



# PowWovw

Newsletter of the Pennsylvania Outdoor Writers Association

Spring 2021



Marshall Nych Photo

Unique to this year's POWA summer conference, members will have an opportunity to hunt a different target – arrowheads and artifacts (above) – while also participating in more traditional pursuits like fishing for trophy smallmouth bass (below).

## Mercer County muster

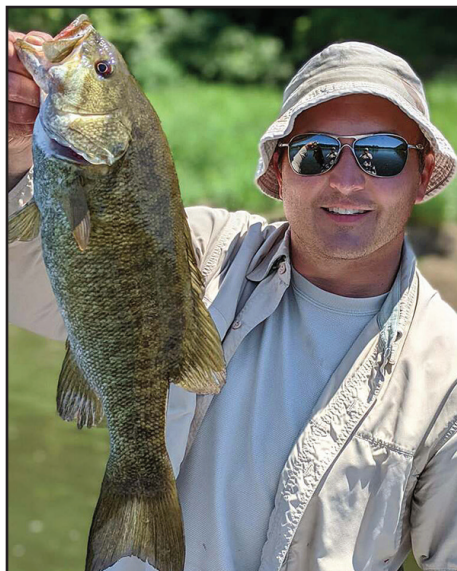
**POWA summer conference  
set for July 29-Aug. 1**

By Marshall Nych  
*POWA President, Conference Chair*

Never has the need to reunite with old friends (or the opportunity to make new ones) seemed quite as important as it does in 2021. So, too, is the desire to recreate outdoors at an all-time high. All of these cravings could be satisfied by the POWA Summer Conference from July 29 to Aug. 1.

Headquartered at the Park Inn by Radisson, the Mercer County conference prom-

*See MUSTER, page 8*



## POWA announces plan to recognize longtime members

Any organization that has sustained itself for 70 years has a great history and we are so fortunate to have over 50 members with more than 30 years of membership. Many are still very active and contribute annually to the success of POWA.

*See MEMBERS, page 2*

## Contest showcases elementary students inspired by outdoors

By Marshall Nych  
*POWA President*

The 2nd annual POWA Youth Outdoor Writing Contest was a wild success. New this year, art and photography were welcomed into the creative mix. Expanding talents increased participation.

A record 120 entries from Mercer Elementary were received. All students K-6 were invited to participate. The prompt – write, photograph, or create art inspired

*See CONTEST, page 9*

## Craft Improvement

# 'Grammarly' – An affordable writing assistant that is always on duty

By Tim Flanigan  
*Craft Improvement*

Comma usage rules will haunt me to my grave, but I've hired a writing assistant, proofreader and editor combo that is always on duty.

This always-alert proofing wizard continuously monitors my typing and corrects punctuation errors, spelling, word usage and sentence structure blunders while watching my style and tone. Dangling participles are no more, and I'm no longer tense about tense.

Grammarly is her name – correcting writing mistakes is her game. Grammarly monitors every keystroke on my mistake-prone keyboard. It's as though a supercritical Eng/Lit professor is watching over my shoulder.

Grammarly is far more than a spelling and punctuation checker. She even recognizes repetitive words and trite phrases such as "As a matter of fact" – "In fact," "in the end" – "As a result of" and valueless words such as "actually" – "really," and more. On occasion, she will politely suggest "Replace with this version" and offers a much better version of my confusing or much too-wordy sentences. "Passive

voice" is a common notice when I use less-than-lively phrases such as – "Was made of," Etc.

Grammarly is a downloadable writing assistant software program that brings Strunk and White to life on your computer. Grammarly offers a "free" version [www.grammarly.com](http://www.grammarly.com) that is very helpful, but the paid Premium subscription [www.grammarly.com/premium](http://www.grammarly.com/premium) is worth every penny of the usage fee. Its value cannot be overstated. I will never be without it. (Oops, she just flagged "be Overstated" as passive voice)

Before submitting an article for publication, Grammarly gives it the next to last proofing. My eagle-eyed, consummate reader wife, Debbie, does the final proof. If Deb is not available, Grammarly certainly is, and for me, it's a must-have office assistant that is always on duty.

Grammarly reminds me of my high school senior year English teacher who said: "Tim, you are not a total waste – you're good for a bad example."

Her frankness was a challenge to improve, and Grammarly is helping. It is a wonderfully-efficient and indispensable aid for correctly punctuated, tight writing. I will never be without it.

## Members

*from page 1*

Our Membership Development Committee, looking for a way to recognize their long-time dedication to the association, has created the designation of Campfire Elder, whose sole qualifying criteria is 30 years of membership. The committee's recommendation was that the 30-year minimum

does not need to be continuous; members whose membership lapsed for any reason, then resumed, are eligible if their total time of membership, regardless of continuity, equals a minimum of 30 years.

We'll be recognizing our charter group of Campfire Elders at this year's conference with the presentation of a pin and congratulations and thanks for their dedication to POWA.

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

## PowWow

**Spring 2021**

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## President's Message

by Marshall Nych

Proudly affixed to a youth size small fishing vest, my son's bright yellow fishing license flapped in the gentle breeze. Like a secret lure safely stowed away in a tackle box, Noah's blonde hair was tucked beneath his favorite fishing hat. The sun shone brightly that opening day of trout season. No time of the year are the warm rays more appreciated or noticeable as they are come late March and early April. The mentored youth opening day of trout season is celebrated annually somewhere along this spring timeline.

Gold was seemingly everywhere. Finning gracefully in the emerald depths of a pool before my hearty little angler was a large brick of gold. A massive golden rainbow trout effortlessly consumed the premier spot in the run. A dogged pack of youth anglers (including my son) dunked lure after lure and bait after bait behind, below, beside and before the flashy fish.

Perseverant as he is stubborn, Noah went through three hours and as many dozen minnows trying to entice the trophy. The cast of characters eager to cast a line changed several times throughout the morning. By midday, most kids had quit, calling it a day. Noah sensed a lunch break was nearing. On a whim, my son frantically swapped to Power Bait. Specifically, he trusted a shade fluorescent as the fish.

On Noah's very first cast, the golden trout that seemed in an unconscious state of hibernation all morning, erupted wildly from the pool toward Noah's bait. My son's eyes were as wide as I had ever seen them as he yelled, "It's coming!" With that, the golden rainbow engulfed the hook. The trout wanted the offering so, there was no setting the hook. The fight was on as the rod bent and boy cranked.

As the reel spooled with 6-pound test screamed, so too did my son. "Got him Dad! I got him!"

I grabbed the net and prepared for what I would be willing to bet is one of the most memorable netting jobs of my life.

As we hoisted the treasure, a small crowd of kindred spirits clapped and cheered for Noah. One memorable chant from a fellow father echoes in the back of my mind to this day. "Golden Boy! Golden Boy!"

I will never forget the tender moment Noah leaned into me with his signature smile, the one reserved for big fish and great adventure.

Through determination, dedication and a little bit of luck, my son had seized a golden opportunity.

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Similarly, POWA members and their loved ones have a golden opportunity – the POWA 2021 Summer Conference in Mercer County. From July 29 through Aug. 1, Northwest Pennsylvania is opening its backyard to a membership ready to catch up with friends and sharpen skills we rely on to communicate the wild spirit of the outdoors.

Ben Moyer's message tapping non-consumptive outdoor rec-



Contributed Photo

### Marshall and Noah "Golden Boy" Nych.

reation could not have come at a better time. With a conference following the traditional trout and turkey trips yet before the fall hunting seasons, a selection of non-consumptive outdoor opportunities seems fitting: canoe, kayak, hike and archaeology.

Preserving some time-tested favorites, the conference will still offer fishing, groundhog hunting and spouse activities.

Bring the kids! Perhaps a July/August conference will finally align with family summer vacation. There is fun to be had by all.

It is my hope you take full advantage of this golden opportunity. See you in Mercer County!

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

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

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

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

# Executive Director's Report

by Paula Piatt,  
Executive Director

Membership renewal for 2021 is coming to an end. With regard to the individual membership, as of May 6, we had 136 paid members, I'm expecting four additional renewals, and three are likely not renewing.

On the supporting member side, we are at 68 paid members. I have yet to hear from two we carried from last year through COVID, three have not responded to letters, emails or phone calls, one is awaiting board approval and two have indicated they will be renewing but have not yet submitted payment.

We have seen new individual and supporting members in 2020-21. We have gained four new individual members this fiscal year (Ryan Furrer, Todd Bromley, Rick Hynick and Brian Whipkey), with another awaiting approval. It's a good mix of new and veteran communicators with various backgrounds. We have also added three new supporting members (Cutting Edge Game Calls, United Bowhunters of Pennsylvania and Camp Freedom). These will offset the three we have definitely lost (Bucktail Outdoors.Com, the Pennsylvania Great Outdoors Visitors Bureau and Riversage Productions). There are five, however, that I have yet to hear from, so that would be a net loss for the year. Now that we have an EIC award for archery, I would like to see some additional supporting members from the archery industry. We do have more to offer our supporting members and we must do more to bring individual and supporting members together for our mutual good.

Our supporting member Spotlight Series has been well received. The first few months have averaged 8-10 participants. Those on the Zoom calls the first Thursday of each month have used the information and contacts for story and blog work and the networking has provided tips for video work, as well. This is a great way to bring our organization together. Thanks to Brad Isles '05 and Tyler Frantz '13 of the Media Committee for the concept and execution of this program.

Thanks to all who volunteered and participated in the Sporting Clays and Trap Shoot held April 11 at Martz's Gap View Hunting Preserve. Proceeds from that event, coupled with memorial donations for Kermit Henning, have grown the Youth Education Fund account to just over \$6,000, enough to fund the grant applications for 2021. Martz's has already offered the venue for 2022 and it's hopeful that the Great American Outdoor Show will return to Harrisburg in some form. I would recommend that the Outdoor Education and Sport Shows committees create some type of plan going into 2022 for both the shoot and the Sportsmen's Auction should POWA look to continue them.

POWA's scholarship programs have grown this year. The Willard T. Johns Scholarship continues to spark interest with two recipients this year, and supporting member Toyota '18 is sponsoring the POWA/Toyota Let's Go Places Scholarship which will cover the cost of up to two college students to attend our annual conference. This year, a Slippery Rock University



Contributed Photo

**Paula Piatt with her spring gobbler.**

grad student has been chosen as the recipient. More on this in our next *PowWow*.

Information on the 2021 Summer POWA conference can be found in this *PowWow*. We are all looking forward to getting together following last year's cancellation. Thanks to our sponsors, the National Shooting Sports Foundation, Visit Mercer County, Expositions Inc./Allegheny Sport Show and Henry Repeating Arms for their support for the conference. Things still look a bit different thanks to the pandemic and this will be the first summer conference that many POWA members can remember; a great opportunity to bring the family along. The local visitors bureau will have information specifically for families planning to attend.

We'll be welcoming our anniversary members celebrating 5-, 10-, 15-, etc., right up to 50-year members at the conference and also honoring our "Campfire Elders," a new program to recognize those long-time POWA members.

Looking ahead, a committee has begun work on next year's conference, slated for our usual time in May in Tioga County.

Looking back over the past year and the unprecedented changes we've seen in our world, I can say that POWA has come through it well. The engagement of the Board of Directors, the officers and the members (both individual and supporting) has taken what could have been a tremendous blow to the organization and has made it stronger. Several new initiatives have come out of the crazy year 2020 that will benefit POWA and its members well into the future.



## New Active Members

### Todd Bromley, '21

PO Box 224  
Stoneboro, PA 16153  
Mercer County  
Phone: 724-977-9328  
Email: tbrom@live.com  
Sponsor: Doyle Dietz

### Ryan Furrer, '21

151 Town Country Rd.  
Vanderbilt, PA 15486  
Fayette County  
Phone: 724-237-2525  
Email: rpfurrer@yahoo.com  
Sponsors: John Plowman and Ben Moyer

### Rick Hynick, '21

72 Callender Rd.  
Hunlock Creek PA 18621  
Luzerne County  
Phone: 570-574-0319  
Email: hynicks@frontier.com  
Sponsor: Doyle Dietz

### Brian Whipkey '21

408 Emert Rd.  
Somerset, PA 15501  
Phone: 814-443-3883, 814-701-6542 (w)  
Email: bwhipkey@gennett.com

## Returning Member

### John Alan Negich '18

305 Georgetown Ln.  
Export, PA 15632  
Westmoreland County  
Phone: 724-519-7730 | 412-629-3486 (c)  
Email: 123ognie@gmail.com

## Changes/Corrections

The following changes have been received as part of the 2020 membership renewal process.

### INDIVIDUAL MEMBERS

#### Allen, John '05

221 South Middlesex Rd.,  
Carlisle, PA 17015

#### David Barus '17

1264 Odyssey Ct.  
Punta Gorda, FL 33983  
Facebook: Forrest Fisher

#### Jennifer Bilott '06

724-454-9067 (c)

#### Peter Brookes, '19

Facebook: Pete Brookes  
Instagram: @brookesoutdoors

#### Mark Demko '98

484-634-1800 (c)  
Facebook: mark.demoko.16

#### Harold Daub '15

Daubh@comcast.net

#### Timothy Flanigan, '87

www.timothy-flanigan.pixels.com

#### Spring Gearhart, '14

717-979-9343 (c)

#### Joe McDonald, '79

717-994-4101 (c)

#### Craig Morgan, '17

570-617-8223 (c)

#### Jon Pries, '04

Gobbler's Knob  
612 Harman Rd.  
Trout Run, PA 17771  
610-909-7150 (c)

#### Donna Rae Rutan, '18

PO Box 1381  
Hermitage, PA 16148

#### Christians Shane, '15

www.christianshaneauthor.com

#### Ralph Scherder '05

226 Oakvale Blvd.  
Butler PA 16001

#### Joseph Workosky '79

1141 Dithridge Dr.  
Johnstown, PA 15905

### SUPPORTING MEMBERS

#### Bluebird Society Of Pa '08

PO Box 12  
Exton, PA 19341  
Dean Rust, july7ds@aol.com

#### Chautauqua County

716-357-4569

#### Dardevle by Eppinger '83

Twitter: @Dardevle1906

#### Destination Niagara USA '14

Frank Campbell  
fcampbell@niagarafallsusa.com

#### Koinonia Guide Service '13

714 Polecat Rd.  
Landisburg, PA 17040

#### Mossy Oak '08

26420 E. Main St.  
West Point, MS 39773  
662-275-8016

#### Neshannock Creek Fly Shop '20

250 Main St.  
Volant, PA 16156

#### Pennsylvania Campground Owners Association '07

570-223-6733 (fax)  
Contact: Jason Vaughan, info@pacamp-ing.com

#### Pennsylvania Chapter Backcountry Hunters & Anglers '18

328 Mountain View Dr.  
Kunkletown, PA 18058  
Nate Fronk  
pennsylvania@backcountryhunters.org

#### Felmlee Lures '19

Contact: Megan Flanagan  
Email: megan@felmleelures.com

#### Steve's Custom Scents '03

scentman2003@yahoo.com

### NON-RENEWING SUPPORTING

Includes supporting members we have not been able to contact.

Bucktail Outdoors.Com '12  
Ernst Conservation Seeds '13  
Felmlee Lures '19  
Oil Region Alliance of Business, Industry and Tourism '97  
Palmyra Sportsmen's Association, Inc. '12

Pennsylvania Great Outdoors Visitors Bureau '18

Pennsylvania State Shotgunning Association '17

Riversage Productions '19  
Visit Hershey & Harrisburg '17

## POWA on the Web

Connect with the  
**Pennsylvania Outdoor Writers Association**

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



[twitter.com/P\\_O\\_W\\_A](https://twitter.com/P_O_W_A)  
[facebook.com/paoutdoorwriters](https://facebook.com/paoutdoorwriters)

## New Supporting Members

### Cutting Edge Game Calls '21

79 Johnson Rd.

Bangor, PA 18013

Phone: 610-984-4099

Website: 4playturkeycall.com

Facebook: @4PlayTurkeyCall

Instagram: @4playturkeycalls

We are a forward-thinking company intent on bringing new exciting products to market to help hunters be more successful. Our launch of the 4-Play Turkey Call as our flagship product has been met with much excitement from hunters and media alike. At the Great American Outdoor Show

2020, we were a big hit with the attendees and the NRA put us on its American Hunter website as one of the most innovative products at the show.

Contact: Brian Benolken

Email: sales.cuttingedgegamecalls@gmail.com

Sponsor: Dave Barus

### Camp Freedom '21

284 Number 7 Rd.

Carbondale, PA 18407

Phone: 970-986-0730

Website: www.campfreedompa.org

Facebook: @campfreedompa

Instagram: @campfreedompa

Outdoor adventures for disabled vets, first responders, their families and Gold

Star Families

Matt Guedes

Email: mattg@campfreedompa.org

Sponsor: Jerry Bush

### United Bowhunters of Pennsylvania '21

907 Derbyshire Ave.

Mechanicsburg, PA 17055

Phone: 717-766-3620

Website: www.ubofpa.org

Facebook: @UBPbowhunter

A nonprofit organization dedicated to the preservation, promotion and protection of bowhunting opportunities in the Commonwealth of Pennsylvania.

Contact: Patrick Schild

Email: ubofpa@yahoo.com

Sponsor: Harold Daub

## Supporting Member News

### Camp Freedom

(www.campfreedom-pa.org) is an outdoor adventure healing camp that serves individuals with disabilities, including veterans and first responders, their families, and Gold Star families onto a pathway of recovery and strives to keep families together through outdoor activities. Located in Lackawanna County, Camp Freedom has 1,800 acres from the river bottom to the top of the mountain. The varied terrain is home to white-tailed deer, black bear, turkey, grouse, coyote, fox, waterfowl, and more. There is a 550+acre fair chase hunting estate and over 1,200 acres of free range grounds. There are also two ponds that provide great fishing opportunities along with 1 ½ miles of access to the Lackawanna River. Matt Guedes is the executive director (mattg@campfreedompa.org) and our contact. Steve Kokai of Steve's Custom Scents '03 is involved with the organization. Camp Freedom was sponsored by Jerry Bush.



**Cutting Edge Game Calls** (4playturkeycall.com) is based in Bangor, Pa. is a forward-thinking company intent on bringing new exciting products to market to help hunters be more successful. The launch of the 4-Play Turkey Call as its flagship

product has been met with much excitement from hunters and media alike. At the Great American Outdoor Show 2020, it was a big hit with the attendees and the NRA put the 4-Play Turkey Call on its American Hunter website as one of the most innovative products at the show. Owner Brian Benolken (sales.cuttingedgegamecalls@gmail.com) is a master woodworker and the man behind the calls. You can find out more at the website (listed above) or take a look at the profile done by POWA member Don Jacobs '96 on Pennsylvania Outdoor Life (www.wnep.com/outdoor-life). Cutting Edge Game Calls was sponsored by Dave Barus '17.

### United Bowhunters of Pennsylvania

(www.ubofpa.com) is a nonprofit dedicated to the preservation, promotion and protection of bowhunting opportunities in Pa. and supports game management based on sound biological principles and a "resource first" philosophy. UBP was founded in 1985 by a group of dedicated PA bowhunters who desired to unite all of Pennsylvania's bowhunters into one organization with a mission to fight the growing anti-hunting movement. UBP publishes "Pennsylvania Bowhunting" quarterly and is active in many legislative and educational endeavors. POWA's contact is Patrick Schild, UBP's office manager (ubofpa@yahoo.com). UBP was sponsored by Harold Daub '15.

## DFTU partnership with POWA leads to mutual opportunities

By Tyler Frantz

DFTU Member

POWA Board Chairman/Past President

*Editor's note: This article originally ran in the Doc Fritchey Chapter of Trout Unlimited's newsletter, "Hatches".*

In 2018, Doc Fritchey Chapter TU joined the Pennsylvania Outdoor Writers Association, the largest state outdoor writer organization in the country, as a supporting member. With more than 230 Active, Associate and Supporting Members, POWA upholds a commitment to provide a strong and resounding conservation message to the public, enhance the skills of its members, hold its membership to the highest ethical standards, and provide a legacy for future generations of outdoor communicators.

As a supporting member organization, DFTU has the opportunity to highlight its projects and services to other members of POWA through mailings and emails, at yearly conferences, and in POWA's print and online newsletters. This group of professional communicators includes writers, bloggers, television and radio producers,

**Continued on next page...**

# Range Resources '11, township join for fishing event

It has been a long year with many events postponed or canceled due to the pandemic, but April 10 brought a sense of normalcy back. Kids from all over Washington County came out for the Somerset Township Inaugural Youth Trout Fishing Tournament, which Supporting Member Range Resources '11 was excited to sponsor.

Township Supervisors Jim Bockstoce and Joseph Cole had thought about bringing a youth fishing tournament to the area for local families and kids to enjoy. So when Genna Vasko, a member of the Somerset Township Recreation Committee, reached out to propose the idea, Range immediately got involved. Over the next several weeks, the township and Range began making an idea come to fruition.

"It was a pleasure for us to work with Somerset Township on this great event and we look forward to more successes together," said Christina Kramer, public affairs representative at Range. "The partnership was seamless and both Range and the Township volunteers worked together to make sure the kids and their families had an amazing day."

Over 170 children and their families safely gathered outdoors with the sun shining at T-Bone 84 Lakes to compete in the fishing tournament. Grandparents, parents, siblings and even friends gathered around the lakes to partake in one of the first safe outdoor community events in the region for children as we begin to emerge from the pandemic. Participants followed social distancing and health guidelines, which made the event a great success.

Door prizes and tagged trout prizes were given throughout the



Contributed Photo

**Range Resources '11 and Somerset Township supervisors joined forces to put on a youth fishing event in April.**

day and each participant received lunch, bait hooks, and a hat to commemorate the event.

"Range's support for our township has helped brighten so many lives," said Genna Vasko, who helped to organize the event. "A Somerset Township grandfather brought six grandchildren to the event and he told me that he had the best day of his life with his grandchildren. This is what it's all about, time well spent and memories made."

Range plans to continue strengthening its partnership with Somerset Township in the coming years with hosting this annual event for families in Washington County.

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

podcasters, outdoor industry associates, state agency representatives and other non-profits like DFTU, just to name a few.

A few years ago, when POWA held its annual conference in Grantville, Russ Collins assembled a team of DFTU volunteers to host several writers on a fishing outing to Snitz and Quittapahilla creeks, where some amazing DFTU-driven stream improvement projects have significantly improved trout habitat, leading to enhanced angling opportunities in recent years.

It was a great opportunity to make some new friends, catch some fish, and most importantly, showcase the fine conservation work completed in our local area. In fact, one of those writers took home 2nd place in the following year's Excellence in Craft Awards for a story he wrote about our very own Lebanon County home waters. Written by Dave Barus, the article was titled, "Gurgle, babble & slurp—the welcome language of a reborn trout stream, published on the national website [sharetheoutdoors.com](http://sharetheoutdoors.com) on May 22, 2017.

Last year, when DFTU held its online auction in lieu of a formal banquet in response to COVID-19 precautions, a web blast went out to all POWA members informing them of the opportunity to bid, and the link to do so was shared publicly on the POWA Facebook page.

And in case you missed it, I wrote a piece in the January/February 2020 issue of *Pennsylvania Angler & Boater* magazine called "Keepers of the Stream—Volunteers Breathe Life into Broken Trout Waters," which highlighted the incredible work done by DFTU members at the Rausch Creek Diversion Wells, essentially keeping Stony Creek and its important tributary a viable stream for wild and stocked trout alike.

These are just three small examples of how POWA can be a vessel for sharing DFTU's conservation mission with the greater public, but another opportunity is just around the corner!

POWA recently launched its monthly "POWA Spotlight Series," an online Zoom webinar that connects Supporting Members with Active and Associate Members

for info sharing, networking and story material highlights. Hosted by yours truly, we run these sessions for our members on the first Thursday of every month from 7-8 p.m. Past sessions have been quite successful with numerous stories developing as a result of the series.

DFTU is slated as a guest of honor for the July 1 Spotlight session, so if something especially awesome is happening within the membership ranks, POWA communicators need to hear about it! Please reach out to DFTU leadership about any important news, events or projects worth sharing at this time, so they can get it on the list of speaking points.

As both a DFTU member and Board Chairman/Past President of POWA, I wish to thank each of you for your support of POWA and all that you do in the name of cold-water conservation and preserving/enhancing the trout streams we all love. Together, may this mutually beneficial partnership continue to grow and prosper.

Tight lines!



## Wineries, shopping highlight Spouses' Tour

Visit Mercer County has put together a wonderful Spouses' Tour for Friday afternoon.

Pick up is at the Radisson at 1 p.m. followed by a short trip to Nova Cellars Winery and Brew 32, an attractive venue on a pond with flat breads and appetizers available.

Next it's on to Knockin Noggin Winery and Cidery, located in the heart of the charming village of Volant. This old fash-

ioned "Main Street" features over 30 shops offering country crafts and specialty gifts.

We end the afternoon at Libations Winery, the area's newest winery and a beautiful destination winery offering indoor and outdoor seating, food, entertainment and tastings. Next door you can visit Wendell August Forge and The Amish Peddler.

Transportation is provided by Visit Mercer County; there's a small tasting fee at each venue.

## Muster

*from page 1*

ises options for all, from active endeavors such as fishing, canoeing and hiking to the leisurely relaxations of shopping, dining and sightseeing. Every member of the family will be engaged and entertained. The first summer conference in quite some time, many unique outdoor excursions will be offered.

Adhering to the sound mind is a sound body principle, POWA packs in top notch demonstrations and knowledgeable presenters to inspire your passion communicating the outdoors.

The registration table will open Thursday, July 29 at noon and run until 5 p.m. From there, attendees are invited to a Dutch treat dinner at 6:30 p.m. at the Hickory Bar & Grille. Perhaps you will have the lucky seat perched below a massive buffalo head mount? Either way, please join us in the hospitality room following dinner.

Get some sleep because Friday will find conference attendees participating in one of many adventures. A boatload of anglers will head to the promising waters of Shenango Lake to fish and troll on a pontoon boat. Those who prefer swift water will meet at Carried Away Outfitters. Once there, participants will canoe/kayak and fish the Shenango River (Pennsylvania's 2021 River of the Year).

Those more apt to land than water and who prefer rifle over rod will also be granted some tempting alternatives. Groundhog hunting on local cooperating landowner properties will be available. For those savvy DIY woodchuck hunters, a map will be provided. Unique this year, POWA members will have the opportunity



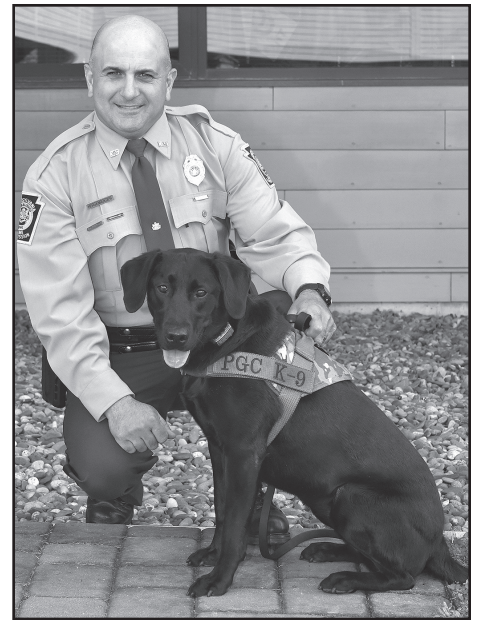
to hunt a different target – arrowheads and artifacts. Matthew Hutchison and POWA's very own Chris Espenshade '18 will lead this archaeological adventure. There will also be an option to hike along the Shenango River Trail.

At any point during the conference, particularly during free time on Friday, all are welcome to relax around a campfire and throw a few casts into the farm ponds of the Nych property.

Local knowledge is key to maximizing the experience. Visit Mercer County director and staff will draw from such a closeness to Mercer County while leading the spouse's tour and activities Friday afternoon.

Once all have reconvened from Friday fun, a barbeque dinner will be held in the Radisson's courtyard, sponsored by Henry Repeating Arms. A special presentation and demonstration will be led by Pennsylvania Game Commission Special Investigator Lawrence Hergenroeder and K9 Storm. I have personally watched on in amazement as this dynamic duo solved wildlife cases.

Saturday morning starts with a hearty breakfast, sponsored by the Past Presidents' Council. Again, the registration



Marshall Nych Photos

**Conference highlights include a special presentation and demonstration led by Pennsylvania Game Commission Special Investigator Lawrence Hergenroeder and K9 Storm, pictured above. Also, members can float the Shenango River – Pennsylvania's 2021 River of the Year – and fish for smallmouth bass, as shown at left.**

table will open from 7:30 a.m. until noon. The morning will showcase the talents of POWA's Ben Moyer '83 as he presents "Writing for a Non-Consumptive Outdoor Audience." The topic is an ideal one for a conference scheduled in the middle of summer, between traditional peak fishing and hunting seasons. From there, President of the Shenango River Watchers, Dr. Brandi Baros, will speak about Pennsylvania's 2021 River of the Year – the Shenango River. Some may still have some of that very water in their ears from Friday's canoe/kayak float. After a brief break, Executive Director of HSH and POWA Supporting Member Randy Ferguson will share "Hunters Sharing the Harvest: Changing of the Guard, New Headquarters & Next Chapter." To round out a morning of excellent fodder, Matthew Hutchison and Chris Espenshade '18 offer their insights with "Artifacts: Tips from Discovery to Display." Hopefully, the message will really hit home to some lucky members who found an artifact the prior day.

Saturday's lunch, membership meeting, and supporting member breakout session will all be held at Western Reserve Fish

**Continued on next page...**



## Contest

from page 1

by nature and the outdoors.

The contest was broken into two age groups: Primary Grades K-3 and Intermediate Grades 4-6. First, second, and third place trophies/plaques were awarded for three categories – writing, art and photography.

Entries mirrored the spirit of the youth outdoor contest, ranging wonderfully in topic and skill level. Writings included tales of how to trap a muskrat all the way to harvesting one's first buck. Art, the most popular category, was colorfully represented by paintings, drawings, Lego, and even three-dimensional sculptures. Photographs ranged from wildflowers blooming in the back yard to a big fish with a child's even bigger smile.

The 18 winning pieces were judged by POWA members, art teachers and local



Marshall Nych Photos

**Pictured are Intermediate Photography 1st Place Winner – 5th grader Annie, and Primary Photography 1st Place Winner – 3rd grader Leah.**

photographers.

In addition to receiving POWA-sponsored awards, winners were invited to attend a special field trip/award ceremony. Due to the restrictive nature of COVID, we

were unable to hold the award ceremony.

The children (our talented future outdoor writers and artists) of Mercer Elementary would like to thank POWA for its continued support!

### Continued from previous page...

& Game. While attendees enjoy lunch on Saturday, they will learn about Western Reserve's rich history and worthy mission. Also, Visit Mercer County, the lunch's sponsor, will speak to our whole group. Following lunch, members will have the chance to communicate with supporting members and explore the grounds and facilities.

POWA will dot its i's and cross its t's during the 3 p.m. membership meeting on Saturday, followed immediately by the POWA Board Reorganization Meeting. All in favor say aye!

Arguably one of the highlights of the conference, Saturday evening kicks off with social hour in the Radisson Ballroom from 5-6 p.m. The anticipated Awards Dinner & Banquet, sponsored by the National Shooting Sports Foundation, will commence at 6. Following dinner, awards and the best raffle in town, the hospitality room will open its doors to members for one final night.

Sunday will find POWA friends and family saying farewell. If desired, please RSVP Marshall Nych to arrange farm pond fishing or coordinate a final day field frolic for arrowheads.

Hope to see you in Mercer County!

### Treasurer's Report

By John Allen, POWA Treasurer / Expenditures as of April 30, 2021

<b>Income Accounts</b>	<b>Budget 20-21</b>	<b>Actual</b>	<b>% of Budget</b>
Active Members' Dues	7,800	7,510	96
Supporting Members' Dues	6,200	6,700	108
Merchandise Sales	125	10	8
Craft Award Income	5,000	3,290	66
General Contribution	100	489	-
Spr. Conference (Grantville) Refunds	-	500	-
Spr. Conference (Mercer) Net	2,990	463	15
<b>TOTAL INCOME</b>	<b>\$22,215</b>	<b>\$18,962</b>	<b>85%</b>
<b>Expense Accounts</b>	<b>Budget 20-21</b>	<b>Actual</b>	<b>% of Budget</b>
Executive Dir. Stipend	10,500	7,000	67
Pow Wow (Print/Edit)	3,400	1,402	41
Member Awards	4,250	-	-
Member Awards Prior Fiscal Year	-	3,950	-
Membership Directory	850	-	-
Plaque Expenses Prior Fiscal Year	-	975	-
Plaque Expenses	1,000	95	10
Office Expenses	500	375	75
General Postage	600	281	47
Insurance	540	543	101
Credit Card Fees	25	37	148
Professional Fees	100	-	-
Website Expenses	50	-	-
Miscellaneous	-	402	-
Travel	450	71	18
<b>TOTAL EXPENSES</b>	<b>\$23,270</b>	<b>\$15,131</b>	<b>68%</b>
<b>Net Income</b>	<b>0</b>	<b>\$3,831</b>	

Cash Accounts as of April 30, 2021: General Fund, \$46,676; Youth Education Fund, \$6,038; Scholarship Fund, \$49,518; Jacquelin Knight CD, \$14,436; Emergency Fund, \$9,193; Northwest CD, \$20,000. Total Cash Accounts: \$145,681.

# Committee outlines renewed membership audit process

By Tom Tatum

*Membership Audit Committee Chair*

As you may know, the membership audit for POWA members has begun again this year. The process had been dormant for several years, for no other reason than it had fallen off the radar. The last decade or so for POWA have been busy with a number of new initiatives and our capacity as a volunteer organization had been reached with the projects on the table.

But membership audit is an important piece of the POWA organization and with the renewal of the audit process, the Membership Audit Committee was looking to balance POWA's status as a professional organization, the current status of the industry and the needs of our members.

As members of the Membership Audit Committee begin working through "real world" implementation of the refreshed POWA membership audit process, they've realized some tweaks are necessary.

Following 2020, the "Year of COVID," it's become clear that all our normal practices have been disrupted and, in some cases, thrown out the window completely.

The wide-ranging effects of the pandemic did not spare the outdoor communication industry. While our audience may be growing, some of the outlets used by our members have suffered. Those rooted in print media have long been losing outlets, and that trend was accelerated last year as newspapers and magazines cut publishing frequency or eliminated editions altogether. Some members lost jobs during the pandemic.

As the committee framed the updated audit process beginning in 2018, of course, there was no way to predict what would happen in 2020. The committee realizes, COVID effects aside, that there is a changing landscape in the outdoor media industry and it will take time for our members to adapt to the new "normal." Too, it is imperative that POWA create and distribute ways to help our members adapt.

In response, as the new audit process is at five-year intervals, the committee has decided to give members being audited a 24-month window in which to gather materials for the audit. For example, those up for audit in 2021, can use material produced in 2019 and 2020 to satisfy the audit.

Even with the changes in the audit process, some members will still fall short of Active member status. This is why POWA has created the Associate member status, to give outdoor communicators the

opportunity and tools to boost their sales and outlets.

It's important to understand that Associate membership is just as important as Active membership in the organization.

The only difference is that Associate members are not eligible to vote at our general membership meeting or for board and officer elections and they may not hold office. All other POWA benefits are open to Associate members – conference attendance, participation in our Excellence in Craft awards program, our exclusive on-line webinars and conference calls, our Facebook group and online community. And all of our Associate members are strongly encouraged to take advantage of these benefits to boost their workload.

The committee certainly welcomes input and questions about the audit process from the members. You can contact Committee Chair Tom Tatum at [tatumt2@yahoo.com](mailto:tatumt2@yahoo.com).

## 2020/21 POWA Committees

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





## Market News

**Pennsylvania Outdoor News '19** – Editor Jeff Mulhollem will consider any Pennsylvania-specific story, and especially news stories. PON is not accepting first-person tales or anything related to businesses such as call-makers, guides or events such as outdoor shows or youth field days. Please send queries and not finished stories.

**Rocky Mountain Elk Foundation '09** – Bugle magazine, the flagship publication of the Rocky Mountain Elk Foundation is calling for stories on elk and elk hunting. To learn more about RMEF, submission guidelines and writing tips for Bugle, visit the RMEF website, [www.rmef.org](http://www.rmef.org) and click on Bugle Magazine under the Our World tab. Unless otherwise noted, word counts range from 1,000 to 3,000 words. Deadlines are rolling unless specified.

**Northern Woodlands'** audience consists of stewardship-minded people with an interest in all aspects of the forests of the Northeast. Articles and columns range in scope, and may include subjects such as woodlot management, wildlife species, scat, chainsaw maintenance, woodworking and reflections on natural landscapes. The magazine promotes respectful dialogue among a diverse community of forest stakeholders, with the common value of keeping forests as forests for future generations. Submissions from writers with varying backgrounds are welcome, but all should be familiar with the magazine, its contents, and our audience before pitching. Learn more at [www.northernwoodlands.org/issues/writers-photographers](http://www.northernwoodlands.org/issues/writers-photographers).

**Strung Magazine** is a quarterly print magazine with international distribution throughout North America and beyond. Strung is dedicated to mindful outdoor living with a focus on responsible fly fishing, hunting, adventure sports, yoga, conservation and food/drink. While the majority of the content comes from established, experienced writers and photographers, submissions from all interested parties is welcome. Submissions for both print features and online-only blog/social media content are acceptable. Compensation depends on quality/quantity of the submission

and type of licensing allowed. All submissions should be sent to [editor@StrungMag.com](mailto:editor@StrungMag.com); Dr. Joseph Ballarini, publisher, Strung Magazine, [www.strungmag.com](http://www.strungmag.com).

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

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

Each quarterly publication has at least three feature articles about fly-fishing (fresh or salt) and/or wing shooting. An average feature contains 2,500 to 3,000 words. Short sidebars can be used to provide additional details. Feature articles should be heavily supported with photos to relay the total experience of "being there." Submit your text as Word Documents and photos as high resolution (300 dpi) .jpgs. Photographs for publication must be a minimum of 150 dpi but it is preferred they be 300dpi. Maximum dimensions are 17 x 11 but can be smaller. Photos need to be as realistic as possible.

Please submit an email to query. Prospective authors and photographers are contacted once the year's editorial outline is tentatively scheduled. The editor will send a feature proposal to reiterate exactly what is expected in terms of substance, style,

length, sidebars, deadlines and request a response in outline form. Contact Jim Stenson, publisher/managing editor, The Contemporary Sportsman, 4362 Byron Avenue North, Mobile, AL 36609; [jim@integrateddigitalpublishing.com](mailto:jim@integrateddigitalpublishing.com).

**Outdoor Families Magazine** is a nature-based online magazine dedicated to providing families of all abilities, ages, and circumstances the tools necessary to enjoy outdoor experiences with their children. Driven by the talents of established bloggers, writers and industry experts, OFM will post quarterly content that includes recipes, tips, destinations, and inspiration for embracing outside spaces, anywhere in the world. Please do not send unsolicited articles. Queries should be directed to [editor@outdoorfamiliesonline.com](mailto:editor@outdoorfamiliesonline.com), with a clear vision for the article's intended audience. Features are generally 800-1,000 words in length, and cover travel, specific outdoor adventures or activities, and issues affecting children and the outdoors. They should reflect a wide range of outside opportunities in a variety of environments, with quotes from relevant sources and include photographs. Recipes and gear reviews should range between 600-800 words, with links to manufacturer or vendor (where appropriate), and photographs. Learn more at [www.outdoorfamiliesonline.com](http://www.outdoorfamiliesonline.com).

**Trapper & Predator Caller** accepts stories focused on methods and equipment used in trapping, calling or hunting. Highest consideration will be given to stories focused on methods and equipment used in trapping, calling or hunting. Historical pieces, personality profiles and unusual experience stories are also accepted. Feature stories should be between 1,500 and 2,500 words. Pays up to \$250 for assigned articles. Payment is made within 45 days of publication. The amount is based on the quality of writing and photography as a package. Learn more at [www.trappermag.com/writers-guidelines](http://www.trappermag.com/writers-guidelines).



# PSU students awarded Willard T. Johns Scholarship Awards

The Pennsylvania Outdoor Writers Association announces two Penn State University students as the recipients of this year's Willard T. Johns Memorial Scholarship Awards.

**Isako Di Tomassi**, of State College, Pa., is a junior Plant Science student at Penn State University, studying agroecology, soil science, and mushroom science. His future employment goals, following graduate school, include a public outreach or policy creation role with the United States Environmental Protection Agency.

This summer, as a way to hone his skills and earn money, he is launching a blog titled "Budget Health and Wealth" (working title), intended to tie together the concepts of environmentalism, frugality and physical fitness. It will include detailing the practices he employs to stay happy, healthy and heartily invested in promoting conservationist ideals. Emphasis will be placed on the free or low-cost pleasures of hiking, camping and nature walks. His target audience is low-income students,



**Di Tomassi**

and to disconnect from their video games is a necessary part of nurturing the next generation.

Di Tomassi plans to graduate in the fall 2022 and has a current GPA of 4.0

**Nathan Moyer**, of Selinsgrove, Pa., is currently enrolled at Penn State majoring in Agriculture and Extension Education. While he plans to pursue a career as a high school agriculture science teacher, he has also considered environmental or extension education through Penn State, the Pennsylvania Game Commission or the state's Department of Conservation and Natural Resources.

including those who live in the city.

Di Tomassi is fond of taking his city-dwelling nephews, ages 12 and 10, on outdoor adventures, and camping every summer. He feels that teaching them to be respectful of the land,



**Moyer**

Moyer believes the outdoors is a place where people can spend time learning, growing in community and developing passions and hobbies. When he was a child, he could be found wading through creeks or traipsing through

the forest flipping rocks and looking for critters. It's because of those experiences in the outdoors and how they impacted him that he will use the outdoors to help others grow.

Among his goals is to have an outdoor classroom where students can explore the outdoors in unique ways that match their interests, developing a curiosity and passion in the outdoors that they can carry through their lives.

Moyer is scheduled to graduate in the spring of 2022 and has a current GPA of 3.65.



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