 13 at the close of the Outdoor Writers Association of America's (OWAA) annual conference in Rochester, Minn.

Past POWA president Terry Brady received OWAA's top conservation honor, the The Jade of Chiefs Award, representing “an affirmation of OWAA adherence to and support of the principles of conservation.”

Fellow past POWA president Ben Moyer earned a first-place award in OWAA Excellence in Craft competition, and former board director P.J. Reilly was honored with three third-place writing and photography awards.

“The Jade of Chiefs award was created in 1958 as a way of recognizing outstanding service to conservation combined with excellence in outdoor writing,” said presenter Jim Low, a Missouri outdoors writer and the award's 2009 recipient. “At the time, it was the highest honor a conservation writer could receive, and it remains one of the nation's most coveted conservation awards.”

A columnist with Pennsylvania Outdoor News since its inception in the early 2000s, Brady, of Zieglerville, has been an active member of OWAA since 1986, and POWA since 1983. Before becoming deputy press secretary with the Pa. Department of Conservation and Natural Resources in 1999, Brady spent 26 years working for daily newspapers and writing outdoors columns.

“The list of Jade of Chiefs recipients preceding me truly is daunting, and any perceived achievements of mine pale in comparison to theirs,” Brady told an audience of several hundred. “In my writing and other work, there's always been the imprint of an auto factory-worker dad who never could show his four children too much of his outdoors. Coming just days before Father's Day, this honor is testament to that man's teaching.”

Also a Pa. Outdoors News columnist since its start, Moyer, of Farmington, was honored by OWAA for his first-place magazine piece “Hugh Bennett: crusader for conservation,” which appeared in the Fall 2009 issue of Pheasants Forever Journal. A member of the Pa. Outdoor Writers Association since 1983, Moyer also was honored by POWA for a first-place finish in outdoor writing competition.

Appearing last spring in Pa. Outdoor News, Moyer's column, entitled “Outdoors you look for that special moment,” addressed a large brown trout hooked, landed and released while fly fishing the Youghiogheny River in Ohiopyle State Park, Fayette County. The work took first place in the contest's Trout and Coldwater Resource category.

A regular columnist with the Pittsburgh Post-Gazette, Moyer is a free-lance outdoors writer, book author and lecturer.

Prolific freelance outdoors writer P.J. Reilly, of New Holland, was honored with three third-place awards for works entered in OWAA competition: in the Big Game Hunting category—Magazine: “Make mine a combo,” Sports Afield, Dec. 2009; and Small Game Hunting—Art/Photo: “Blizzard Bounty,” Wildfowl magazine, December 2009; and Newspapers: “Hunters Prove Their Point,” Sunday News, Lancaster, March 2009.

Reilly, a POWA member since 1993, is a full-time newspaper editor and outdoors writer at Lancaster Newspapers Inc.

For more information on the OWAA conference, these awards and award winners, visit the organization's Web site at [www.owaa.org](http://www.owaa.org).



## Market News

by Freddie McKnight



**Bugle** publishes an array of conservation articles and essays from a diverse pool of writers – from wildlife professionals who write well, and professional writers knowledgeable about wildlife and conservation. Articles generally range from 1,500-4,500 words. Pay is usually 20 cents per word.

Contact: Paul Queneau, Bugle Conservation Editor, 406-523-4570. E-mail: pqueneau@rmef.org.

**HuntingNet.com** is especially interested in topnotch writers who can make hunting and outdoor related topics entertaining while maintaining accuracy. HuntingNet.com buys one-time use only rights. Payment is scaled to story length, subject matter and quality. For both originals and reprints, rates start at \$25 and go up to \$350.

Send all submissions to: Magazine Editor, HuntingNet.Com, 11964 Oakcreek Parkway, Building B, Unit G, Huntley, IL 60142.

**Outdoor Photographer** is a national magazine published 11 times per year for enthusiasts with a special passion for nature, travel and outdoor sports. The magazine buys one-time rights for publication in the magazine and on the magazine's Web site.

Contact: editor@outdoorphotographer.com

**Backpacker** features usually fall into one of several distinct categories: destinations, personality, technique or gear. Gear features are generally staff written. In order to make the grade, a potential feature needs an unusual hook, a compelling story, a passionate sense of place or unique individuals finding unique ways to improve or enjoy the wilderness.

Contacts are – Features & People: Dennis Lewon, Deputy Editor, dle-

won@backpacker.com; Destinations: Shannon Davis, Senior Editor, sdavis@backpacker.com; Skills: Kristin Bjornsen, Associate Editor, kbjornsen@aimmedia.com; Gear: Kristin Hostetter, Gear Editor, khostetter1@gmail.com

**Pennsylvania Game News** is the official voice of the Pennsylvania Game Commission. It is designed to promote hunting and other wildlife-related recreation in the state, and what the agency is doing to manage and enhance these opportunities. They consider nearly any outdoor subject except fishing and boating. Their primary feature subject is hunting, but they also run wildlife natural history accounts and conservation-related articles. All material must have a Pennsylvania locale or be of such a nature that location is not relevant.

Freelance material is rarely used on technical subjects about guns and archery, as these are covered by columnists. Likewise, most wildlife management issues and problems are covered by agency specialists.

One of their goals is to teach and encourage young hunters to hunt in a safe and ethical manner. Stories must never show a person acting in an unsportsmanlike manner. "How-to" or other informational articles should be factual, to the point and basically educational. Text should be cut to a minimum here, so long as nothing is left out. Features typically run from 1,500 to 2,500 words. Good photos are a big help with all articles.

Decisions on material are usually reached within six to eight weeks. Payment is on acceptance, at a minimum rate of 6 cents per word and \$15 per photo. With a few exceptions, first North American serial rights are purchased. Manuscripts should be typewritten, double-spaced, on one side of the paper

only and have your name and address on page 1. We welcome submissions on PC-formatted disks, preferably in Word format; be sure to include a hard copy, too.

Material is scheduled up to a year in advance; seasonal or timely subjects, such as spring gobbler hunting, should be submitted at least six months prior to appropriate season.

Questions or comments, contact: Bob Mitchell, Editor, Pennsylvania Game News, Editorial/Administration Office, (717) 787-4250, ext. 3312 or robmitchel@state.pa.us.

**Trapper and Predator Caller** aims to inform, educate and entertain readers with articles, photographs and illustrations that promote trapping, predator calling and muzzleloader hunting. Highest consideration will be given to stories focused on methods and equipment used in trapping, calling or hunting.

Contact: Jared Blohm, Managing Editor, jared.blohm@fwpubs.com.

**Shotgun Sports** is thinking ahead to the 2011 Spring/Summer schedule and wants to remind you to get your manuscripts in soon to get on that schedule. Spring and summer are hot clay-target competition times, and the magazine will be looking for trap, skeet and sporting clays articles filled with tips to help its readers excel in these great sports.

In addition, "technical" articles on things like shooting glasses, forcing cones, barrel beads, lubricating shotguns, cleaning shotguns, hearing protection and exercises to improve shooting vision are always popular. Other questions readers often ask include: What are the Olympic sports like?; How do you get involved in them?; How can I make my old gun new again?; What are the "options" at trap shoots and how do I get into them?; Is there first-aid for breakdown emergencies (like repair kits and parts, tools, backup guns, choke fixes, barrel fixes, etc).

Contact: Linda Martin, Production Coordinator, Shotgun Sports Magazine, P.O. Box 6810, Auburn, CA 95604

## Pool customer...



Alex Zidock Photo

Harry Guyer takes a Hobie Mirage Pro Angler for a spin around the swimming pool at The Sherwood Motel during Friday night's barbecue.

## Mossy Oak, Realtree team to promote treestand safety

Outdoor industry leaders and well-known camouflage brands, Mossy Oak and Realtree, have collaborated to create a public service announcement to promote treestand safety. Featuring Mossy Oak's Cuz Strickland and David Blanton from Realtree, the PSA aims to highlight the importance of wearing a safety harness when hunting from a treestand.

Paul Meeks from the Treestand Manufacturers Association (TMA) said: "We at the TMA are elated that Mossy Oak and Realtree have teamed up to create what will probably be the most effective message ever for encouraging hunters to wear full-body safety harnesses."

The commercial will begin airing on the Pursuit Channel at the end of this month. For more information on TMA, log on to [www.tmastands.com](http://www.tmastands.com).



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