



Winter 2014

– *Tim Flanigan*

POWA board gives OK to amended directives

The Pennsylvania Outdoor Writers Association's Board of Directors approved the following additions to the organization's Board Directives during its meeting at The Nature Inn on Feb. 22, 2014. Only the proposed changes and additions are noted below in bold *italics*.

These edits will be brought for approval before by POWA members during the membership meeting on May 17, 2014.

Directives not listed below will not be amended. They have been removed due to space considerations within *PowWow*.

Any questions regarding clarification of the proposed changes should be forwarded to Dennis Scharadin, executive director, or Mark Nale, president, prior to the May 17 meeting.

1) RESOLUTIONS

Resolutions except as provided for *by* constitution and bylaw amendments shall be submitted in duplicate to the President and *to* the Board for review 60 days in advance of any regular or special meeting. The resolution shall then be submitted to the membership by ***regular United States Postal Service mail, email or PowWow*** at least 30 days before the meeting when the proposed resolution may be voted upon. Approval of a resolution requires a 2/3-vote, a quorum being present.

2) COMMITTEE REPORTS

Committee reports shall be submitted in a timely fashion in advance of each meeting to the Executive Director or other designate, in writing (including electronic transmittal). ***The Executive Director shall provide an acceptable format for the committee reports to each committee chair along with a reminder as to report due date.***

3) LIFE/HONORARY MEMBERSHIPS; MERITORIOUS SERVICE AWARD; PAST PRESIDENTS PLAQUE

- An *Honorary Member* shall be a resident of Pennsylvania who in an administrative capacity is engaged in the conservation of our natural

resources and is not otherwise eligible for membership in the association. Honorary Membership in POWA shall be on a yearly basis and may be extended from year to year by action of the Board of Directors. A ***member of long standing and service to the organization who is no longer able to fulfill the requirements of membership due to illness or incapacity may be granted Honorary Member status as well.***

6) POLICY STATEMENTS - POLITICAL PARTIES / COMMERCIAL PRODUCTS / USE OF ASSOCIATION NAME

In keeping with the primary purpose of the Pennsylvania Outdoor Writers Association, Inc. (hereafter referred to as the "Association"), the following policy is adopted regarding the use of the Association's name, stationery, and other official emblems, documents, or functions:

- *Endorsement of Political Parties or*

Candidates for Elective Offices:

- The name of this Association shall not be used in any manner so as to construe the Association's endorsement of a political party, candidate for elective office, or party platform. Candidates for elective office shall be permitted to appear on scheduled programs or meetings of this Association for discussion and information relative to the interests of the Association. No campaign literature or other materials shall be distributed by the Association to its members, either by mail, ***email*** or by direct distribution at meetings.

- *Unauthorized Use of the Association's*

Name:

- Upon evidence, presented and proven, that any member has violated any provision of the above policy, such case may be reviewed by the President, Officers, and/or Directors, or by such committee as the President

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PowWow

Winter 2014

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www.paoutdoorwriters.com

Dennis Scharadin

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1st V.P. - DON KNAUS

2nd V.P. - RALPH MARTONE

Secretary - MARY LINKEVICH

Treasurer - JOHN ALLEN

Board Chair - RICH FALER

Board of Directors (term ending): MARY HOSMER ('14); STEVE SORESENSEN ('14); BRAD ISLES ('15); RALPH SCHERDER ('15); BUD COLE ('16); DOYLE DIETZ ('16)

Sup. Mbr. Rep. - CONNIE YINGLING,

Maryland Office of Tourism Development

Parliamentarian - RALPH MARTONE

PowWow Editor - BRAD ISLES

POWA Legal Counsel - METTE, EVANS & WOODSIDE, Harrisburg, Pa.



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may appoint, and recommendations for further **action** may be presented to the membership for final decision as to disciplinary action or corrective measures necessary to preserve the good name and reputation of the Association.

9) CIRCULATION OF MINUTES OF DIRECTORS MEETINGS

The recording secretary shall send a copy of the minutes of the board meetings to the Executive Director and President in advance of distribution to the officers/directors. The President approves the minutes before their further distribution. The Executive Director or other designate will provide the officers/directors with copies of the approved minutes. All meeting minutes will be published in PowWow.

12) COMPENSATION OF OFFICERS

Officers/ directors / committee chairmen will be reimbursed for all reasonable expenses, such as telephone calls, postage, travel, *etc.* incurred in the performance of their duties. Expenses in excess of \$100

must be approved by the president or his/her designate. Accurate reports/ receipts must be provided to the Association.

14) DEFINITION OF SUPPORTING MEMBERS

Supporting members will be confined to single companies or firms or to representatives of multiple companies or firms; however, representatives of multiple companies or firms can only represent POWA supporting members **at** the association's activities.

17) CORE CRAFT AWARDS

POWA will stand ready to sponsor core craft awards, if there is no sponsoring supporting member. This is to include the plaque and the \$150 award payment. The core craft awards to be offered every year:

- Best Newspaper Column
- Best Newspaper Feature
- Best Magazine or Regional

Newspaper Column **including eZines**

- Best Magazine or Regional

Newspaper Feature **including eZines**

- Best Published Newspaper

Photograph, Color or Black & White

- Best Published Magazine

Photograph, Color or Black & White

• Best Published Art, Black & White **to include illustrations or cartoons**

On alternating years:

- Best Radio / TV Program
- Best Book **including eBooks**

POWA should always seek supporting members to sponsor all contests.

20) SUPPORTING MEMBER BREAKOUT DAY FEES

A \$45 display fee will be required from all supporting members displaying during breakout day. **The display fee may be adjusted or waived at the discretion of the board.**

21) SUPPORTING MEMBERSHIP DUES IN EXCHANGE FOR MERCHANDISE

POWA has a structure in place for dues and mandates that **supporting member dues be paid.**

23) CONFERENCE REGISTRATION FEES

Conference registration fees will be set at the discretion of the conference chairperson with approval of the Executive Director.

Directors approve mission statement

The Pennsylvania Outdoor Writers Association's Board of Directors approved adopting the following mission statement during its meeting on Feb. 22, 2014.

The mission statement will be put in front of the members for final approval during the membership meeting on Saturday, May 17.

POWA MISSION STATEMENT

The mission of the Pennsylvania Outdoor Writers Association is to enhance the skills of its members, provide a strong and resounding conservation message to the public, hold its membership to the highest ethical standards and provide a legacy for future generations of outdoor

communicators.

Craft Improvement: POWA enhances the professional skills of its members in communication and provides members a professional network to support craft development, and explore and conquer new markets.

Conservation: POWA strives to promote outdoor education and increase awareness and appreciation of our natural resources and outdoor heritage.

Ethics: POWA promotes the highest standards of excellence and ethics in outdoor communication.

Legacy: POWA encourages mentoring to current and future generations of outdoor communicators.

POWA on the Web

**Connect with the
Pennsylvania Outdoor
Writers Association**

at www.paoutdoorwriters.com



**at twitter.com/P_O_W_A
or**

**on Facebook through the
POWA homepage.**

President's Message

by Mark Nale



All is right in my world – on the second day of rifle deer season, a 2½-year-old 8-point buck made the mistake of walking past my treestand. The buck is no Boone & Crockett trophy, but after several years of deer drought, the buck is surely a trophy to me. I just watched member Tyler Frantz's video of his opening day archery kill. He knows hunting excitement – and most of you do, too. It is what we share with our readers, viewers and listeners.

I am also excited about the progress that is continuing to be made within the Pennsylvania Outdoor Writers Association. Brad Isles produced another excellent issue of *PowWow* and I feel very positive about the contributions of Executive Director Dennis Scharadin, Spring Conference Chair Mike Klimkos, our members, officers and Board of Directors. We are moving forward.

As I write this in late February, we are in the middle of what some refer to as the "Outdoor Sports Show Season." POWA had a successful presence and fund-raising auction at the Great American Outdoor Show in Harrisburg in early February, as well as a booth at the Greater Philadelphia Outdoor Sports Show. Special thanks go to Kermit and Joanne Henning, Doyle and Betty Dietz, Harry and Darla Guyer, Tyler Frantz, John Allen, Terry Brady, Jack Harris, Bob Lollo and Dennis Scharadin for manning the booth in Harrisburg. Gratitude also goes to non-members Debbie and Steve Buchner and former member Doug Leiby for helping to set up and take down our booth. Tom Tatum and Joe Kaspar were totally responsible for the set-up, staffing and breakdown of the POWA booth at the Greater Philadelphia show. Kudos go to them for their efforts and to the members who donated prizes for the auction. Look for more about the POWA auction elsewhere in this issue of *PowWow*. Through the efforts of Doyle Dietz and Bud Cole, POWA also had a presence at the Lehigh Valley Sportsman Show, held Feb. 28-March 2 in Allentown.

In addition to the sports show help, other members continue to step up. Paula Piatt has offered to re-write our membership brochure, Ralph Scherder is busy collecting prizes for the raffle at our spring conference and Brad Isles is working on a new membership application. I would also like to take this opportunity to welcome nine-year member Steve Sorensen back to the Board of Directors. Steve is filling the remainder of Ron Koch's term. Ron resigned late last year because of his conflicting work schedule.

The Nature Inn at Bald Eagle State Park in Centre County hosted our February 22 board meeting. In addition to the business at hand, attendees had a chance to see a nesting bald eagle, do a little ice fishing on Sayers Lake and learn about The Nature Inn – Pennsylvania State Parks' only hotel-quality accommodations. Several of our board members stayed overnight at the inn, experiencing the full flavor of what it has to offer. The hospitality offered to us by Charlie Brooks, his chef Ashley and his staff at The Nature Inn was much appreciated.

We had a well-attended and very productive board meeting. Past presidents Jeff Mulhollem and Tom Tatum were special guests – invited to add their input to discussions about a possible joint conference with Mason-Dixon and Virginia outdoor communicators' organizations and ways for us to continue to move POWA forward. Among other things, the board approved a new POWA Mission Statement, updates, changes and corrections to the Board Directives and additional changes that will need to be made to the constitution and bylaws. These items are printed in this issue of *PowWow* and will be voted on by the membership in May. A big thank-you goes to the 11 people who attended and made the meeting a productive one.

In September, the Board voted to approve new membership categories and criteria. This was the combined effort of many people who believe that changes are necessary to help POWA, while still keeping it a professional organization. These changes, which I support 100 percent, are printed in detail elsewhere in this issue. At our spring conference in Shippensburg, we will be counting on you to approve those changes.

Now that you've read what others are doing, consider what you can do to help POWA. A good start would be signing up a new member between now and May.

I look forward to seeing all of you at our spring conference and awards banquet.



Contributed Photo

POWA President Mark Nale with his rifle season 8-point.

Executive Director's Report

by Dennis Scharadin,
Executive Director



Congratulations, you have nearly survived this year's winter. So has POWA. Just as the temperatures are moving upward so is POWA. We have slight increases in both our Active and Apprentice membership, as well as Supporting membership. Best of all was the increased interest in potentially joining POWA by people who stopped at our booth at the Great American Outdoor Show.

Membership renewal completed with all but five of 159 members renewing. Active membership is at 139, Life membership is 9, Honorary membership is 2 and Apprentice membership is 3. One Life member, Tom Fegely, passed away. We have several new members, two that moved from Apprentice to Active and one applicant who reapplied for membership. Four more have requested applications – three are reapplying and one is a new applicant.

Supporting Member renewal is currently taking place. As of Feb. 18 we had 82 Supporting Members. Thirty-three have already renewed. The deadline for renewal is April 15. Please remember to use the P.O. Box 221, Summit Station, PA 17979-9800 address when returning your renewal form. The old address is for Harrisburg. Three groups requested applications at the Great American Outdoor Show.

We had a booth and held an auction on the last Sunday of the show. Results were good considering most of the auction items were small. A new auction was held at the Lehigh Valley Sportsman Show the first weekend in March, which gave us another source of funding for grants to youth programs here in the state. Any organization or club that holds a youth activity should contact Kermit Henning by Aug. 1, 2014 to request a grant for 2015.

There are five new awards in the EIC program thanks to the good work of members, board and officers. All awards are sponsored this year except for Best Newspaper Feature. New sponsors are Blackpowder Products for the Best Magazine or Regional Newspaper Feature, and Range

Resources sponsored both the Best Radio/TV and Best Published Magazine Photo awards. The Pennsylvania Trappers Association is sponsoring this year's Pennsylvania Trappers Award.

NEW MEMBERS

Marshall Nych, Apprentice to Active
3213 Bethel Wilmington Road
New Wilmington, PA 16142
Mercer County
Phone: 724-977-3419
Work: 724-662-5102
Email: mnych@hotmail.com
Sponsor: Ben Moyer

Steve Piatt, Active
1395 Front Street
Athens, PA 18810
Email: spiatt@outdoornews.com
Phone: 518-873-2370

Sponsor: Tim Flanigan

David L. Smith, Apprentice
129 Buck Run Drive
Harrison City, PA 15636
Email: dlsmithsales@comcast.net
Phone: 724-744-4177
Work: 724-972-8881
Sponsor: Ben Moyer

SUPPORTING MEMBERS

National Rifle Association
11250 Waples Mill Road
Fairfax, VA 22030
Contact: Jeremy Greene
Phone: 703-267-1354
Fax: 703-267-3994
Email: jgreene@nrahq.org
Sponsor: Kermit Henning

PA Recreation and Parks Society
2131 Sandy Drive
State College, PA 16803
Contact: Emily Gates
Phone: 814-234-4272
Fax: 814-234-5276
Email: egates@prps.org
Website: www.prps.org
Sponsor: Dennis Scharadin

Treasurer's Report

By John Allen, POWA Treasurer / Expenditures as of January 31, 2014

| Income Accounts | Budget 13-14 | Actual | % of Budget |
|--------------------------------|---------------------|----------------|--------------------|
| Active Members' Dues | 9,000 | 6,720 | - |
| Supporting Members' Dues | 6,000 | 800 | - |
| Merchandise Sales | 50 | 140 | - |
| Craft Award Income | 2,750 | 950 | - |
| General Contribution | - | 25 | - |
| Spring Conference Income (Net) | 3,185 | - | - |
| Fall Conference (Net) | - | (150) | - |
| TOTAL INCOME | \$20,185 | \$8,485 | 42% |
| Expense Accounts | Budget 13-14 | Actual | % of Budget |
| Member Awards | 2,550 | - | - |
| Executive Dir. Stipend | 6,000 | 3,000 | - |
| Plaque Expenses | 1,000 | 141 | - |
| Pow Wow (Print/Edit) | 4,750 | 1,361 | - |
| Website Expenses | 150 | - | - |
| Membership Directory | 1,350 | 800 | 82 |
| Postage, General | 700 | 518 | 13 |
| Office Expenses | 2,250 | 77 | 280 |
| Insurance | 510 | - | 35 |
| Credit Card Fees | 800 | 39 | - |
| Travel | 125 | - | - |
| Miscellaneous | - | - | - |
| TOTAL EXPENSES | \$20,185 | \$5,936 | 42% |
| Net Income | 0 | \$2,549 | |

Cash Accounts as of January 31, 2014: General Fund, \$13,110; Youth Education Fund, \$4,529; Scholarship Fund, \$57,599; Jacquelin Knight CD, \$13,803; Emergency Fund, \$9,162; Northwest CD, \$20,000; U.S. Treasury Note, \$10,000. Total Cash Accounts: \$128,203.

Proposed membership changes, additions

As published in the Fall 2013 issue of *PowWow*, the Board of Directors approved changes and additions to POWA's membership categories.

The proposed membership types and criteria are listed in detail below and will be brought for approval before by POWA members during the membership meeting on May 17, 2014.

Any questions regarding clarification of the proposed changes should be forwarded to Dennis Scharadin, executive director, or Mark Nale, president, prior to the May 17 meeting.

Membership Requirements:

Professional Contact & Communication

An individual membership in the Pennsylvania Outdoor Writers Association is encouraged for those professional outdoor communicators who wish to improve their professional skills through craft improvement seminars, networking and personal interaction with other professionals in the field of outdoor communications.

Membership includes *PowWow* – the association's newsletter filled with craft improvement ideas, marketing information, tips for generating content ideas, member support and updates regarding POWA activities. Active, Associate and Student Members are encouraged to enter their works in competition for awards and honors in their fields. POWA awards and recognizes the best communicators with Excellence in Craft and Specialty Awards at each annual spring conference.

Membership Levels

A prospective POWA member may select from several levels of membership. The requirements for membership at each level with attendant dues schedule follows:

- Active Member, \$60* Annual Dues
- Associate Member, \$60* Annual Dues
- Student Member, \$20 Annual Dues
- Supporting Member, \$100 Annual Dues
- Life Member (awarded by membership – no annual dues)
- Honorary Member (awarded by membership – no annual dues)

*There is an additional \$10 processing fee for new Active and Associate members.

Membership Qualifications

Membership is based upon an applicant's professional contributions to the craft. Applications for membership are reviewed by a committee, employing the qualifying point scale. Professionals must demonstrate contributions that support outdoor recreation (hunting, fishing, camping, canoeing, trapping, hiking, etc.), natural history, nature tourism, outdoor education or conservation.

Active Member

Prospective Active Members of POWA must have received pay or compensation as professionals.

Paid work can be in the following areas and must be outdoor-related:

- Newspaper, Magazine or Internet Journalist; Writer; Columnist; Editor; Designer, Publisher, or Staff Member for print or online publication(s)
- Freelance Writer – on contract basis – for print or online publications (e.g., newspapers, magazines, newsletters, eZines, etc.)
- Photographer (for print or online publications), Videographer or Producer
- Artist, Illustrator or Cartoonist published in any medium
- Webmaster of an outdoor-related website
- Film Editor, Scriptwriter, Director or Producer for a full-length film or video
- Television or Radio Personality with a regularly scheduled program
- Broadcast Scriptwriter, Editor, Photographer, Director or Producer in television or other aired video or radio production (periodic guest appearances do not qualify)
- Book Author (including eBooks), Editor, Designer or Publisher
- Educator, Presenter, Instructor or Nature Interpreter
- Full-time employee of a Nonprofit Conservation or Outdoor Recreation Agency, working with public relations, agency publications, public information, or disseminating outdoor or recreational information
- Full-time Employee of an Outdoor-related Industry, Agency, Business Association or Organization, including Public Relations and Marketing

- Outdoor-related businesses, agencies, organizations or associations that support POWA as supporting members

All applicants will be considered. The POWA Board of Directors recognizes that the field of professional outdoor communications continues to grow, expand and employ new technologies. The board encourages outdoor communicators to "make the case" for their membership on the application. The Board of Directors reserves the right to expand the communications categories to include newer fields.

An Active Member applicant must qualify for membership by earning at least 60 professional points in a calendar year. POWA expects that each applicant has received payment for their work. All applicants must provide samples of published/paid work with their applications. A letter from an editor stating that you have been remunerated for your work is sufficient.

Point Scale

60 Points

- Awarded automatically for a full-time outdoor communicator in any media
- Automatic for an author of a book (30,000+ words) for three years
- One-hour TV or radio segment (1 Point per minute)

30 Points

- Published Cover Photo, Cover illustration or full color art
- 30-minute TV or radio segment (1 Point per minute)

20 Points

- Print or eBook of less than 30,000 words

15 Points

- Full-color art or illustration published in print or online media

10 Points

- Black-and-white illustration published in print or online media
- Any paid story, column, photo or video clip published in print or online
- Any 30-minute seminar, presentation or slide show

6 Points

Blog of 500 or more words (if unpaid, the blog must receive 500 or more unique

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views per month)

3 Points

Short story, blog, or sidebar of 100 to 300 words

Associate Member

An applicant for Associate membership in POWA must have received pay for any of the accepted aspects of outdoor communication (as listed above), but has not yet produced the quantity necessary for Active membership. An Associate Member applicant must submit proof of payment received or income earned for approved works. A person may be an Associate Member for an indefinite period of time. An Associate Member has all the benefits of an Active Member, but is not eligible to vote or hold office.

Student Member

An applicant for Student membership in POWA must be enrolled in some capacity in an accredited secondary school, community college, college or technical school and have an interest in pursuing a full or part-time career in nature art, outdoor photography, outdoor writing, conservation, outdoor education or nature tourism. Student Members receive the same benefits

as Active Members, excluding the ability to vote or hold office.

Supporting Member

POWA welcomes and encourages businesses, agencies, marketing and advertising organizations, manufacturers and purveyors of outdoor products and other outdoor-related groups to become Supporting Members. Full-time employees of a for-profit business, agency, or organization related to the outdoors, wildlife conservation or nature related tourism may apply for POWA membership without the required point scale. Supporting members enjoy opportunities to highlight their products and services to other members of POWA through mailings and emails, at the yearly spring conferences, and in the newsletter. Supporting members are key to the fiscal stability of POWA and the POWA Excellence in Craft awards.

Application Process

Applicants for Active, Associate, or Supporting membership must be sponsored by an Active Member. No sponsor is necessary for a Student membership. Both applicant and sponsor must verify with their signatures that the applicant qualifies for membership. A member's signature on the application acknowledges that the

prospective Active Member has met the 60-point minimum for the previous 12 months. The Executive Director may assist with matching applicants to sponsors.

All applications must be submitted on the approved form, which can be downloaded at www.paoutdoorwriters.com

Every applicant agrees to be bound by the principles of the organization, including the POWA Code of Ethics.

Audits

All POWA members must continue to meet membership criteria and requirements. From time to time, POWA members may be subject to audit and/or periodic credential review. Current Active Members who fail to meet the minimum requirements will receive a three-year grace period, during which voting rights continue. After 10 years of continuous Active membership, an Active Member will no longer be subject to credential audits.

Membership Regulations

The POWA Bylaws and the POWA Board of Directors regulate membership levels and qualifying criteria. The POWA Board of Directors also regulates, supplements and controls the application and audit process.

Harrisburg show auction nets scholarship funds

By Kermit Henning

Auction Co-Chair

After the lapse of a year, the Harrisburg sport show is back. The National Rifle Association took over as the show's new promoter and presented the Great American Outdoor Show in Harrisburg during the first nine days of February.

POWA hosted a booth at the show as usual, and held the 31st Annual Sportsmen's Auction on Sunday, Feb. 9. Thanks to many POWA members, outdoor industry members, show vendors and friends of POWA, we had a large array of fine items for this year's auction.

We earned \$7,801 to be used to fund grants to groups and organizations provid-

ing outdoor educational opportunities for young people. This brings us over \$400,000 to date, helping introduce tens of thousands of kids to the outdoors.

Thanks to all the members and friends who helped – either donating or soliciting auction items, manning the booth or helping out at the auction itself.

It takes a lot of time and energy to pull off this auction every year and any help at all is much appreciated.

Another auction held in Allentown at the Lehigh Valley Sportsmen Show in March as well as the Carlisle Outdoor Expo in September should provide plenty of funds to fulfill the grant requests we have received for this year.

SPONSOR THREE AND GET YOURS FREE!

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

This special sponsor three and get yours free offer applies to all POWA membership types – active, apprentice and supporting. You may sponsor three in one membership category or mix categories.

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

Visit www.paoutdoorwriters.com to download an application and learn more about the value and benefits of membership. For more information, contact Executive Director Dennis Scharadin.

POWA Spring Conference Itinerary

May 15-18 / Shippensburg, PA

Thursday, May 15

- Early bird turkey hunting in the Cumberland Valley
- Guided trout fishing on world famous streams of the Cumberland Valley
- Kayak fishing on the Conodoguinet Creek

1 p.m. – Registration Opens, Shippen Place Hotel

Evening – Welcome Reception, location TBA

Friday, May 16

6-9 a.m. – Continental Breakfast, Shippen Place Hotel

TBA – Story Line Activities

- Turkey Hunting
- Guided Trout Fishing
- Kayak Fishing on Conodoguinet Creek
- Warmwater Stream Fishing
- Gettysburg Battlefield Guided Tour
- Hiking the Appalachian Trail
- Biking on South Mountain
- Self-Guided Tour – Museums of the Cumberland Valley – Union Fire Company, Cumberland County Historical Society, Army Heritage & Education Center, PA Fly Fishing Museum, Appalachian Trail Museum, PA Forest Fire Museum

8 a.m. – Registration Table, Shippen Place Hotel

10:30 a.m. – Spouses' Tour of Chambersburg – Sponsored by Franklin County Visitors' Bureau

5 p.m. – Barbecue at the Ironmasters Mansion, Pine Grove Furnace State Park

8 p.m. – POWA Board Meeting

9-11 p.m. – Hospitality Suite at Shippen Place Hotel

Saturday, May 17

6-9 a.m. – Continental Breakfast, Shippen Place Hotel

8 a.m. – Registration Table, Shippen Place Hotel

8:30 a.m. – Craft Improvement Seminars, Conference Center at Shippensburg University

• *Accounting for Writers* – How to keep writing about the great outdoors and not becoming a Pen Pal. – John Allen

• *So You Want to Write a Book* – Self Publishing vs. Publishing House

• *Doing a Television Interview As the Interviewer* – Eric Heisler, WHTM TV-27

• *Hung By Your Own Dangling Participle* – Common grammar mistakes review.

9 a.m. – Spouses' Tour, Gettysburg Outlets

12 p.m. – Lunch, Penn National Resort Community, Fayetteville, PA

1-3 p.m. – Breakout, Penn National Resort Trellis Terrace

3 p.m. – POWA Membership Meeting, Penn National Resort Trellis Terrace

5 p.m. – Banquet Reception & Cocktail Hour, Conference Center at Shippensburg University

6:30 p.m. – Awards Banquet, Conference Center at Shippensburg University

Following – Hospitality Suite at Shippen Place Hotel

Sunday, May 18

6-9 a.m. – Continental Breakfast, Shippen Place Hotel

10 a.m. – POWA Board Reorganization Meeting

10 a.m. – Guided trout fishing on world famous streams of the Cumberland Valley

Gogal Publishing's GPS app highlights conference waypoints for iPhone users

Mike Gogal of Gogal Publishing Company, a supporting member of POWA, has prepared a special waypoint list for use at this year's conference.

The waypoints load in his newest iPhone app, "GPS Topo USA" and will provide attendees with turn-by-turn driving directions to all key conference venues.

For a free copy of the app and waypoints, email michael.gogal@gogalpublishing.com.

Gogal also has a geocaching scavenger hunt in the works for breakout and plans to bring a few iPhones for writers who don't own one to try GPS Topo USA for themselves.



SHIP

from page 1

gathering will be held Thursday evening at a local restaurant. Enough time should be available for those wishing to get back on a stream.

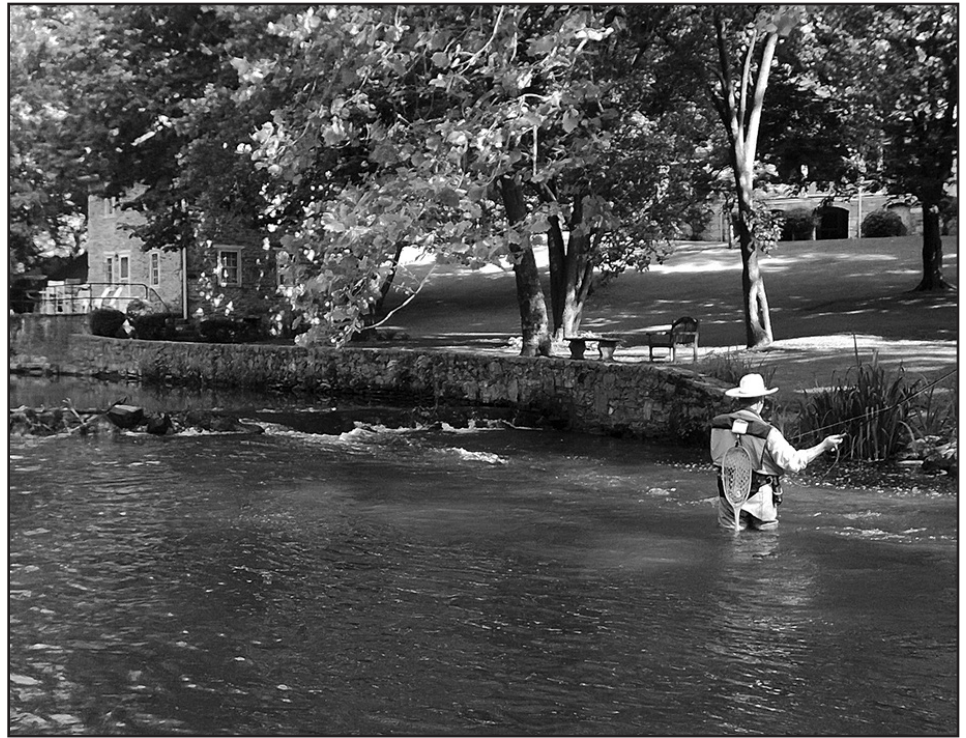
Story line events begin Friday morning. As one might suspect, the turkey hunters will be up and out before dawn begins to crack the horizon. A continental breakfast will be at the hotel and then the writers and their spouses can go about any of several different sessions that have been designed to provide ideas for future columns, articles and stories. Again, there is fly fishing on Falling Spring, Big Spring, Green Spring, the Yellow Breeches or the Letort. Fish one or all.

Notify the conference chairman if you prefer to have a person to guide you to these streams. Those duties are being handled by Falling Spring and Cumberland Valley chapters of Trout Unlimited. There is hiking – the Appalachian Trail traverses South Mountain – mountain biking, and we hope to have kayaking available to a limited number of persons on the Conodoguinet Creek.

In addition, there is a self-guided museum tour which includes the Union Fire Company in Carlisle, the Cumberland County Historical Society, the Army Heritage and Education Center, the Pennsylvania Fly Fishing Museum, the Appalachian Trail Museum and the Pennsylvania Forest Fire Museum. Additional historical destinations can be found in Chambersburg and Franklin County.

The Franklin County Visitors Bureau has lined up a wonderful day of events for spouses in Chambersburg that includes morning tea and biscuits – with Ben Franklin – at 50 South Main before taking to the streets of downtown Chambersburg. Pick up your goody bag with downtown discounts to save you money and gifts to keep you refreshed as you explore. Shoppers will have a chance to win a downtown Chambersburg gift basket.

Discover the treasures of small downtown shops such as Gift Enclosure, Potomac Bead, Merle Norman, Here's Looking at You, Olympia Candy Kitchen, Tuscarora Winery, Gypsie, Lotus Moon, Northwood Books, The Codfather and



Above, an angler fishes the popular Yellow Breeches below the dam at Allenberry Resort. (Brad Isles photo).

At right, a dirt road provides easy access for mountain bikers or hunters chasing spring gobblers on South Mountain. (Mike Klimkos photo).

much more. Lunch can be had at Checko's, Texas Lunch, Molly's, Café d'Italia, or Main Street Deli. Take a break and relax at C&C Coffee Co. or On What Grounds Coffee Shop. Or, visit the Chambersburg Heritage Center, Franklin County Old Jail and John Brown House, art displays at Council for the Arts at The Capitol Theatre Center or stop by Founding Family Park.

The Friday night barbecue will be at the historic Ironmaster's Mansion at Pine Grove Furnace State Park. Some of the finest BBQ to be found in Pennsylvania will be served along with all the trimmings and ice cream for dessert. Featured speaker is Andre Weltman, who will speak on the history of charcoal and iron making on South Mountain.

Saturday's craft improvement sessions include accounting for writers, how to do a television interview and other topics germane to the profession. Sessions will be held at the Luhrs Center on the campus of Shippensburg University.

Following the morning sessions, lunch



will be served at the Penn National Resort Community. Supporting members will have a chance to set up and display their products and the group will remain at the venue for the Membership Meeting.

Spouses will have their choice to head to the Gettysburg Outlets or the Shops on Pomfret Street in Carlisle.

The banquet, again sponsored by the National Shooting Sports Foundation, will be at the Luhrs Center with cocktail hour beginning at 5 p.m.

On Sunday, attendees are free to go and do more exploring of all the things there are to see and do in this historic area.

We are looking forward to seeing you all in Shippensburg in May.

Meeting Minutes

Board of Directors Meeting

Feb. 22, 2014

The Nature Inn, Bald Eagle State Park

The meeting was called to order 10:10 a.m. by Board Chair Rich Faler. Present: President Mark Nale, Board Chair Rich Faler, 1st VP Don Knaus, 2nd VP Ralph Martone, Board members Brad Isles and Bud Cole, Secretary Mary Linkevich, Executive Director Dennis Scharadin and Supporting Member Representative Connie Yingling. Also attending were Jeff Mulhollem and Tom Tatum. Absent, but excused, were Treasurer John Allen, Mary Hosmer, Ralph Scherder and Doyle Dietz.

**Motion* to accept the minutes of the September 2014 board meeting. Isles/Nale. Approved.

Correspondence: None.

OFFICERS' REPORTS

Chairman's Report: Rich commended Mark and Dennis on infusing the board with their energy and enthusiasm.

Executive Director's Report: The membership renewal has been completed with all but five of the 159 members renewing. The Active membership is 139, Life membership 9, Honorary membership 2 and Apprentice membership 3. One Life member, Tom Fegely, passed away. We have several new members, two that moved from Apprentice to Active, and one applicant who reapplied for membership. Four more have requested applications, three reapplying and one new applicant. Supporting Member renewal is currently taking place. As of Feb. 18 we had 82 Supporting Members. 33 have already renewed. Deadline for renewal is April 15, 2014.

Three groups requested applications at the Great American Outdoor Show. The Association had a booth at the show and held an auction on the last Sunday. The results were good considering most of the items were small items. There are five new awards in the EIC program thanks to the good work of members, board and

officers. All the awards are sponsored this year except for Best Newspaper Feature. New sponsors are Blackpowder Products for Best Magazine or Regional Newspaper Feature, and Range Resources sponsoring both Best Radio/TV and Best Published Magazine Photo. The Pennsylvania Trappers Association is sponsoring this year's award.

New members are Marshall Nych, moving from Apprentice to Active; Steve Piatt, Active, 1395 Front Street, Athens, PA 18810, spiatt@outdoornews.com, Home & Work: 518-873-2370, Sponsor: Tim Flanigan; and David L. Smith, Apprentice, 129 Buck Run Drive, Harrison City, PA 15636, dlsmithsales@comcast.net, Home: 724-744-4177, Work: 724-972-8881, Sponsor: Ben Moyer. Supporting members are National Rifle Association, 11250 Waples Mill Road, Fairfax, VA 22030, Contact: Jeremy Greene, jgreene@nrahq.org, Work: 703-267-1354, Fax: 703-267-3994, Sponsor: Kermit Henning; and Pennsylvania Recreation and Parks Society, 2131 Sandy Drive, State College, PA 16803, Contact: Emily Gates, egates@prps.org, www.prps.org, Work: 814-234-4272, Fax: 814-234-5276, Sponsor: Dennis Scharadin.

President's Report: What does a POWA president do? With increased communications as a goal – since September I have made dozens of phone calls (maybe dozens just to Dennis Scharadin) and I've sent scores of emails, yet I'm sure that I could do more.

I am excited about the progress that is continuing to be made within the Pennsylvania Outdoor Writers Association. Brad Isles produced another excellent issue of *PowWow* and I feel very positive about the contributions of Executive Director Dennis Scharadin, Spring Conference Chair Mike Klimkos, our members, officers and Board of Directors.

We are moving forward. We are in the middle of what some refer to as the "Outdoor Sports Show Season." POWA had a successful presence and fund-raising auction at the Great American Outdoor Show in Harrisburg in early February, as well as a booth at the Greater Philadelphia Outdoor Sports Show. Special thanks go to Kermit and Joanne Henning, Doyle and Betty Dietz, Harry and Darla Guyer, Tyler Frantz, John Allen, Terry Brady, Jack

Harris, Bob Lollo and Dennis Scharadin for helping at the auction and manning the booth in Harrisburg. Gratitude also goes to non-members Debbie and Steve Buchner for helping at the auction and former member Doug Leiby for helping to set up and take down our booth. Tom Tatum and Joe Kaspar were totally responsible for the set-up, staffing and breakdown of the POWA booth at the Greater Philadelphia show. Kudos go to them for their efforts and to the members who donated prizes for the auction. Look for more about the POWA auction elsewhere in this issue of *PowWow*.

In addition to the sports show help, other members continue to step up. Paula Piatt has offered to re-write our membership brochure, Ralph Scherder is busy collecting prizes for the raffle at our spring conference and Brad Isles is working on a new membership application. I would also like to take this opportunity to welcome nine-year member Steve Sorenson back to the Board of Directors. Steve is filling the remainder of Ron Koch's term. Ron resigned late last year because of his conflicting work schedule.

I am hopeful for a productive meeting at The Nature Inn at Bald Eagle State Park in Centre County on Feb. 22. On the agenda is discussion of a joint meeting with the Virginia and Mason-Dixon outdoor writer associations, plans for a fall 2014 board meeting and fall gathering, changes to the constitution and bylaws, updates to the Board Directives, and a new mission statement for POWA. We need someone to step forward to volunteer for the next conferences.

I look forward to seeing all of you at our spring conference and awards banquet in Shippensburg.

**Motion* to accept all reports Martone/Isles. Approved.

Treasurer's Report: Treasurer John Allen provided a written report with figures as of Jan. 31, 2014 that showed \$8,485 in revenue, 42% below the budgeted figure, but still above the \$5,936 in expenses, a profit of \$2,549. Dennis noted that figures do not include income from recent membership renewal and craft award registration, so numbers will jump. He also reported that going forward all award income will be moved to a separate awards

fund for easier monitoring.

**Motion to accept treasurer's report.*
Isles/Cole. Approved.

COMMITTEE REPORTS

Awards: Brad Isles – Members submitted 250 entries, netting just over \$800 in income. Brad is working with the Outdoor Writers Association of California to secure judges for most of our craft categories. In turn, POWA members will judge OWAC entries. Once judging concludes on our awards, he will pass along names to the executive director so plaques can be made, and anticipates completion by April 1. New this year will be a runner-up certificate for each category to be printed and distributed during the awards ceremony at the spring conference.

Awards Review: Bob Mitchell – No issues reported.

Constitution and Bylaws: Jim Fitser – Asked that the recent proposed changes to membership criteria include the sentence “These new membership requirements supersede all previous requirements and such should be noted regarding the C&B laws.” Accepted as posted.

Craft Improvement: No report.

Duties Manual: Bob Mitchell – No issues reported.

Editorial Review: Terry Brady – Brad Isles is doing an excellent job as *PowWow* editor. Content always is timely; well edited; and copy is always accompanied by interesting photos. If members have any suggestions or criticisms, Mary (Hosmer) and I would like to hear them.

Ethics: John Swinton – The committee received word in October that a non-member wanted to lodge ethics charges against a member. The committee reviewed the offending materials, and the chairman telephoned the complainant to empathetically and carefully explain the complaint procedure, but the non-member so far has failed to follow through. The committee makes no action request of the Board.

Finance and Budget: No report.

Financial Auditing: No report.

Historical Archives: No report.

Membership Audit: No report.

Membership Development: The committee is looking forward to the positive changes in membership that will be made possible with the member-passage of the

new membership categories & criteria in May. We are also proceeding with offering POWA membership to park naturalists and writers/photographers not currently members. Please consider doing your part by recruiting a new member.

Member Screening: Dave Ehrig – Steve Piatt of Athens, Pa, an active writer for the *New York Outdoor News* was sponsored by Tim Flanigan on Jan. 13, 2014 and is pending approval of committee. Approved for Active Membership were William Robertson (Apprentice), Marshal Nych (from Apprentice) and Karen Wolf (from Apprentice). Approved for Apprentice was David Smith.

Nominating: Freddy McKnight – The Nominating Committee asked all current officers and board members to retain their respective positions for an additional year. All information has been forwarded to the board and is awaiting answers regarding the bylaws.

Outdoor Education: Kermit Henning – Due to the cancellation of the 2013 Eastern Sports & Outdoor Show, and the resulting cancellation of the POWA auction, only a few grants were distributed. We are now, however, in much better shape financially and grants will be awarded from 2013 and 2014. Please encourage groups and organizations that work with young people in the outdoors to contact Kermit to apply for a grant. With a possible three auctions, we should be able to award more grants and larger grants in the future.

Past Presidents: No report.

Publicity: No report.

Scholarship: John Swinton – Reports that materials have been distributed on the Penn State campus and the committee welcomes a volunteer willing to cover the Pitt-Johnstown campus next year. The chairman can do all the necessary “educating.” A volunteer should know that the assignment is short and enjoyable, and it presents an opportunity to establish contacts at the college. Ralph Martone suggested we ask the Treasurer to review interest income and best practices for scholarship funds.

Supporting Membership Development: Bud Cole continues to talk to people at outdoor shows and at other networking opportunities, and follows up with a letter and promotional piece.

Supporting Member Rep: Connie re-

ported no issues with supporting members.

Supporting Member Screening: Don Knaus – The committee screened two supporting members: 1. Hunting Works for Pennsylvania, of Sioux Falls, www.huntingworksforpa.com, a coalition of small businesses, travel and tourism bureaus that works to highlight the economic impact of hunting. Contact is Bob Sexton. Sponsored by Ralph Martone on Dec. 4, 2013. 2. National Rifle Association of Fairfax, VA, www.gonra.org, an organization working to protect gun owner rights, hunter services, and provide youth firearms orientation. Contact is Jeremy Greene. Sponsored by Kermit Henning on Jan. 9, 2014. Both supporting members were submitted to the board for approval.

Technologies and Website: Brad Isles – Web updates continue to occur as needed and based upon submissions and relevant press releases provided by members, supporting members and the executive director.

Ways and Means: No report.

Sports Shows: Kermit Henning – POWA participated in the first ever, three-day Outdoor Show in Carlisle during September 2013, where volunteers distributed coloring posters to young people and held a sportsmen's auction that raised \$4,386 for youth educational grants. The committee thanks Wayne Brensinger for volunteering a full day, and the POWA members and friends who helped with the auction. A 2014 show is scheduled for Sept. 5-7, and POWA will participate again, and plans another auction.

The Great American Outdoor Show was held in Harrisburg, February 1-9, and POWA had a booth sponsored by the NRA, and again handed out posters to young people. Several POWA members took advantage of the booth space to meet and greet attendees and sell their newest books. The 31st Annual Sportsmen's Auction there raised a total \$7,801 thanks to generous donations from POWA members, industry members, show vendors and friends. Thank you again to Gerald Putt for donating an original acrylic painting to the auction.

Hopefully the Lehigh Valley Outdoor Show auction will boost the Education Fund enough to provide sufficient funds

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for all the grants requested.

Tom Tatum reported the snow negatively affected the Philadelphia Sportsman Show. He thanked Joe Casper who assisted. He also commended Brad for partnering with California outdoor writers, and suggested sending a token thank-you.

**Motion* to accept committee reports. Cole/Martone. Approved.

Conference Sites:

- **Spring 2014 Shippensburg** (Klimkos): The board reviewed a draft of May 15-18 conference activities. Forty rooms have been blocked at the Shippen Hotel and information is included in this edition of *PowWow*. Note that participants who intend to bring pets should consult one of the other suggested hotels.
- **Fall gathering:** Jeff will check the Pennsylvania Fish and Boat Commissions Stackhouse education facility in Fishermen's Paradise, on Spring Creek, for availability from second week of September to the last week in September.
- **Spring 2015:** Tom Tatum will seek input on feasibility of a joint conference with the Mason-Dixon Outdoor Writers Association for spring 2015. If not possible, the board will immediately review for the fall meeting. See more information under New Business.

Old Business: Scharadin asked for a motion to approve the members noted in the Member Screen report.

**Motion* to accept all new member applicants upon recommendation of committee chair Dave Ehrig. Isles/Cole. Accepted.

New Business:

1. The revised and updated Constitution and Bylaws were reviewed, as previously printed and reviewed by the membership in the Spring 2013 *PowWow*, and now reflecting necessary updates to the membership criteria. Changes to membership were also previously printed in Fall 2013 *PowWow*.

2. Tom Tatum suggested the board form a steering committee with two representatives each from the Mason-Dixon, Virginia and Pennsylvania Outdoor Writers associations, for the purpose of exploring feasibility of a joint conference to serve all members. Already the organizations



Mark Nale Photos

The Nature Inn (above), located within in Bald Eagle State Park, hosted the POWA Board of Directors meeting on Feb. 22. Following the meeting, President Mark Nale managed to hook a small perch through the ice at Sayers Lake (right).

have individuals who are members of each partner organization and the board agreed that a joint conference would increase both networking and sponsorship opportunities for all, possibly reducing cost, and increasing benefit to membership, which supports the mission of POWA. Tom will determine with the other organizations if their hope is to work immediately toward a spring 2015 conference, or to work toward a 2016 conference. The steering committee will include all executive directors, and both Connie Yingling, Mark Nale and Tom Tatum agreed to participate as well.

Ralph Martone reviewed the mission statements of peer organizations, and as a result, proposed revised statements to better reflect the organization.

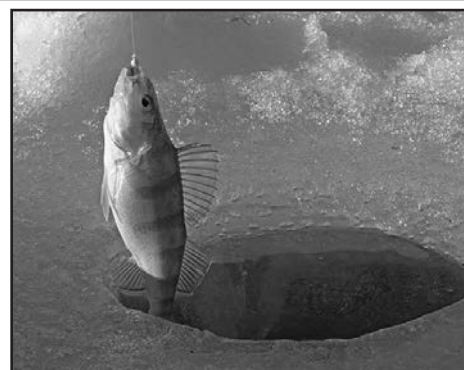
**Motion* to accept the revised statements as printed in this issue. Cole/Isles. Approved.

Don Knaus reviewed with the board minor edits to the Board Directives. He also asked that bylaws, constitution and other important documents be available to members in some form. Brad Isles will post on the POWA website once all documents are finalized with the most recent changes.

**Motion* to accept changes to the Board Directives. Knaus/Cole. Approved.

5. Raffles – Tabled.

6. Executive Director Compensation – Scharadin, who previously accepted a significant decrease in compensation, asked the board to consider an increase to his stipend to better reflect time spent conducting POWA business, namely during the busier spring and fall months, work at sports shows and in advance of and during conferences and meetings.



Scharadin said an additional \$1,000 would suffice and be closer to compensation in the recent past. While the board agreed that an increase is warranted, it will first consult with the Treasurer to make sure an increase is financially prudent for the organization at this time.

7. Timing of elections, notices – Tabled.

Open Discussion: Jeff Mulhollem suggested targeting scholarship funds for use as paid internships for up and coming outdoor writers in collage. Ralph suggested a student outdoor committee to examine how to identify and reach this new audience.

The board discussed ideas to increase the membership, boost retention and increase member satisfaction. Ideas included a request to the Game Commission to include a POWA application in an upcoming issue of *Game News*, creation of a ready ad slick and press release and increasing use and value of the POWA Facebook page. The board also intends to add more value to membership working to secure award sponsors in order to add more Excellence in Craft awards.

The board remains committed to maintaining positive momentum in growing the membership, and other upcoming work will include a mailing a letter and application to all state park naturalists.

**Motion* to adjourn at 3:25 p.m. by Knaus/Cole. Approved.

– Submitted by
Mary Linkevich, secretary

Proposed POWA Constitution & Bylaw amendments

The Pennsylvania Outdoor Writers Association's Board of Directors approved the following amendments to the organization's Constitution and Bylaws during its meeting at The Nature Inn on Feb. 22, 2014.

These edits will be brought for approval before by POWA members during the membership meeting on May 17, 2014. Any questions regarding clarification of the proposed changes should be forwarded to Dennis Scharadin, executive director, or Mark Nale, president, prior to the May 17 meeting.

Constitutional Changes

ARTICLE III – MEMBERSHIP

ADDED Applicants are reviewed by a committee based upon their professional contributions to the craft employing the qualifying point scale. Professionals must demonstrate contributions that support outdoor recreation (hunting, fishing, camping, canoeing, trapping, hiking, natural history, nature tourism, or conservation.

A. CLASSES OF MEMBERSHIP

2. **Associate Member:** (**REPLACED**) There shall be two (2) categories of this classification, as follows:

- a. An Associate Member shall be an individual who has contributed extraordinary service to the Association, and who subscribes to the purposes of this Association, but who is not eligible for active membership by invitation of the Board of Directors.
- b. An Associate Member shall be an individual who was an active member for a minimum of five (5) years, but who is presently unable to meet the required qualifications as an active member. This individual may petition the Association to become an Associate Member, and this petition shall be referred to the Board of Directors for action. These persons elected to membership under this provision could remain an Associate Member for a maximum period of two (2) years from the date of acceptance to this category of membership. Associate members shall not have the right to vote, nor the right to hold

office. The total number of associate members, from both categories, shall not exceed 15% of the total number of active members.)

REPLACEMENT: *An applicant for Associate membership in POWA must have received pay for any of the accepted aspects of outdoor communication but has not yet produced the quantity necessary for Active membership. An Associate Member applicant must submit proof of payment for or income earned for approved works. A person may be an Associate Member for an indefinite period of time. An Associate Member has all the benefits of an Active Member except he or she may not vote or hold office. A candidate for Associate Membership must be sponsored by an Active Member.*

B. **REMOVED** (Apprentice Member: An Apprentice Member shall be a person who subscribes to the purpose and standards of this organization, but who, at the time of application, is not eligible for active membership. Such membership shall remain in force until they qualify for active membership or, for a maximum period of two (2) years from the date of acceptance as an apprentice member. Apprentice members shall be accorded all privileges of membership except the right to vote and the right to hold office.)

C. **ADDED** *Student Member: An applicant for Student Membership in POWA must be enrolled in some capacity in an approved and accredited secondary school, junior college, college or technical school and have an interest in pursuing a professional career in nature art, outdoor photography, outdoor writing, wildlife conservation or nature tourism. Student Members have all the benefits of an Active Member except they may not vote or hold office. No sponsor is necessary for Student Membership.*

D. **Supporting Member:** **REPLACED** (A Supporting Member shall be any organization, association, business or commercial firm which has a common interest in the purposes of this Association and desires to contribute to the accomplishment of such purposes. Such members may be admitted to membership upon approval of the Board of Directors and upon payment of dues. They shall have

all privileges of membership, but shall not have the right to vote or the right to hold office. The same Code of Ethics as POWA's general membership binds supporting members. Failure to comply will be grounds for forfeiture of membership.)

REPLACEMENT: *POWA promotes and encourages businesses, agencies, marketing and advertising organizations, manufacturers and purveyors of outdoor products and other outdoor related groups to consider a supporting membership. Full-time employees of a for profit business, agency, or organization related to the outdoors, wildlife conservation or nature related tourism may apply for POWA membership without the required point scale. Supporting members enjoy opportunities to high light their products and services to other members of POWA, through mailings and emails, at the yearly spring conferences and in the newsletter. Supporting members are key to the fiscal stability to POWA and the POWA Excellence in Craft awards.*

Bylaw additions

SECTION NINE – MEMBERSHIP REQUIREMENTS

Professional Contact & Communication – An individual membership in the Pennsylvania Outdoor Writers Association is encouraged for those professional outdoor communicators who wish to improve their professional skills through craft improvement seminars, networking and personal interaction with other professionals in the field of outdoor communications.

Membership includes *PowWow* – the association's newsletter filled with craft improvement ideas, marketing information, tips for generating content ideas, member support and updates regarding POWA activities. Active, Associate and Student Members are encouraged to enter their works in competition for awards and honors in their fields. POWA awards and recognizes the best communicators with Excellence in Craft and Specialty Awards at each annual spring conference.

Membership Levels – A prospective POWA member may select from several levels of membership. The requirements for membership at each level with attendant

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dues schedule follows:

- Active Member, \$60.00* Annual Dues
- Associate Member, \$60.00* Annual Dues
- Student Member, \$20.00 Annual Dues
- Supporting Member, \$100.00 Annual Dues
- Life Member, (awarded by membership – no annual dues)
- Honorary Member, (awarded by membership – no annual dues)

*There is an additional \$10.00 processing fee for new Active and Associate members.

Membership Qualifications – Membership is based upon an applicant's professional contributions to the craft. Applications for membership are reviewed by a committee, employing the qualifying point scale. Professionals must demonstrate contributions that support outdoor recreation (hunting, fishing, camping, canoeing, trapping, hiking, etc.), natural history, nature tourism, outdoor education or conservation.

Active Member – Prospective Active and Associate Members of POWA must have received pay or compensation as professionals and they need to be sponsored by a current Active Member. The Executive Director may assist in the recruiting of a sponsor for those desiring to join and lacking a sponsor.

Paid work can be in the following areas and must be outdoor-related:

- Newspaper, Magazine or Internet Journalist; Writer; Columnist; Editor; Designer, Publisher, or Staff Member for print or online publication(s)
- Freelance Writer – on contract basis – for print or online publications (e.g., newspapers, magazines, newsletters, e-zines, etc.)
- Photographer (for print or online publications), Videographer or Producer
- Artist, Illustrator or Cartoonist published in any medium
- Webmaster of an outdoor-related website
- Film Editor, Scriptwriter, Director or Producer for a full-length film or video
- Television or Radio Personality with a

regularly scheduled program

- Broadcast Scriptwriter, Editor, Photographer, Director or Producer in television or other aired video or radio production (periodic guest appearances do not qualify)
- Book Author (including eBooks), Editor, Designer or Publisher
- Educator, Presenter, Instructor or Nature Interpreter
- Full-time employee of a Nonprofit Conservation or Outdoor Recreation Agency, working with public relations, agency publications, public information, or disseminating outdoor or recreational information
- Full-time Employee of an Outdoor-related Industry, Agency, Business Association or Organization, including Public Relations and Marketing
- Outdoor-related businesses, agencies, organizations or associations that support POWA as supporting members

All applicants will be considered. The POWA Board of Directors recognizes that the field of professional outdoor communications continues to grow, expand and employ new technologies. The board encourages outdoor communicators to “make the case” for their membership on the application. The Board of Directors reserves the right to expand the communications categories to include newer fields.

An Active Member applicant must qualify for membership by earning at least 60 professional points in a calendar year. POWA expects that each applicant has received payment for their work. All applicants must provide samples of published/paid work with their applications. A letter from an editor stating that you have been remunerated for your work is sufficient.

Point Scale:

- 60 Points – Awarded automatically for a full-time outdoor communicator in any media
 - Automatic for an author of a book (30,000+ words) for three years
 - One-hour TV or radio segment (1 Point per minute)
- 30 Points – Published Cover Photo, Cover illustration or full color art
 - 30-minute TV or radio segment (1 Point per minute)
- 20 Points – Print or eBook of less than 30,000 words

- 15 Points – Full-color art or illustration published in print or online media
- 10 Points – Black-and-white illustration published in print or online media
 - Any paid story, column, photo or video clip published in print or online
 - Any 30-minute seminar, presentation or slide show
- 6 Points – Blog of 500 or more words (if unpaid, the blog must receive 500 or more unique views per month)
- 3 Points – Short story, blog, or sidebar of 100 to 300 words

Application Process – Applicants for Active, Associate, or Supporting membership must be sponsored by an Active POWA Member. No sponsor is necessary for Student membership. Both applicant and sponsor must verify with their signatures that the applicant qualifies for membership. A member's signature on the initial application acknowledges that the prospective Active Member has met the 60-point minimum for the previous 12 months. The Executive Director may assist with matching applicants to sponsors. All applications must be submitted on the approved form, which can be downloaded at www.paoutdoorwriters.com.

Every applicant agrees to be bound by the principles of the organization, including the POWA Code of Ethics.

Audits – All POWA members must continue to meet membership criteria and requirements. From time to time, POWA members may be subject to audit and/or periodic credential review. Current Active Members who fail to meet the minimum requirements will receive a three-year grace period, during which voting rights continue. After 10 years of continuous Active membership, an Active Member will no longer be subject to credential audits.

Membership Regulations – The POWA Bylaws and the POWA Board of Directors regulate membership levels and qualifying criteria. The POWA Board of Directors also regulates, supplements and controls the application and audit process.

These new membership requirements supersede all previous requirements, and such should be noted regarding the Constitution and Bylaws.

– Jim Fitser, chairman
Constitution & Bylaws Committee

Market News

by Freddie McKnight



Canoe & Kayak is the world's largest paddling publication with a circulation of nearly 50,000. The vast majority of our stories are written and photographed by established freelancers or our editorial staff, though we are open to new story ideas and contributors. We publish six times a year in March, May, June, July, August and December. We also publish the annual C&K Beginner's Guide and Kayak Fish magazine. We publish original stories, photographs, videos and multimedia projects through our online portal, canoekayak.com. We rarely run unsolicited articles. It is best to email us a short, original, and very succinct query about your idea, the photos available to illustrate it, and your writing background/availability. Please read the magazine before sending a query. Your query should demonstrate that you're familiar with the magazine and the website, its editorial focus and tone, and its specific sections. C&K is written by and for people who are passionate about paddling. Queries should be tailored to one section of the magazine, or site, and sent to the assigning editor for that section: Managing Editor Dave Shively, dave@canoekayak.com: Gear, personality profiles, shoestring 'Dirt-bag Diary' adventures, and news, trend and analysis pieces for front-of-the-book stories (250-500 words). Editor-in-Chief Jeff Moag, jeff@canoekayak.com: Features, photo galleries, Aquaphile Essays from the Field, Unfiltered and destination-based pieces. Online Editor Charli Kerns, charli@canoekayak.com: Stories, photos and videos for the web. News and events, anything with a quick turnaround. Word length: 100-600 words. High-res photos and good quality video is a bonus. Photo Editor Aaron Schmidt, Aaron.Schmidt@sorc.com: High-resolution, gallery-quality, non-doctored photographs of canoeing and kayaking expeditions, events and personalities.

Bait Fisherman is seeking articles on practically any topic that is "bait fishing" – the fish, the bait, techniques and locations.

Both fresh water and salt water pieces are sought. Though every article doesn't need to have a recipe (for consumptive use) or quick release info (non-consumptive use), we are very conscious of being wise stewards of our natural resources. This should show in the articles where appropriate. Basic how-to-do pieces will most likely remain our most printed articles. That being said, articles that show the science (not necessarily in scientific terms) behind the fish, the bait and the methods are also needed. We need both long feature articles and shorts. Reprints are accepted with full disclosure. Contact editor Rich Faler: bf@bait-fisherman.com.

American Trapper is the voice of the National Trapper's Association. We are seeking to build our inventory of articles. Practically any topic that is "trapping" qualifies – the equipment, preparation, sets, furbearer behavior, line management, animal damage control and fur handling. Please, no calling articles. We use both long feature articles and shorts. I recommend most articles be in the 1,000- to 2,500-word range. Shorts, of course will be 250 to 1,000 words. A good variety of photos and sidebars are a definite plus. Payment varies highly depending upon length, photo support, uniqueness and so on. Top pay is \$175 approximately 2 weeks after publication. Contact editor Rich Faler: at@zoominternet.net.

Pennsylvania Angler & Boater, published bi-monthly, is the official fishing and boating magazine of Pennsylvania. As the Pennsylvania Fish & Boat Commission's state agency publication, it is the voice of the Commonwealth concerning matters related to fishing and boating, and to protecting, conserving and enhancing the state's aquatic resources. The magazine is a 64-page four-color self-cover with no advertising. Approximately 80 percent of the magazine's content is supported through contributions by non-commission authors and photographers. A partial list

of our needs includes: How-to articles on fishing and boating in Pennsylvania. Where-to articles that include details on how to fish in specific Pennsylvania waterways (or several waterways) and technically accurate how-to information. These should include hand-drawn maps or marked maps from published sources showing accesses, main roads, landmarks, parking and hotspots. Boating articles – How-to, where-to, fishing from a boat, recreational powerboating, paddling, repair, maintenance, trailering and technical topics. We like to publish articles that inform readers of the latest fishing and boating methods and trends. We consider only information that applies specifically to Pennsylvania. We do not publish pieces about using specific products or services. Articles that show the benefits of fisheries management applications, research results and studies. The benefits for anglers and boaters of cooperative efforts among the Commission and other government and private groups. Short Articles – We use articles of approximately 600 words with two or three photos for published one-pagers. Subjects include fresh, sharply focused ideas on all aspects of the Commission and its mission, and angling and boating topics. Fish & Boat Commission activities across the state and how anglers, boaters and the environment benefit from the activities. Nostalgia, humor and "think" pieces – These articles must be about Pennsylvania fishing and boating. We also publish Pennsylvania-based historical articles, Pennsylvania-based fiction ("me and Joe" articles) and first-person accounts taking place in Pennsylvania. These articles must be rooted in the state's angling, boating or aquatic resources. We do not solicit product reviews or roundups, cartoons, poetry, games, puzzles or tournament coverage. We rarely publish articles that have appeared in other online or print publications. Articles should be aimed at anglers and boaters with intermediate-level to advanced-level skills. Published articles are between 600 to 2,500 words. Digital submission of text (Microsoft Word) and/or images (high resolution TIFs or JPEGs) should be sent on CD to: PA Fish & Boat Commission, Media Productions, P.O. Box 67000, Harrisburg, PA 17106-7000 or by e-mail to ra-pfbcmagazine@pa.gov.



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Memoriam

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Outdoor Writers Association conferences, but these were not his only honors. Others include two Distinguished Service Award from Lock Haven University and Lock Haven's Alumni Association; the Wildlands Conservancy Award of Distinction; the first Pennsylvania Outdoor Ambassador Award from PADCNr, PGC, DCED and PFBC; four Pennsylvania Associated Press Enterprise Awards; and "Communicator of the Year" by NWTF; and Eastern Sports & Outdoor Show Youth Mentor Award.

Tom also wrote youth books – on nature, organic gardening, recycling and deer and turkey hunting. Four of these books received awards by the National Science Teachers Association. On *Call of the Outdoors*, he frequently included youth-oriented programming on a regular basis with focus on young people.

Tom was a past president and a life member of POWA. He willingly mentored budding and veteran writers. Along with Betty Lou, he hunted 32 U.S. states and



Tom Fegely

internationally in places like Africa, Bulgaria and four Canadian provinces. After retiring from the newspaper business, Tom and Betty Lou moved to a home in Northampton County.

I first met Tom and Betty Lou when invited to a dove hunt near Carlisle where I met a group of POWA members, including the Fegelys. Later, when I joined the organization, in awe of such giants of the

outdoor writing world as the Bashlines, the Lewises, Keith Schuyler, Bob Clark and others, Tom and Betty Lou went out of their way to make Darla and me feel welcome; and we became great friends over the years. At the Professional Outdoor Writers Association conferences, we spent a lot of time together, along with other members of the "Pennsylvania Mafia" contingent.

Several other POWA members have paid tribute to Tom:

"Not only one of the greats among outdoor writers," wrote Marcus Schneck, "but also a model human being, who treated everyone with respect, dignity, kindness and generosity. And, on top of that, he left a huge legacy in readers and audiences awakened to the wonders of the natural world."

"Tom Fegely was an outstanding person whose goodness was reflected in his respect for the outdoors," added Doyle Dietz.

Tim Flanigan wrote, "Tom was a professional's professional. He excelled in everything he attempted. He never had a disparaging word to say about anyone, and no one ever disparaged him."

Rest in peace, Tom. You are missed.