



# POWWow

Newsletter of the Pennsylvania Outdoor Writers Association

Spring 2023

## Happy Valley here we come

### **POWA Spring Conference set for May 18-21**

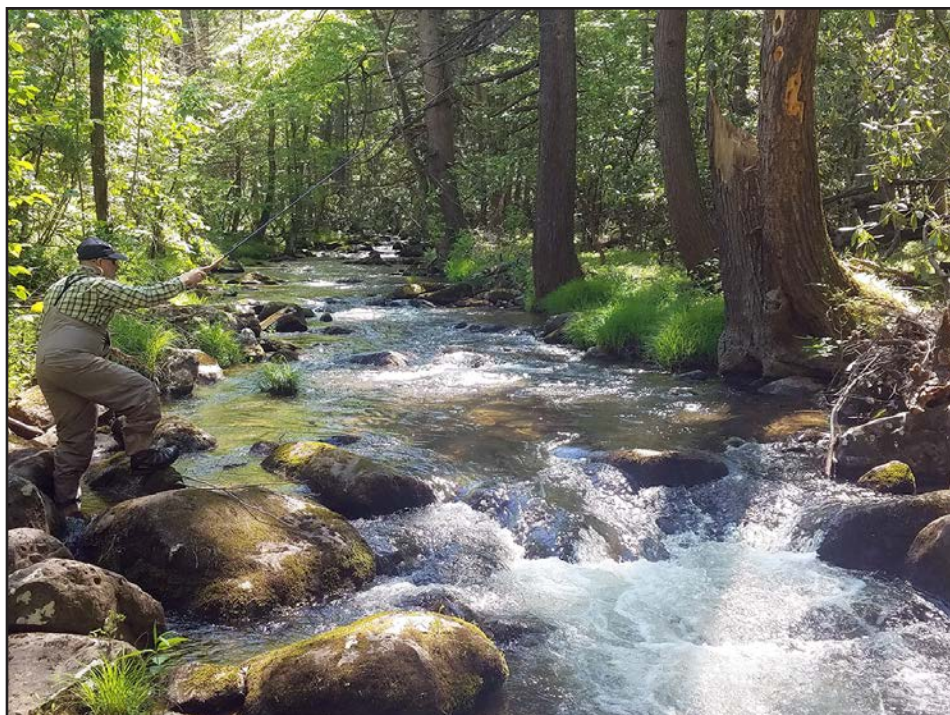
By Jerry Bush  
*Conference Committee Chair*

“In all things of nature there is something of the marvelous.” – Aristotle

Based on his quote, I’m guessing Aristotle would have been a great POWA member! I bet he would have loved an opportunity to attend our 2023 annual conference, which will be held May 18-21 at The Ramada Inn & Conference Center, in State College. Breakfast is included with all room reservations.

Be advised the registration table in the hotel lobby will be open on Thursday from noon until 5 p.m., and Friday from 8 a.m. until 5 p.m. On Saturday, the registration table will move near the seminar rooms and will be attended from 8 a.m. until noon.

See **CONFERENCE**, page 6



Brad Isles Photo

Fishing opportunities abound in the Happy Valley area, from well-known waters like Spring Creek, Penns Creek or the Little J to smaller brookie streams off the beaten path.



Chesapeake Bay Foundation Photo

**A recent Spotlight Series provided POWA member Ben Moyer material for two columns, and included knowledge of a new state conservation initiative he wasn’t aware of – the Agricultural Conservation Assistance Program (ACAP).**

## Spotlight Series too helpful to miss

By Ben Moyer  
*Craft Improvement*

As a long-time POWA member, I’ve witnessed POWA’s continual efforts to serve members in new ways. Various initiatives over the years sought, not only to enhance members’ professional development, but to aid our continuous search for compelling content for articles, columns, broadcasts and shows.

Over that same history, POWA has also sought ways to address the sometimes more elusive goal of serving the needs

and expectations of supporting members.

POWA’s current Spotlight Series is a standout in both endeavors. If you haven’t linked in and participated in the Spotlight Series, you’ve missed chances to glean cutting-edge story material and boost your own understanding of natural resource issues and fast-changing trends in outdoor recreation.

Our POWA Media Committee members Tyler Frantz ’13 and Brad Isles ’05 coordinate the series. They arrange for a panel of

See **SERIES**, page 2

# POWA Directors approve committee realignment plan

At its January 2023 meeting the POWA Board of Directors approved a committee realignment plan to streamline the association's committee structure and consolidate the number of committees.

Previously, there were 22 committees; the new realignment brings that down to 16. The new committees include: Awards, Organizational Documents, Craft Improve-

ment, Ethics, Executive Committee, Financial Auditing, Media/Tech/Website, Membership Audit, Membership Development, Member Screening, Nominating, Youth Education Grants, Outdoor Press Outings, Past President's Council, Scholarship and Supporting Member Development.

Committees combined or deleted were:

**Continued on next page...**

## Series

*from page 1*

guests working in some aspect of resource management, environmental issues, or the outdoor recreation industry to engage in online discussion with POWA members who link in for the exchange. Most times, Spotlight guests or the organizations they represent are POWA supporting members, so a spirit of reciprocal benefit pervades the discourse.

The Spotlight Series goes online the first Thursday of every month at 7 p.m. A few days before the scheduled discussion, POWA executive director Paula Piatt '10 sends the link-up information, plus a synopsis of guests and topics to POWA members by email. Watch for it. I encourage any members who haven't taken advantage of this opportunity to do so.

I've attended several Spotlight Series discussions. Others that I'd intended to join, I simply forgot about. I regret that mental lapse because the sessions I have tuned into were both helpful and enjoyable. It happens. Fortunately, the series is recorded and made available a few days later through a link emailed to membership by Paula.

Here's a recent example of Spotlight Series benefit. The February Spotlight featured representatives of the Chesapeake Bay Foundation involved in scientific and educational aspects of the Foundation's work. Though I don't live in the Chesapeake Basin, this subject was interesting to me because, in another life, I worked for the DEP's Bureau of Soil and Water Conservation, assisting conservation dis-

tricts in the Susquehanna Basin promote efforts to reduce agricultural pollution in the river, and the Chesapeake downstream.

During the Spotlight discussion I learned about Pennsylvania's new Agricultural Conservation Assistance Program (ACAP), a state initiative that will fund technical expertise in ag-land conservation, and cost-sharing to install conservation on the ground. ACAP targets funding to regions of intense agriculture and agricultural pollution, including Pennsylvania's part of the Chesapeake drainage.

This was new knowledge to me, even though I'd formerly worked in the field. Answers to questions I asked during Spotlight, plus the guests' referrals to other publications and websites, gave me the background I needed to write two informative columns about ACAP and its potential to benefit Chesapeake Bay – one in statewide Pennsylvania Outdoor News, and one in my local newspaper outdoor column.

Because of the exchange we shared through Spotlight Series, my readers gained a better understanding of Chesapeake Bay threats and opportunities, I gleaned story material I would have been scratching for somewhere, and our supporting member, Chesapeake Bay Foundation, got its story out to a wider public.

I even got an invitation to tour the lower Bay on a Chesapeake Bay Foundation vessel moored at Virginia Beach, Va., where I visit often because much of my wife's family resides there.

Check out POWA's Spotlight Series. For outdoor communicators, it's time well spent.

## PowWow

**Spring 2023**

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

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

### PAULA PIATT

**POWA Executive Director**

P.O. Box 885 / Sayre, PA 18840

Phone 570-886-1609

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

### POWA Officers 2022-23

**President – KYLE HEY**

425 S. Arch St., Mechanicsburg, PA 17055;

717-830-1343; [kylehey@gmail.com](mailto:kylehey@gmail.com)

1st V.P. – JERRY BUSH

2nd V.P. – GREY BERRIER II

Secretary – STEVE SORENSEN

Treasurer – JOHN ALLEN

Board Chair – JEFF WOLESZLAGLE

Board of Directors (term ending): GER-

ALD PUTT ('23); RALPH MARTONE ('23);

BRIAN KIGHTLINGER ('24); TOM TATUM

('24); BRADEN EISENHOWER ('25); RON

ROHRBAUGH ('25)

Sup. Mbr. Rep. – VACANT

Parliamentarian – VACANT

PowWow Editor – BRAD ISLES

POWA Legal Counsel - METTE, EVANS &

WOODSIDE, Harrisburg, Pa.



### IN THIS ISSUE

Spring Conference Preview..... 1, 6-11

Spotlight Series ..... 1, 2

Director News..... 2-3

President's Message ..... 3

Executive Director's Report..... 4

New Members ..... 5

Conference Registration Form ..... 9

Member News ..... 12

Craft Improvement..... 13-14

Treasurer's Report..... 14

Market News ..... 15

### Member contributors to this issue:

Jerry Bush, Ben Moyer, Brad Isles, Paula Piatt, Kyle Hey, Michael Kensinger, Mark Nale, Linda Steiner, Grey Berrier, John Allen.

### SEND POWWOW CONTRIBUTIONS TO

POWA Exec. Director Paula Piatt

P.O. Box 885 / Sayre, PA 18840

Phone: 570-886-1609

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

-or-

Brad Isles, PowWow Editor

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

Phone: 724-967-2832

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

© Copyright 2023 by the Pennsylvania Outdoor Writers Association, Inc.



# President's Message

by Kyle Hey

Spring has always struck me as a time of hope. The sun hangs longer in the sky each day, pushing the cold winds of winter away for another few months. Birds flutter around the bushes, squirrels actively run through the tree branches, it seems as though all of nature is awakening. It is certainly nice to take your jacket off and feel the warmth of the sun against your skin after the long months of winter. Before you know it, fishing poles and turkey shells will start to emerge from their winter dormancy, and new adventures will be right around the corner.

While spring may bring about feelings of hope, it is also a time of preparation. The tom in the field that you drive by on your daily commute certainly hopes that they secure their share of hens this spring. He is strutting his tail feathers and already trying staking claim to his territory. While his action may reflect individual hope, as a species, turkeys are preparing for the ever-important tasks of breeding, nesting and poult-rearing. The same goes for the small birds bouncing around your house bushes.

Our own spring actions also often reflect both hope and preparation. We may hope for good luck in the turkey woods or trout streams, but we are also preparing for it by scouting. We may be looking forward to a summer of kayaking, but we clear our to-do lists by stacking firewood for next fall or working ahead on our writing assignments.

In many ways the duality of hope and preparation reflects our own POWA's purpose and actions. As a group and individuals, we hope to be professionally successful. Also, as an organization it is our hope to continue to grow and thrive. POWA has been preparing to meet the demands of new changes in technologies



and an evolving market for outdoor communicators. While these challenges will always continue, we also want to prepare our members for as much success as possible.

Speaking of professional opportunities, our annual conference will be held in State College this May. It will be a great opportunity to meet new members and rekindle old friendships.

Our conference planning committee is working very hard to make this an awesome conference. Additionally, there will be craft development and networking opportunities that will help prepare all of us for the next successful season in our writing careers.

I would also like to take this opportunity to highlight the work done by Dennis Scharadin and crew at the GAOS in Harrisburg. We had another successful auction raising money for youth outdoor education. His work in Harrisburg is always unparalleled. Hopefully, we will all be able to thank him in person this spring.

Until we meet again in May, have a hope-filled spring!

## *Continued from previous page...*

Constitution and ByLaws and Duties Manual (combined to form Organizational Documents); Editorial Review (added to Craft Improvement Committee); Historical Archives (the stand alone position of Historian was created); Member Screening (was combined with the Supporting Member Screening Committee); Outdoor Education (was renamed Youth Education Grants); Supporting Member Recruitment was renamed Supporting Member Development.

A new committee, the Executive Committee, was created to help with the transition of officers from one year to the next. Its members include the board's current chair, the president, 1st vice president, 2nd vice president, the treasurer and the executive director.

The committee meets following the installation of new officers for discussion of the new president's priorities and any unfinished goals of the outgoing president. Responsibilities of the committee include: provide board governance and continuity of leadership; coordinate and track committee functions; make administrative, governance, and personnel policy recommendations to the board; and coordinate and oversee the preparation of the annual budget.

There are limitations on the committee's

powers. The committee cannot: amend POWA's bylaws and articles of incorporation; appoint or remove a board member; hire or fire an executive director; or approve the budget or authorize financing/investment decisions.

The new committee structure is effective as the 2023-2024 board and officers begin their terms in May 2023.

A complete copy of the Duties Manual will be available at the 2023 conference in State College, May 18-21.

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

# Executive Director's Report

by Paula Piatt,  
Executive Director

Our 2023 membership campaign is now complete. We have 143 individual members and 71 supporting members and there are several new membership applications pending in the office and/or with the screening committees. I can also say that I am getting regular emails from people who would like to join POWA, whether recommended by a current member or those who have seen our social media posts. We've got some definite momentum in the right direction!

Of course, with each year we do lose some members. Going into 2023-24, we have lost eight individual members and six supporting members (they are listed in this issue). The reasons vary, from retirements, to those who leave the outdoor communications field, to some who feel they aren't getting enough out of POWA for their annual dues.

I always try to find out why someone leaves our membership; I see that as an opportunity to improve the organization. In some cases, they just didn't feel they were getting anything for their dues. That is an eye-opening statement given the new initiatives that the board and membership have introduced in the past several years. Sometimes, they didn't know about some of the things POWA offers, some of them just weren't relevant. In any case, we're always looking for initiatives – and ways to communicate them – so that everyone gets their “money's worth” from POWA.

New members since the last issue of *PowWow* include Rebekah Smith of Jonestown, Pa. Rebekah is the science-education outreach coordinator with our Supporting Member, Hawk Mountain

Sanctuary '95. She's already joined us on one of our monthly Spotlights! Dana Twigg of Sayre, Pa. is another new member. As our neighbor “down the hill,” Steve and I have known Dana for many, many years. You may have just “met” him through the pages of Game News as he provides not only artwork throughout, but is contributing his cartooning skills for Field Notes.

Our new supporting members are likely familiar to many of you. Dark Skies Fly Fishing is Ralph Scherder's '05 business in the northcentral part of the state. A fly-fishing blog with an online store that offers stream guides, flies and assortments, and guiding services, Ralph also wants to offer an avenue for other members to publish on his web and social media platforms.

You've no doubt seen the Purple Lizard Maps that detail the great Pa. outdoors. We've welcomed Michael Hermann and his company to POWA and will get a chance to meet and talk with him in State College.

And new POWA member Bob Newland '22 has brought on board his organization, the Lehigh Valley Chapter of Safari Club International as a supporting member. SCI is a great resource for you as an individual member and we'll have news about the group's annual fundraising banquet and some great auction opportunities.

We're wrapping up our Kermit Henning Youth Education Grant Award program for the year. Under the leadership of Dennis Scharadin '76 (THANKS! Dennis), the committee and volunteers raised \$10,000 to award to 14 different organizations throughout the state that will work to get youth involved in the outdoors.

Our online Spotlight Series continues to



bring newsmaker information to members investing an hour a month. We meet the first Thursday of each month at 7 p.m. to listen, learn and question one or two of our supporting members. Following a recent session, one member remarked that they came away with *at least* four story ideas. That's not a bad return on your investment! Thanks to Brad Isles '05 and Tyler Frantz '13 of our Media Committee who put together this member benefit each month.

You've seen a glimpse at what's planned for the annual conference in State College... it's definitely a winner!

The committee has been working hard for months now to organize activities and story ideas. One of the key elements to the conference – aside from the member networking – is making sure you go home with something to write about; every activity is planned with that in mind.

We've got some great sponsors this year in the Pa. Game Commission, the Happy Valley Adventure Bureau and National Shooting Sports Foundation and being in the center of the state, it's accessible to all of our members.

Get your registration in now (by May 6 for the early bird discount!) and plan to join us.

## PFSC sets summer webinar series

Join Pennsylvania Federation of Sportsmen and Conservationists for a series of webinars held at 7 p.m. on the second Thursday of each month from May till August. The lineup of guests includes experts in their field to men and women who own and operate their own businesses in the outdoor world.

May 11: Ari Capotis will focus on her impact and outreach with fly fishing. Currently the Northwest Regional Vice President for the PA Council of Trout Unlimited.

June 8: Thomas Keller, furbearer biologist for the Pennsylvania Game Commission, will discuss the Marten Reintroduction Plan.

July 13: Vincent Lind, host of the podcast Antler & Feather Co, presents with the

unique angle of himself being an “adult on-set hunter.”

August 10: Chef Jeremy W. Critchfield. Jeremy will explore his take on hunting through the lens of a trained chef.

Tickets are \$5 per speaker or \$15 for all four. The code to enter the event and a wild game recipe will be emailed on the day of the webinar.

Visit [www.pfsc.org](http://www.pfsc.org) for information.

## New Members

*Since last printed PowWow*

### **Rebekah Smith '23**

Active

319 E. Queen St.

Jonestown, PA 17083

Lebanon County

Ph: 717-814-1949

Work: 570-943-3411x107

Email: rebekahrue@outlook.com;

smith@hawkmountain.org

Science-Education Outreach Coordina-

tor, Hawk Mountain Sanctuary

Sponsor: Paula Piatt

### **Dana Twigg '23**

Active

2224 Riverside Dr. Sayre PA 18840

Bradford County

Ph: 570-888-0506

Work: 607-742-9219

Email: dtwigg1@mac.com

Web: creativecartooning.com

Facebook: dana.twigg.16

Instagram: @ArtGuy4

Freelance artist

Sponsor: Steve Piatt

## Membership Changes/Corrections

The following contact changes have been received.

### **Individual members**

Bill Ferris '76

Ph: 717-913-9042

Cell: 717-331-3262

Ralph Scherder '05

Ralph's Facebook account was hacked and he's created a new account:

[www.facebook.com/firstforkpub](http://www.facebook.com/firstforkpub)

The following have not renewed their membership for 2023

Jeff Buchheit '17

Robert Ford, '12

Kim Garriss '22

John Mahn Jr. '83

Ken Maurer '08

Rose Anna Moore '22

Caleb Ritenour '18

Cindy Ross '09

## Supporting Members

### **Dark Skies Fly Fishing '23**

P.O. Box 554

Coudersport, PA 16915

Ph: 724-822-1012

Web: [www.darks skiesflyfishing.com](http://www.darks skiesflyfishing.com)

Facebook: @darks skiesflyfishing

Twitter: @darks skiesflyfishing

Pinterest: @darks skiesflyfishing

A fly-fishing blog with an online store

that offers stream guides, flies and as-

sortments, and guiding services

Contact: Ralph Scherder

Email: [ralphscherder@gmail.com](mailto:ralphscherder@gmail.com)

Sponsor: Paula Piatt

### **Purple Lizard Maps '23**

210 W. Hamilton Ave. #364

State College, PA 16801

Ph: 814-876-2363

Web: [www.purplelizard.com](http://www.purplelizard.com)

Facebook: @purplelizardmaps

Instagram: @purplelizardmaps

Recreational trail maps; travel blog

Contact: Michael Hermann

Email: [mike@purplelizard.com](mailto:mike@purplelizard.com)

Sponsor: Paula Piatt

### **Safari Club International – Lehigh Valley '23**

195 Oak Summit Rd.

Frenchtown, NJ 08825

Ph: 908-256-3886

Web: <https://lvsci.org/>

Facebook: Safari Club International

Lehigh Valley Chapter

Conservation and hunters' rights organi-

zation

Contact: Bob Newland, president

Email: [huntnewland@gmail.com](mailto:huntnewland@gmail.com)

Sponsor: Paula Piatt

## Supporting Member Changes/Corrections

The following contact changes have been received.

### **Endless Mountains Visitors Bureau '10**

Jill Robinson

Email: [jill@endlessmountains.org](mailto:jill@endlessmountains.org)

### **Oswego County Tourism '89**

David Owens

Email: [david.owens@oswegocounty.com](mailto:david.owens@oswegocounty.com)

### **White Flyer Clay Targets '18**

145 Happy Hollow Road

Coal Twp, PA 17866

Ph: 443-988-8393

Web: [www.whiteflyer.com](http://www.whiteflyer.com)

Facebook: facebook.

[com/100038908605804](https://www.facebook.com/100038908605804)

Instagram: @whiteflyertargets

White Flyer Targets LLC operates five state-of-the-art manufacturing facilities in the US, including one in Coal Twp., Pa. White Flyer serves more gun clubs and shooters than any other clay target manufacturer in the world.

The following did not renew their membership:

Camp Freedom '21

Expositions, Inc. / Allegheny Outdoor Show '85

Hunting Works For Pennsylvania '14

Lindamans, LLC '22

Wellsboro Chamber of Commerce '21

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

## **FREE!**

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

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

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



## Conference

*from page 1*

As we enjoy the splendor of central Pennsylvania's nature, we will fortify old relationships and create new friends, while participating in various outdoor activities. Few things in life build lasting bonds stronger than shared outdoor experiences. The most skillful among us will certainly return home with upwards of two dozen potential projects. REMINDER: Be alert to the idea that could help you win next year's Excellence in Craft Award presented for the best communication linked to this conference!

True professionals of any vocation seek opportunities to continue their education, and our conference seminars will not disappoint.

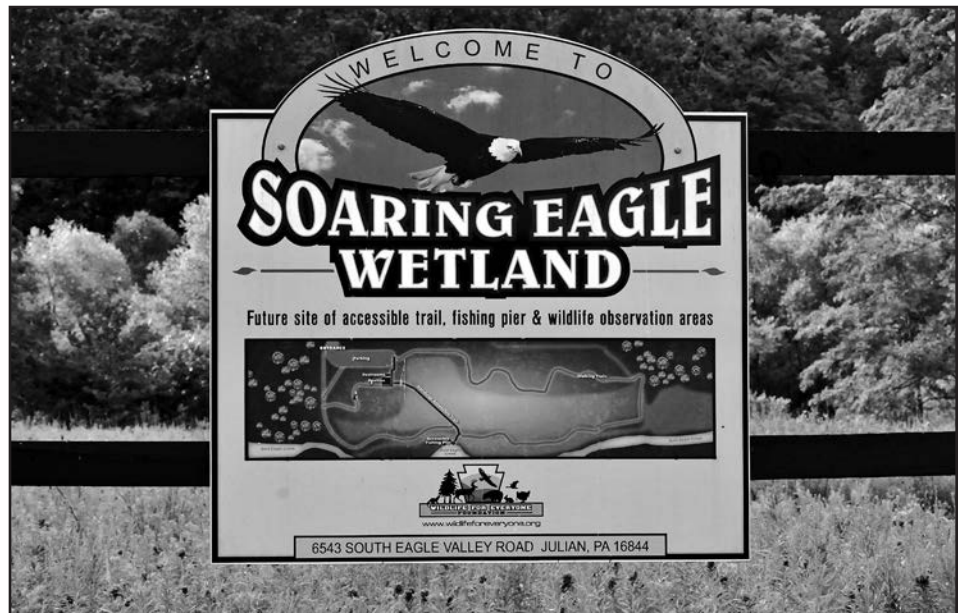
Don't miss the chance to participate as we conduct business for the good of the organization, so it may thrive as one of the best state-level organizations representing outdoor communicators in the nation. Participation is key! The value of POWA membership lies with membership contribution and is never more evident (or potentially obscure) than what is witnessed during our conference's membership meetings.

How blessed are we, that we may congregate for a formal banquet, which is sponsored by a great supporting member in the National Shooting Sports Foundation '88, before sharing in the joy experienced by witnessing friends who will be recognized as the best outdoor communicators of 2022? The fun continues with our fundraising raffle.

After breakfast on Sunday morning, members normally head for home, but that may be a mistake this year. Our friends from conference host, the Happy Valley Adventure Bureau '12, have a very impressive list of things to see and do that will make it worth hanging around Centre County as long as possible. Get home late and catch up on your sleep later!

### Thursday

Arriving safely is at the top of the agenda! All conference attendees coming in Thursday are encouraged to gather at Otto's Pub & Brewery, located at 2235 N. Atherton St., between 6 and 8 p.m. for



Jerry Bush Photo

**On Friday, Mark Nale will lead a tour of Soaring Eagle Wetland, a Wildlife for Everyone Foundation '07 conservation project.**

unsurpassed camaraderie shared during an unsponsored meal and drinks. Conference committee members recently gathered at the establishment and found the food and selection of beverages worthwhile. Be sure to inform the host or hostess you are with the Pennsylvania Outdoor Writers Association because we arranged for a room separated from the main dining area.

At 8 p.m., a representative of the "Central PA Tasting Trail" will meet attending members in the hotel hospitality suite, being sponsored by the Pennsylvania Game Commission '08. The fellowship is certain to be festive. BAM! Besides potentially being inspired by something witnessed as you arrive in Centre County, that's how quickly conference attendees will be exposed to possible story material. Incidentally, the committee believes attendees will be pleased with the large size of this year's hospitality suite.

### Friday

The day is jam-packed with so many things to do, heads might explode from the struggle to choose among them! We will present a list of many things for members and spouses and guests who are interested in touring the area. Be assured, members' guests and spouses are welcome to participate in any of the activities open to members. The only exception is if an activity can only support

a limited number of guests, in which case member participation is granted priority status, which, by the way, is also based on a first-reserved, first-served basis.

Will you wake early and witness the sunrise from a seat on the forest floor, as the calls of a spring gobbler echo through the mountains and valleys? Scotia State Game Land (SGL 176) is one of several locations to offer turkey hunting opportunities for members who don't want to do a lot of climbing. Most of Centre County's forests hold the potential to fill a tag. Be sure to take great pictures and share the memory with all of us!

Perhaps Friday morning will find you witnessing golden reflections bouncing off the surface of a beautiful trout stream. Bald Eagle Creek offers a couple of possibilities. Fishing may be conducted by wading in many areas or by floating 6.5 miles in a manually powered vessel launched behind the Milesburg Community Center before moving to the Bullit Run Access Area for extraction. (For you spell checkers out there; it is "Bullit" in this instance and not "bullet.") Trout as well as warm water species may accept offerings during the float.

Whether you're a paddling enthusiast who enjoys stroking on a new stream, or an angler who desires to leisurely float while wetting a line, participants will be pleased to find out Happy Valley

***Continued on next page...***

# My first POWA conference: The key to making connections

By Michael Kensinger

*Active Member*

In life, you get out of things what you put into them.

For example, in fitness, you can have two people doing the same workout routine – but only one person is seeing results. Chances are that the person seeing results is the person putting in the most effort.

So, if you want to see results in your craft as an outdoor communicator, you must put in the effort. Whether you are a new or veteran member of POWA, attending conferences is a vital part of making meaningful connections with other professionals in the field.

Thanks to the 2022 conference at Mansfield (Tioga County), I was able to have myriad published works as a writer and illustrator this past year.

When I attended my first conference at Mansfield University last spring, I was the new guy on the block. As a newly-published writer, I had JUST been given

the opportunity to get my work published in *PA Outdoor News*. I was hoping to meet my editor, Jeff Mulhollem. And while the conference was a three-hour drive from my home, I knew that making connections with people face-to-face is more valuable than trying to pitch ideas through an email. It's easier to hear the passion in someone's voice when you're having a drink across the table from them.

Suffice it to say I was very pleasantly surprised with the kindness from even veteran members of POWA. Despite being new, not once did I feel as though anyone talked down to me.

In fact, to the contrary, I found people far more experienced than myself willingly offering advice, and compliments, which were an integral part of my development as a professional writer/illustrator/artist.

The workshops, the personalities, the stories and activities all worked together to form a foundation of fuel that would make 2022 my most productive year in the field.

Some of the most memorable and wel-

coming members of POWA that I met personally were Jeff Mulhollem, Tim and Deborah Flanigan, Mark Nale, Lilace Guinard, Paula Piatt, Tyler Frantz and Ken Hunter.

I'm sure I'm missing some people whose names I've forgotten – but whose friendly faces I will recall when I attend conference in State College this spring. The effort, the handshakes and conversations I had with all these people were meaningful and reflective of the kind of people who belong to our prestigious group.

So, are you on the fence about coming to the conference in 2023? Don't be shy. Make plans to make the trip and attend for the sake of valuable connections.

In my opinion, if you aren't attending conferences, you are missing out on a massive benefit to being a member of the Pennsylvania Outdoor Writers Association. Once you make the effort, it is unlikely that you'll ever want to miss a conference ever again. I hope to see you there!

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

Adventure Bureau is picking up the tab for watercraft rentals! Those on the drift will even be shuttled back to the launch site. You can't beat it!

Diehard trout enthusiasts will find it difficult to ignore Spring Creek, which is acknowledged as one of the best (if not "the best") trout streams in the eastern United States. Its waters flow a mere 15 minutes from State College.

What's that? Neither fishing, hunting, paddling nor traveling is your thing? Don't fret! This conference committee would not let you down.

Sleep in a bit before hiking the challenging Mount Nittany Trail, where you can witness seven vista outlooks that surround the mountaintop. Or choose from several less challenging trails recommended by supporting committee members with the Happy Valley Adventure Bureau. Several bicycle trails are nearby, as are bicycle rental shops.

Is nature, travel, or wildlife photography your thing? Photography enthusiasts with even the slimmest amount of curiosity should find potentially



Mark Nale Photo

**A view of Bald Eagle Creek's Keystone Select Stocked Trout Water from the new handicap fishing platform on Wildlife for Everyone's Soaring Eagle property.**

award-winning subjects bountiful and easy to locate.

At 10:30 a.m., committee member Mark Nale '89 will lead a tour of Soaring Eagle Wetland, which is a conservation project associated with the Wildlife for Everyone Foundation '07, a longtime POWA supporting member. Mark will share conservation story material, and

photographers should find many great subjects to capture. Mark is a photography instructor at nearby Juniata College, and an award-winning photographer himself.

**HINT:** A special regulations portion of Bald Eagle Creek flows through Soaring Eagle Wetland, making it a perfect

***Continued on next page...***



**Continued from previous page...**

destination for fishermen who would also like to enjoy Mark's tour. Please, we understand that "just one more cast" mentality but resist the temptation and return to the parking area early enough to shed gear and waders so the tour can begin promptly at 10:30.

Of course, members may continue their outdoor adventures all day, but we are proud to bring back an old favorite that should provide several story ideas, especially if your communications involve hunting and shooting sports! Meet at Scotia State Game Land (SGL 176) between 2:30 and 3:30 p.m. to participate. Shooting opportunities will end shortly after 5 p.m. and no later than 5:30.

Members will have an opportunity to shoot Mossberg's "newsworthy" Patriot rifle, chambered in 2023's hot, "newsworthy caliber" – the 7mm PRC. Creators of the 7mm PRC claim it is the best caliber ever designed for taking deer- to elk-sized animals at extreme distances. Shoot the rifle and evaluate the caliber for yourself while enjoying an opportunity to win a new, Rapid® Keypad Vault featuring RFID technology. The vault is perfect for safely storing handguns and more! In addition, Mossberg is lending us a new 12-gauge Model 940 semi-automatic shotgun for review.

Members interested in archery are encouraged to shoot my personal Wicked Ridge crossbow from Ten Point Archery – represented by supporting member Media Direct Creative Group '18. While shooting the crossbow, you will experience Ten Point's latest, lighted, "Alpha Nock." This is the brightest nock I have ever seen, and you may learn there is more to engineering a nock than making it glow in flight.

**CAUTION:** Jerry's crossbow includes strong "earth magnets" to secure the drawstring handles to the stock. (Members with pacemakers are advised not to handle this crossbow!) A great story can be developed by observing.

During this time, Robin Sharpless, representing another longtime supporting member, Redding Reloading Equipment '09, will be on hand to present story fodder, as he explains the essentials of



Mark Nale Photo

**Above, Scotia Range sports ample, safe places to shoot handguns, rifles and shotguns. It is the location for Friday's barbecue, sponsored by the Pennsylvania Game Commission.**

**At right, Tyler Frantz shows how fruitful the fishing can be on the famed Spring Creek.**

"Handloading for Precision Shooting." Even if you have attended a previous presentation by Mr. Sharpless, you will want to gather information, particularly addressing the ins-and-outs of developing rounds to drive tacks!

Shooting at this PGC-provided public range normally requires possession of a current hunting license or purchasing a special permit. We have graciously been granted temporary relief from the requirement only during this shooting event. Bring your hunting license anyway if you have one, just to show your support of conservation and the organization. It's simple now that we are not required to display them.

Guess what? If you attend the shooting event, you will already be at the site of the 6 p.m. barbecue dinner, also sponsored by the PGC. This is yet another opportunity for networking and gathering story material.

From 8-11 p.m., members are again encouraged to gather at the hospitality suite for more camaraderie, networking and relaxation.

#### **Saturday**

After breakfast, this schedule includes a helpful mix of continuing education



Brad Isles Photo

opportunities and newsworthy material.

#### **8 a.m.**

Craft Improvement – Ryan Furrer '21– "Getting Started Blogging and/or Podcasting"

Craft Improvement – Tim Flanigan '87– "Write Tight; Write Right"

#### **9 a.m.**

Newsmaker – Tom Keller – PGC – "Reintroduction of Pine Martens"

#### **10 a.m.**

Craft Improvement – Bob & Linda Steiner '84 '80– "Meeting Neighbors and Quirky Strangers One Book at a Time" (Publishing and Promoting a Book)

Craft Improvement – Mark Nale – "Tips to Improve Your Photography"

#### **11 a.m.**

Newsmaker – Hannah Tiffen – "Results of Penn State Studies of Bear Mange, Ticks, and Ivermectin"

#### **Noon**

Luncheon provided by supporting  
**Continued on page 11...**



# POWA ANNUAL CONFERENCE 2023

May 18-21, 2023; RAMADA CONFERENCE CENTER, STATE COLLEGE, PA

## PLEASE COMPLETE EACH SECTION

Name \_\_\_\_\_ Phone \_\_\_\_\_ ( ) Member?

Supporting Member, Company Name \_\_\_\_\_ ( ) First POWA conference

Guest/Spouse Name \_\_\_\_\_

### Registration

	Cost x	# persons =	Total Reg. Fee
Early Bird by May 6, \$40.00 each	\$40.00 (+\$3 credit card fee if applicable) x	_____	= \$ _____
After May 6, \$50.00 each	\$50.00 (+\$3 credit card fee if applicable) x	_____	= \$ _____

**ALL ATTENDEES PAY REGISTRATION FEES, including guests/spouses traveling with members who will be participating in conference activities/meals**

### Early Bird Raffle Ticket Sales

***Get your raffle tickets early and enjoy a volume discount!***

General Bucket raffles 1 bundle = 40 sheets of 25 tickets (added to your registration packet) \$50.00 x \_\_\_\_\_ bundles = \$ \_\_\_\_\_  
POWA Commemorative Gun Raffle 1 bundle = 10 tickets (added to your registration packet) \$50.00 x \_\_\_\_\_ bundles = \$ \_\_\_\_\_

**Meals** For meals that are sponsored, there is no charge (N/C) for registered attendees. Non-registered guests must pay for meal (cost in parentheses) Please include numbers for all in attendance for our planning purposes.

	# persons
Thursday On-Your-Own Dinner, Otto's (2235 N Atherton St, State College)	_____ = self pay
Friday BBQ (sponsored by the Pennsylvania Game Commission)	_____ = N/C (\$24)
Saturday Lunch (sponsored by Happy Valley Adventure Bureau)	_____ = N/C (\$24)
Saturday Awards Banquet (sponsored by National Shooting Sports Foundation)	_____ = N/C (\$36)

***\*If you have special dietary needs, please include a brief note stating your needs.***

**TOTAL MEAL FEES** \$ \_\_\_\_\_

### Activities

***There is a refundable \$20 fee required for each listed activity, to be returned following participation. The fee will be forfeited if the registrant does not participate. Guests/spouses are welcome to join in the activities. On-your-own activities may be available, and will be included in conference emails and the registration packet.***

#### **Friday**

Turkey hunting – Some guides available if requested **BY MAY 12** – do you want a guide? Yes No \_\_\_\_\_  
Fishing – Some guides available if requested **BY MAY 12**– do you want a guide? Yes No \_\_\_\_\_  
Newsmaker Tour of Soaring Eagle Wetlands (Wildlife for Everyone Foundation): 10:30-12 p.m. \_\_\_\_\_  
Shooting at the Scotia Range, State Game Lands, No. 176 (begins at 2:30 p.m. prior to Friday BBQ) \_\_\_\_\_  
Fish / Float on Bald Eagle Creek – Milesburg to Bald Eagle State Park – kayaks provided \_\_\_\_\_  
Birding at Shaver's Creek Environmental Center, 3400 Discovery Rd, Petersburg – guide provided \_\_\_\_\_  
Mt. Nittany Hike (through Mt. Nittany Conservancy) guide and information provided \_\_\_\_\_

**CONFERENCE TOTAL: (registrations + early bird raffles + meals + activity fees) Enclose full amount** = \$ \_\_\_\_\_

**Make check payable to POWA., or send Credit Card #** \_\_\_\_\_

**Exp. Date** \_\_\_\_\_ **Security Number** \_\_\_\_\_ **Card Zip code** \_\_\_\_\_

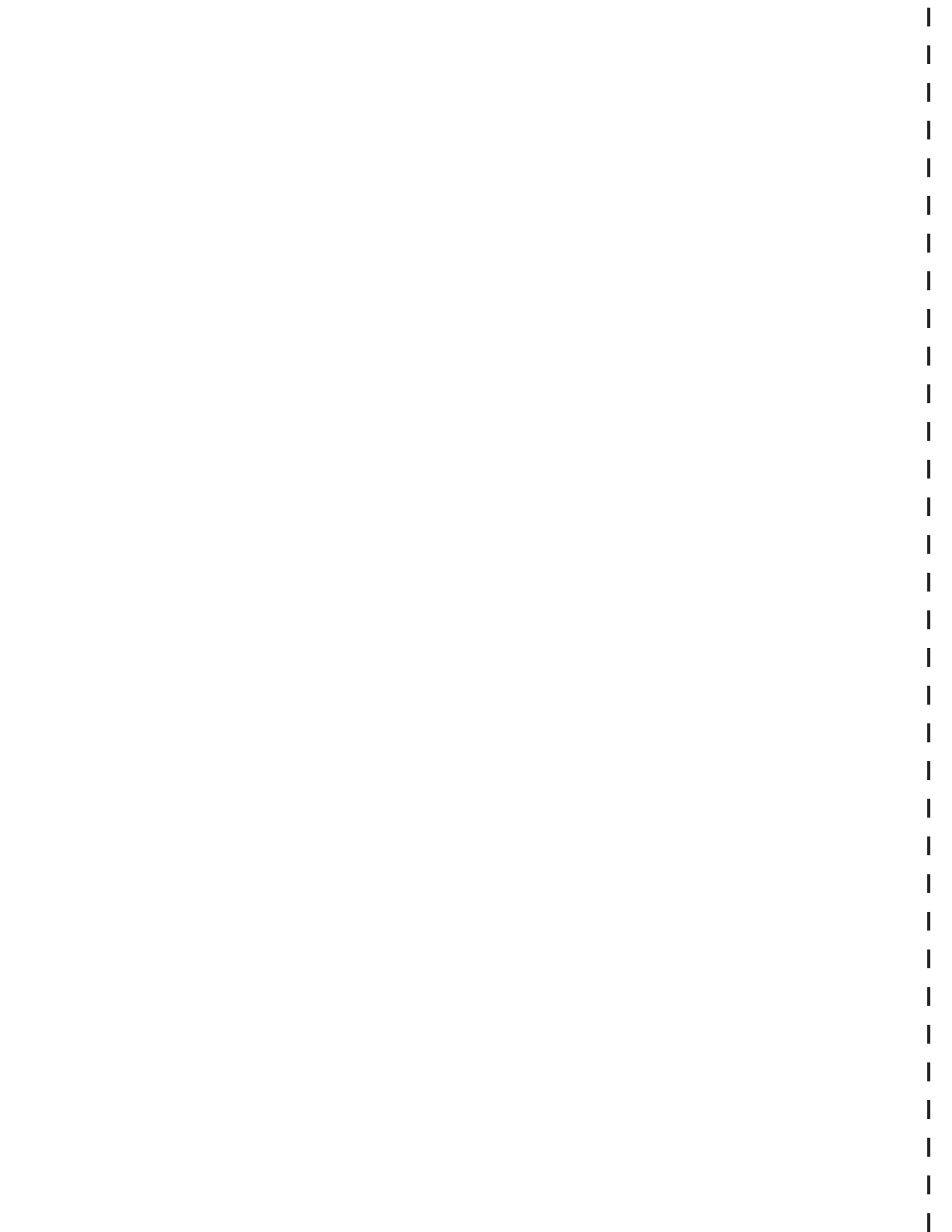
***Send form and check or credit card information to: Paula Piatt, POWA, PO Box 885, Sayre, PA 18840***

**POWA CONFERENCE 2023 HOTEL RESERVATIONS MUST BE MADE SEPARATELY BY MAY 18, 2023 to receive Group Rate**

**Room rates: \$89/night ~ Plus 6% PA sales tax and 5% Centre County Hotel Tax.**

**Ramada Conference Center, State College, PA 16801 – (814) 238-3001**

**NOTE: When you call, tell them you're with POWA so you can obtain the special rates use Group Code **POWA2023****





# POWA Centre County Itinerary

## May 18-21, 2023

### TENTATIVE

#### Thursday, May 18

Arrival at Ramada by Wyndham State College Hotel & Conference Center

**12-5 p.m.** – Registration table open in lobby

**6:30-8 p.m.** – Dinner on your own at Otto's Pub and Brewery

**8-11 p.m.** – Hospitality suite open at the Ramada (sponsored by Pa. Game Commission)

#### Friday, May 19

*Breakfast is included in Ramada room rate.*

**8 a.m.-5 p.m.** – Registration table open in lobby

**8 a.m.-about 12 p.m.** – Planned Outdoor Activities / Lunch on your own

**2-6 p.m.** – Activities at Scotia Game Lands and Shooting Range

**6 p.m.** – Barbecue dinner at Scotia Game Lands (sponsored by Pa. Game Commission)

**8-11 p.m.** – Hospitality suite open at the Ramada (sponsored by Pa. Game Commission)

#### Saturday, May 20 – At the Ramada

*Breakfast is included in Ramada room rate.*

**8 a.m.-12 p.m.** – Registration table open (near seminar room)

**8 a.m.-12 p.m.** – Craft Improvement Seminars & Programs

**12 p.m.** – Lunch (sponsored by Happy Valley Adventure Bureau)

**1-2 p.m.** – Membership Networking / All Individual and Supporting Members **2 p.m.** POWA Annual Membership Meeting

**\*\*POWA Board Reorganization Meeting immediately following**

**6-7 p.m.** – Social hour

**7 p.m.** – Awards Dinner & Raffles (sponsored by National Shooting Sports Foundation) Following Banquet – Hospitality suite open (sponsored by Pa. Game Commission)

#### Sunday

*Breakfast is included in Ramada room rate.*

Activities on your own

Depart

#### **Continued from page 8...**

member Happy Valley Adventure Bureau

From 1-2 p.m. come together for the first official "Networking Meet & Greet." We purposely set aside this hour for all members to interact. The committee is especially asking experienced members to seek new members and welcome them to feel more comfortable. Newer members are encouraged to seek advice and knowledge from longtime members, whom I've always found willing to help. Each of us has experienced being the uncomfortable, intimidated "newbie" at one time. Networking with friendly, knowledgeable and supportive members is the greatest advantage of POWA membership. Jump in!

At 2 p.m., we will gather for the all-important membership meeting. This is the greatest opportunity of the year to not only gain an understanding of what is happening with POWA, but to personally present concerns and ideas to the board and officers for the good of the order. This is when voting for changes or updates is often conducted.

The POWA Board Reorganizational

Meeting immediately follows the membership meeting. Supporting members are also encouraged to congregate briefly in another area to formulate thoughts that could benefit the organization.

The awards banquet remains the flagship of the conference. We moved the cash-bar social hour to 6 p.m., to allow a stress-free time for setup of the banquet area and raffle.

At 7 p.m., the banquet, again sponsored by the National Shooting Sports Foundation will begin. Recognition of 2022 Excellence in Craft Award winners will take place. If you have an entry, we wish you the best. Regardless, it is always a wonderful experience to be present and help the winners celebrate their accomplishments!

Just after the awards are presented, our fundraising raffle takes place. Here's a tip! Do not merely peruse the donated items and services to determine which appeals to your personal satisfaction. Examine every donation carefully, considering each as material to inspire or be used with a future story. You may even want to capture images on your camera

for future reference.

Your conference committee recognizes the cost of gasoline can be an issue. Therefore, we are including a special raffle that will be reserved exclusively for active members who live more than 50 miles from the conference center. (Google maps will be used to resolve any dispute). Six lucky, active members who demonstrate dedication to attend will win a \$25 gift card provided by Sheetz Petroleum Company to help defray costs.

#### Sunday

Meet with friends for breakfast.

This could be a perfect day to enjoy one of our offerings that you wished you could experience but were forced to ignore in pursuit of another. A visit to Penn State's Arboretum might be in order, or a visit to one of the other conservation parks nearby might be more to your liking. Sunday could be a great time to visit nearby Black Moshannon State Park, where members may choose to hike into the Black Moshannon Bog Natural Area.

Contact the Happy Valley Adventure Bureau for more ideas.

## Member News



Contributed Photo

Retired U.S. Army Col. Grey D. Berrier II had the privilege and honor of being the keynote speaker for the graduation ceremony of the Pa. Game Commission's 34th Class of the Ross Leffler School of Conservation. Held in Harrisburg on Feb. 4, 2023, the Commonwealth's 18 newest State Game Wardens were commissioned during the dignified ceremony after completing 44 weeks of challenging professional training.

Grey (POWA '13) is the great-grandson of Pennsylvania's very first Game Protector, "Big Joe" Berrier, who was commissioned with PGC Badge #1 in 1897. Grey's grandfather, John Berrier, also served as a Pa. Game Protector and proudly wore Badge #6.

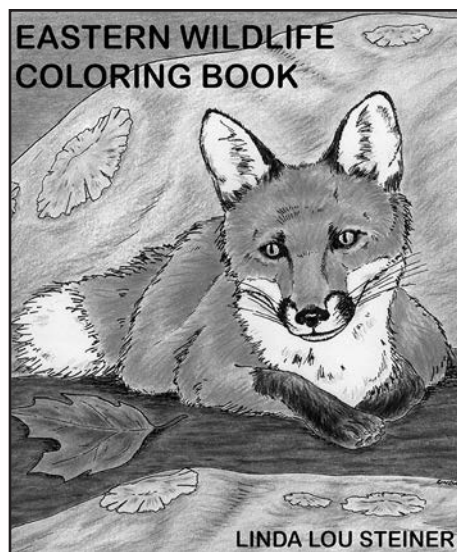
Grey shared with all those in attendance that while he had the distinction of proudly carrying "Big Joe's" genetic DNA into the auditorium, the graduating Game Wardens and all the Game Wardens in attendance, both active and retired, have the distinct privilege of carrying "Big Joe's" professional DNA to every part of Pennsylvania as they carry out their duties serving our citizens and protecting our valuable wildlife populations on a daily basis. A video of the graduation ceremony can be viewed on YouTube.

### Linda Steiner releases 'Eastern Wildlife Coloring Book'

Linda Steiner '80 recently published her "Eastern Wildlife Coloring Book." The book features 30 animals that are common to Pennsylvania: mammals, birds, fish, insects, reptiles and amphibians.

Opposite each page to color is a description of the animal and its lifestyle, written in an entertaining and informative manner. Additional drawings spotlight "Wildlife Extras," animals that are related to or share their habitat with the featured wildlife species.

From beavers, bears and butterflies to owls, trout and white-tailed deer, the book is both a nature lore read and an opportunity for artistic expression for those young and young at heart. At 8½ x 11 inches and 64 pages, the "Eastern Wildlife Coloring Book" is available at Amazon.com for \$7.99.



Contributed Photo

Linda Steiner '80 recently released the 'Eastern Wildlife Coloring Book' which is available for purchase at Amazon.com.

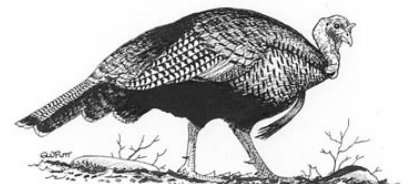
### POWA on the Web

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)





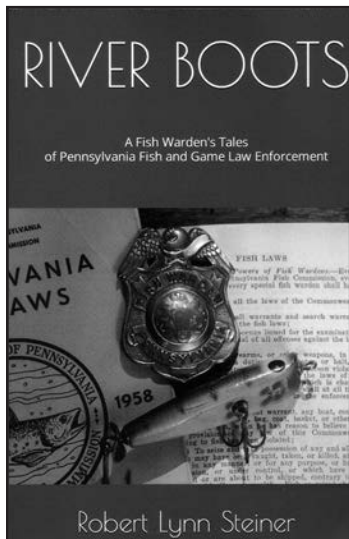
## Craft Improvement

# Selling 'River Boots'

By Linda and Bob Steiner

*Craft Improvement*

After the initial flush of pride when copies of your book, in our case "RIVER BOOTS – A Pennsylvania Fish Warden's Tales of Fish and Game Law Enforcement," arrive from the printer, the question becomes, "What are we going to do with it?"



First was to give copies to close friends and special relatives. Many we gifted in person. Then we ordered book-size boxes for mailing and also for the first part of the selling process. That is, promotion.

The book was listed online at Amazon.com (paperback and Kindle eBook), but how to let people know it existed? That answer was largely through fellow POWA members. We needed media exposure and POWAers need article, column and radio/TV interview fodder.

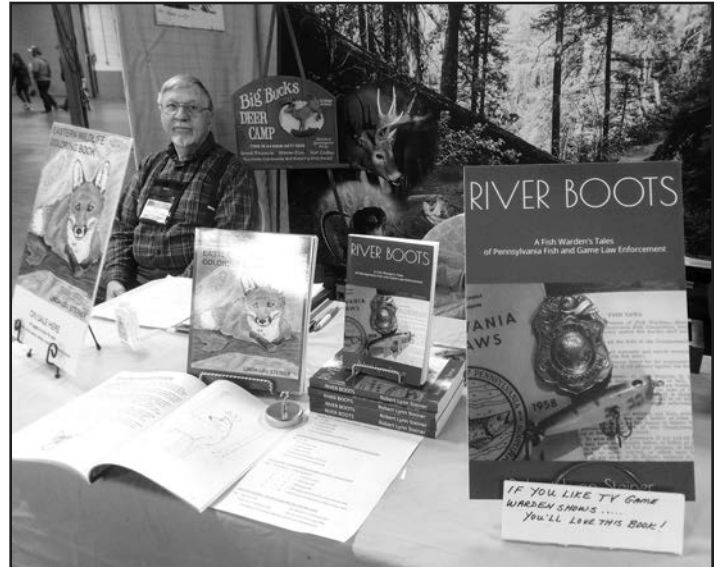
Some members were obvious, good connections. We also went through the directory to find more promotional "help on hand."

Linda prepared news releases about the book and readied photos of the cover and of Bob, for editorial use. We sent a release and photos to POWA for *PowWow* and to POWA members who had media outlets that would be most beneficial to us. The book takes places chiefly in northwestern and northeastern Pennsylvania, so we concentrated there, but also sent some to members with connections to statewide publications.

Beyond POWA, we targeted newspapers in the northwest and northeast regions, offering to do interviews and sending the news release/photo package via email. Multiple emails and calls were sometimes needed, and we sent copies of the book as requested for preview, but all this paid dividends in media exposure. Bob and "River Boots" have been on front pages, but even somewhere inside was great promo for the book.

Then there were magazines, some specific to the book's theme, such as "International Game Warden" and "Keystone Wardens," but also some farther afield, such as "Pennsylvania Magazine" and "Traditional Bowhunter," which have book review columns. When POWA informed us that PCN-TV was looking for Pennsylvania-subject books and authors, we contacted them and Bob was filmed for their "PA Books" program.

We took part in a local tourism festival and Bob will be telling stories from "River Boots" at several other events. We signed up to have the book, and promote POWA, at the organization's sport show booths this year. More venues are planned.



Linda Steiner Photo

**Bob Steiner works the POWA booth selling copies of his book – "River Boots" – during the Great American Outdoor Show held in Harrisburg in February.**

We chose to do all of our promotion "old school." We decided we weren't going to have a website or Facebook page or blog or Tweet or any of that. "River Boots" is as much "fun" as "profit" at this stage in our life.

Early on, we had ordered (online from Vistaprint) postcards with the book cover on the face and a blurb about the book on the back. These were sent to people we knew, personally and professionally, whom we thought might be interested in buying it. The postcards have also proved useful in our own selling of "River Boots" books, that is, to retailers.

This part of the article should be called, "Meeting Your Neighbors and Quirky Strangers One Book at a Time." We purchase author copies from Amazon for the cost of printing (plus shipping/sales tax) and then sell them to retailers at a wholesale price. We take a box of books, some postcards, news releases and our smiles and go on the road. This has meant an enjoyable day trip or days out, excuses to travel to other parts of Pennsylvania.

We've found that cold calls are best, that first personal contact. Then we can phone or email as a follow-up. We learned that when we go in a store we should carry more than one book. If we take one book and they don't ask for more, they buy just that one book. If we take several, we sell whatever we carry in, so the stop is worthwhile. When a store manager isn't in, we leave one of the book postcards with our information and revisit. If we sell books there, the card is left so we can be contacted for resupply. This is all probably Salesmanship 101, but we're new at it.

Where have we sold "River Boots?" Very few to bookstores. They seem to want to do consignment. We won't do that. We don't want to leave books and depend on the seller to keep track or put cash in an envelope for later pickup. We sell the book to the retailer, it is theirs and the transaction is finished. We invoice in select cases.

***Continued on next page...***

## Supporting Member News

# Chautauqua CVB announces 2023 communicator contest

The Chautauqua County Visitors Bureau, a supporting member of the Pennsylvania Outdoor Writers Association, announces its 2023 Chautauqua Outdoor Communicator Contest.

The contest is open to submissions from POWA members and other regional outdoor communicator organizations, which are published or aired between Jan. 1, 2023, and Dec. 31, 2023. There is no entry fee.

Organizers ask that you tempt the CCVB with your best published creative outdoor story and deliver a sense of urgency for readers or viewers to participate in any number of Chautauqua County outdoor adventures.

The submission deadline is March 15, 2024. Email submissions as a .pdf file or web link, if possible, to the address listed below. There is no limit on the number of submissions. All 2023 contest winners will be announced on April 30, 2024, by U.S. mail and will be included in a press release from the Chautauqua County Visitors Bureau.

This contest is a professional communicator Excellence-in-Craft competition, and the focus of stories or programs *must* address or highlight any of these categories of outdoor fun and adventure to be found in Chautauqua County, NY: Fishing, hunting, camping, hiking, biking, kayaking, boating and anything else regarding the Chautauqua outdoors, including our grape country – wine tasting, hops farming (microbreweries), Amish farms, etc.

The contest is open to media members from every form of public communication including daily, weekly and regional printed publications (newspapers, magazines, books), blogs, website stories, radio, TV and photography. The source of publica-

tion must be identified and included with submitted entries.

Three winners will be selected from the submissions and will be awarded cash prizes and a certificate for framing, as noted here:

- 1st prize: \$500 cash
- 2nd prize: \$250 cash
- 3rd prize: \$125 cash

Submit entries to Chautauqua County Visitors Bureau, Attn: Andrew Nixon at [nixon@tourchautauqua.com](mailto:nixon@tourchautauqua.com); Phone: 716-450-4569. The mailing address is Chautauqua County Visitors Bureau, PO Box 1441, Main Gate, Chautauqua, NY, 14722.

For more info on Chautauqua County, NY, visit [www.tourchautauqua.com](http://www.tourchautauqua.com).

*Continued from previous page...*

Our best customers have been campground stores, sporting goods stores and gift shops in outdoor tourism areas. These we expected. We didn't expect wineries, but we've learned to think "outside the box." We've sold to history museums; after all, "River Boots" is outdoor sports "history." Then there was the flower shop, hospital gift shop, chambers of commerce, a feed store, pharmacies (some have book sections), restaurants, coffeehouses, hardware stores, a truck plaza, deer ranch, boot shop and a brewery. So far.

Some were nearby, the "meeting your neighbors" part, while others were farther afield. There were certainly some "quirky strangers" that became "unique acquaintances" once we sold them a book. That has been another pleasure about selling "River Boots," meeting people, because everyone is a story.

\*\*\*

Note: As of this writing, "River Boots" has sold over 1,200 copies.

## Treasurer's Report

By John Allen, POWA Treasurer / Expenditures as of December 31, 2022

Income Accounts	Budget 22-23	Actual	% of Budget
Active Members' Dues	7,620	6,420	84
Supporting Members' Dues	6,900	4,800	70
Merchandise Sales	10	21	210
Craft Award Income	5,000	160	3
Cash Back Rewards Income	-	126	-
General Contribution	600	480	-
Spr. Conference (State College) Net	3,015	-	-
<b>TOTAL INCOME</b>	<b>\$23,145</b>	<b>\$12,007</b>	<b>52%</b>
Expense Accounts	Budget 22-23	Actual	% of Budget
Executive Dir. Stipend	11,100	3,675	33
Pow Wow (Print/Edit)	3,200	1,117	35
Member Awards	3,950	-	-
Membership Directory	900	-	-
Plaque Expenses	1,000	1,4805	148
Office Expenses	650	18	29
General Postage	700	626	89
Insurance	545	-	-
Credit Card Fees	50	-	-
Professional Fees	400	-	-
Website Expenses	50	-	-
Miscellaneous	100	-	-
Travel	500	-	-
<b>TOTAL EXPENSES</b>	<b>\$23,145</b>	<b>\$7,086</b>	<b>31%</b>
<b>Net Income</b>	<b>0</b>	<b>\$4,921</b>	

Cash Accounts as of December 31, 2022: General Fund, \$59,880; Youth Education Fund, \$4,140; Scholarship Fund, \$45,618; Jacquelin Knight CD, \$14,436; Board Designated, \$11,884. Total Cash Accounts: \$135,958.





## Market News

The National Wild Turkey Federation is a nonprofit conservation/education organization dedicated to the conservation of the North American wild turkey and the preservation of the hunting heritage. They publish two magazines, *Turkey Call* and *JAKES Country*.

**JAKES Country** is a bimonthly magazine for NWTf members — hunters, conservationists and everyone who cares about the outdoors lifestyle. It is an educational publication, dedicated to news and information of interest to young people. Their goal is to involve young people in preserving and transmitting the North American hunting tradition, to learn hunting tactics, tips for safe shooting and the character needed to be true outdoor sports fans.

**Turkey Call** is dedicated to everything from features and field research to updates on the latest products tailored to the turkey hunting enthusiast and conservationist. *Turkey Call* articles focus on the biology, distribution, history and hunting of wild turkeys. Articles range from 1,000 to 1,200 words (features), and 500-1,000 words (departments). Contact: [turkeycountry@nwtf.net](mailto:turkeycountry@nwtf.net).

**Traditional Bowhunter** was founded in 1988 to provide the bowhunting world with a comprehensive magazine dedicated to preserving and advancing the rich tradition of hunting with the longbow, recurve, and selfbow. Writers must be knowledgeable about traditional archery and bowhunting. Submissions should have a strong theme. Study back issues to appreciate editorial needs.

Hunting stories generally emphasize do-it-yourself, unguided hunts except in circumstances in which a guide is legally required. It is best to avoid the following subjects in the text: trail cameras, ORVs, cell phones, compounds, “scores,” and long discussions of “trophies. High quality photographic support represents an important element of most submissions. Good photo support greatly increases the chance of material being accepted. Try to include a broad selection of images providing the reader with a comprehensive view of the topic. Field photos of dead animals must

be tasteful and demonstrate respect for the hunt. Photos that capture the hunter and their game in the animal’s natural habitat are strongly suggested.

Feature articles run 1500 to 3000 words with few exceptions. Please query prior to submitting features that fall outside this range. Do not use line justification or non-standard fonts in the text. Do not insert images in text or organize text in columns. All material must be submitted electronically.

Sidebars as part of feature submissions in order to enhance the magazine’s layout and visual appeal are encouraged; please provide as part of submitted text. At the end of each submission, include a brief Author Bio Note and, if applicable, an Equipment Note. The latter should be limited to a brief description of bow, shaft, and broadhead that appear in the story.

It is advisable to send a query by email prior to submitting completed work. Include full contact information at least once with all submissions. An email address is especially important. The normal turnaround time will be four weeks for queries and eight weeks for unsolicited submissions. Only original, previously unpublished material and photography will be accepted. Queries and other correspondence related to editorial content should be directed to: [editors@tradbow.com](mailto:editors@tradbow.com).

**Blue Ridge Outdoors** accepts pitches for new contributions from experienced adventure and travel journalists. Stories that cover outdoor destinations, mountain sports, travel, culture, and the environment are of interest. The magazine’s coverage is based around its distribution footprint in the Southeast and Mid-Atlantic regions, so story ideas should relate to or be set in Appalachia and the Blue Ridge Mountains. Freelance contributions for reported features, outdoor news pieces, sport-based destination round-ups, and journalistic essays are acceptable topics. Unique, interesting angles on the adventure opportunities and scenic spots in the coverage area are of particular interest. Send all pitches, along with relevant clips, to [jedd@blueridgeoutdoors.com](mailto:jedd@blueridgeoutdoors.com).

### **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.

**Fly Fusion** is designed to be an aid to enhancing the reader’s angling skills rather than a map of how to get to the waters they fish. The magazine’s primary focus is educating the reader through instructionally based articles.

Authors are encouraged to think outside the box and come up with articles that both entertain and educate. Creativity is encouraged. Make sure to balance information with properly timed examples and anecdotes.

Feature articles should focus on a very specific topic. The subject should be instructional in nature. Topics can include, but are not limited to, any one of (or combination of) the following broad topics: Fish species, fly patterns, tying techniques/equipment, casting techniques, presentation, entomology, equipment or safety. Avoid writing articles that are strictly narrative, but within an article anecdotes are highly welcome. Feature editorial articles should be a minimum of 3,000 words (not to exceed 3,500 words). A selection of at least 20 photos must be supplied. Please include a wide variety of images (angles, content, creativity). Print photo essays and MOBI photo essays are also welcome.

Please submit a query letter first rather than a completed manuscript. Send an email outlining your article idea. The topic of your query should be unique, innovative and narrow in focus. The editorial calendar is planned on an annual basis and commitments are sent in the month of June. All queried submissions are accepted on speculation. It is preferred that all queries, correspondence, and submissions are emailed to [tojbird@flyfusionmag.com](mailto:tojbird@flyfusionmag.com). Learn more at [www.flyfusionmag.com/magazine/contribute](http://www.flyfusionmag.com/magazine/contribute).



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

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