



# POW WOW

Newsletter of the Pennsylvania Outdoor Writers Association

Spring 2025



Contributed Photo

The Bicentennial Tower is a key landmark at Erie's Bayfront and Dobbins Landing, not far from this year's host venue for POWA Spring Conference set for May 15-18.

## Craft Improvement seminars highlight Saturday sessions

By Lilace Mellin Guignard  
*Craft Improvement Committee*

Based on feedback from previous surveys, this year's conference will have three craft improvement sessions with a theme of "Making a Scene." Here's a sneak peek at what the session leaders have in store for attendees.

**Using Natural History Facts and Description to Develop Scenes** – Ben Moyer '83

Setting is important in nearly all writing. An authentic sense of place grounds the work geographically and boosts the reader's confidence in the writer's authority. Sense of place and setting can be enhanced through accurate references to the natural world. Attention to elements of vegetation, wildlife, geology, or climate, and precise references to those elements, will enhance a writer's credibility with the reader in all aspects of the writing.

I have been reminded of the importance of reference to nature through my recent association with the Writers Conference of

See **SESSIONS**, page 9

## Erie on the horizon

By Paula Piatt  
*POWA Executive Director*

Things are shaping up for a great conference in Erie. It's been a while since we've been to Northwest Pennsylvania and we're finding there's a lot to do there!

This year's conference is set for May 15-18 in Erie. First Vice President Brad Isles is working with Steve Sorensen, Grey Berrier, Lilace Mellin Guignard and Brian Kightlinger and their great local

knowledge. And our supporting member, VisitErie '08 is excited to have us in their backyard and are working with the committee on the itinerary.

Our host venue is the Ambassador Banquet and Conference Center, and its two adjoining hotel properties, the Hilton Garden Inn and the Courtyard by Marriott. Be sure to mention POWA when making your reservations to receive the \$129 per

See **ERIE**, page 6

## POWA seeks candidates for Executive Director position

The Pennsylvania Outdoor Writers Association is seeking a new Executive Director to replace the past director who has recently retired. This is a terrific opportunity for a communications professional who is looking for a leadership position that offers flexibility, along with the opportunity for entrepreneurship, creativity,

and the chance to interact with outdoor writers across Pennsylvania and beyond.

Formed in 1950, the Pennsylvania Outdoor Writers Association is the largest state outdoor writer organization in the country. With some 200 Active, Associate and Supporting Members, the primary reason for POWA's existence centers around craft

improvement – becoming better, more knowledgeable, more highly skilled communicators.

The mission of the Pennsylvania Outdoor Writers Association is to enhance the skills of its members, provide a strong

See **DIRECTOR**, page 2

## Director

from page 1

and resounding conservation message to the public, hold its membership to the highest ethical standards and provide a legacy for future generations of outdoor communicators.

### Position Description:

We are seeking a positive, organized, and effective leader who can advance POWA's mission, grow and diversify membership, and help to guide the organization through its next phase of growth and planning. **With assistance from the board, special committees, and officers, specific duties include:**

- Managing interactions with the Board of Directors
- Helping to develop and implement a 3-5 year business plan
- Managing the organization's website and social media channels
- Guiding the organization through technology changes and updates
- Organizing the annual Craft award program
- Raising funds, administering grants, working with donors and sponsors
- Identifying opportunities and finding ways to grow membership
- Organizing annual conference and other events
- Processing and vetting applications for membership, including Active, Associate, Apprentice, Student and Supporting members.
- Managing internal and external communications, such as the PowWow newsletter
- Organizing annual membership

## POMA invites POWA members to its annual conference in Ohio

The Professional Outdoor Media Association is holding its 2025 Annual Meeting at Ohio's Maumee Bay Lodge & Conference Center, hosted by Destination Toledo. The annual gathering will kick off early Monday morning, June 23 and conclude Wednesday evening, June 25.

POMA has extended an invitation for POWA members and members of outdoor media from surrounding states to attend the

campaigns and other special events

- Maintaining records pertaining to bylaws, duties, history, and membership
- Overseeing annual elections
- Maintaining the organization's budget and financial records.

### Qualifications:

We are looking for energetic candidates with non-profit leadership experience and a background in membership development and fundraising. Prior communications experience, especially related to the outdoors, is desired. There are no specific education requirements.

### Hours and Compensation:

This is a half-time salaried position with the opportunity for a great deal of flexibility. During busy times, commitment will be 20-25 hours per week, but at other times, duties might require as little as five hours per week. The annual salary is \$11,000-\$12,500 based on experience and qualifications. The position is a good match for someone who is semi-retired or an active professional who is looking for part-time remote work.

### Location:

This is a remote, work-from-home position. Pennsylvania candidates are highly preferred, but candidates from neighboring states will be considered. Some travel is expected, including site visits for and attendance at the POWA Spring Conference.

### Deadline:

Please submit application materials by May 31, 2025.

If interested, please send a cover letter and resume combined into single PDF file to POWA President Grey Berrier II at [gdberrier2@gmail.com](mailto:gdberrier2@gmail.com). Call 724-301-1824 or email with questions.

conference. View the meeting agenda here: <https://professionaloutdoormedia.org/annual-meeting/agenda>.

POMA is offering a coupon code (50off2025) to any member of POWA who registers. This is a 20% discount and includes meals throughout.

Whether you're a brand or a media guru, this is your perfect chance to share your story and make lasting connections that will take your business to new heights.

Email [Admin@ProfessionalOutdoorMedia.org](mailto:Admin@ProfessionalOutdoorMedia.org) with questions.

# PowWow

Spring 2025

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

### POWA Officers 2024-25

**President – GREY BERRIER II**  
118 Shenango St., PO Box 418, Pulaski, PA 16143; 724-301-1824; [gdberrier2@gmail.com](mailto:gdberrier2@gmail.com)



First V.P. – BRAD ISLES  
Second V.P. – BOB FRYE, JR  
Secretary – STEVE SORENSEN  
Treasurer – JOHN ALLEN

Board Chair – JERRY BUSH  
Board of Directors (term ending): BRADEN EISENHOWER ('25); RON ROHRBAUGH ('25); RICH FALER ('26); RANDY FERGUSON ('26); CHRIS ESPENSHADE ('27); LILACE MELLIN GUIGNARD ('27)  
Sup. Mbr. Rep. – SARA MUELLER  
Parliamentarian – DENNIS SCHARADIN  
PowWow Editor – BRAD ISLES  
POWA Legal Counsel - METTE, EVANS & WOODSIDE, Harrisburg, Pa.

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### Member contributors to this issue:

Grey Berrier '13, Ron Rohrbaugh '20, Jerry Bush '02, Paula Platt '10, Steve Sorensen '05, Ben Moyer '83, Lilace Mellin Guignard '20.

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## President's Message

by Grey Berrier II

### Spring brings new life, new experiences, and new opportunities to 'Tell the Story'

Allow me to share an interesting observation I have made about members of the Pennsylvania Outdoor Writers Association. This comes from years of interactions at our annual conferences, manning our booth at outdoor shows, phone calls, videoconferences, and time spent together afield.

I believe our members all possess an exceptionally high "Curiosity Quotient."

It's been sadly noted that children are born with an innate sense of curiosity regarding the world around them, but most adults lose their sense of awe and wonder as they age, and by the world's standard "mature." Tragically, that often means they lose touch with the natural world around them as they pursue making a living and live their daily lives. Fortunately, POWA members are an exception and thrive on pursuing their lifelong curiosity of the great outdoors.

You've probably received the same question I've heard from my readers. "How to do come up with something to write about every week?" Regardless of whether you write, paint, sketch, broadcast, podcast, or blog, I truly believe it is your innate sense of curiosity that drives you to try new things, see new things, visit new places, experience new things, and develop a new perspective. All so you can eagerly share what you've learned with others in whatever medium you choose to communicate in. That entire process is a passion, a "labor of love" if you will, which keeps you going throughout your outdoor communications career and inspires "the next great story" to spring from your mind into existence.

Curiosity is what makes us hike new trails to see what's over the ridge, paddle a new waterway to see what's around the river bend, and constantly try new things so we can learn for ourselves and share that experience with others. I know they say, "You can't teach an old dog new tricks," but any professional outdoor communicator worth their salt is willing to try a new spot, new tactic, new gear, or new way of doing something (even if it is going back to an old way) if there is a potential story to be told.

I recently acquired two cap-and-ball revolvers. Now, this life-long muzzle-loading rifle enthusiast is starting out as a novice with a steep learning curve. I know I will get several stories out of my cap-and-ball revolver exploratory experience as I enthusiastically share my saga with others. Putting the small #10 percussion caps on the cylinder's nipples while seated on a shooting bench tests my manual dexterity. I now have a new appreciation for Civil War soldiers who completed this task on horseback in the midst of battle.

What is something new you want to try and then tell others about? I'm sure there is something in the realm of fishing, hunting, hiking, paddling, photography, bird-watching, foraging, or



myriad other outdoor subjects your curiosity draws you to, and you are looking forward to sharing with others in the medium of your choice.

Curiosity keeps the well of story ideas filled for a lifetime. I cherish reading and seeing the works of both our more senior POWA members and our newer members as you continue to have new and fresh ideas to communicate with your audiences. Your professionalism and passion inspire me to continue writing in order to touch as many lives as possible, like you have with your works!

Gathering with curious, like-minded individuals is what led me to attending the Great American Outdoor Show in Harrisburg on Feb. 7 and 9, and the USA International Sportsmen's Show in Monroeville in Monroeville on Feb. 14 and 16 to help man our POWA booths at both events to share our corporate passion for the outdoors with everyone in attendance. Spending time with Dennis Scharadin, Paula Piatt, John Allen, and Tyler Frantz, along with John and Tyler's family members at the POWA Auction on Feb. 9 in Harrisburg was eye-opening and exciting as a first-time participant in our largest annual fundraising effort. It was a blessing to have my dad accompany me in Harrisburg and he was truly impressed by the professional POWA company I have the privilege to keep. Whether you realize it or not, you are an integral part of a distinct Band of Brothers and Sisters with a common purpose to tell the outdoor story!

See *STORY*, page 5

# Executive Director's Report

by Paula Piatt,  
Executive Director

The 2025 membership drive has been completed. As of March 31, we have 128 individual members and 61 supporting members.

The following individual members have not renewed their membership this year: student members Brandon Bixler, Christian Crabtree and Rocky Finnegan; associate member Eric Zimmerman; and active members Peter Brookes, Bob D'Angelo, Don Feigert, Edward Korinko, John Mahn Jr., Will Meiser, Donna Rae Rutan, Dana Twigg and Eric Zimmerman. Supporting members not renewing include: the American Sportfishing Association, Destination Niagara USA, the Jacobsburg Historical Society, Neshannock Creek Fly Shop, the Pennsylvania Chapter of Backcountry Hunters & Anglers, Range Resources – Appalachia, LLC, Saegertown Precision Plasma, Taurus Holdings, Inc., and Toyota.

We have welcomed some new members recently – associate member Rebeca Costello of Pittsburgh, and active members Jimmy Guignard of Wellsboro and David Kelley of North East. Our newest supporting members are Lively Legz Flyfishing of Ford City and Visit Lawrence County in New Castle. Please reach out and welcome them to POWA!

We are continuing our membership recognition for 2025. We have two new Campfire Elders this year: Wayne Brensinger and Ron Koch who joined POWA in 2000.

Our anniversary members this year are: 5 years: Lilace Mellin Guignard, William Hindman, George Konetes and Ron Rohrbaugh; 10 years: Michael Huff, Christian Shane and Robert Small; 15 years: William Boggs, Paula Piatt, Melody Schell and Jeff Wolesslagle; 20 years: John Allen, Brad Isles, Ralph Scherder and Steve Sorensen; 25 years: Wayne Brensinger and Ron Koch; 35 years, Jack Paluh; 40 years, John Kasun; 45 years: Gerry Putt, Linda Steiner and Richard Tate; 50 years: Robert Kirschner and David Thompson; and 55 years, Jim Fitser.

Our anniversary supporting members

this year are: 10 years: Chesapeake Bay Foundation; 15 years: Visit Luzerne County; and 30 years: Hawk Mountain Sanctuary Association and Pennsylvania Wildlife Habitat Unlimited.

An updated digital directory, valid as of April 1, 2025 is now available on the website. For those requesting a printed copy following the Dec. 31, 2024 deadline, you will be receiving one via USPS.

Letters for the 2025 membership audit have been sent out. Audited members this year include: Bill Boggs, Lilace Mellin Guignard, William Hindman, Michael Huff, George Konetes, Paula Piatt, Ron Rohrbaugh, Melody Schell, Christian Shane, Robert Small and Jeff Wolesslagle. If you haven't already done so, please return your materials promptly to Audit Chair Jerry Bush.

The 2025 Kermit Henning Youth Education Grants have been awarded. Fourteen organizations shared in \$8,800 in funding to serve youth education opportunities throughout the state.

This year's award recipients were: Bertsch-Hokendauqua-Catasauqua Watershed Association (\$700), Blue Ridge Rifles (\$200), Brandywine Red Clay Alliance (\$700), Cameron County Outdoor Youth Activities (\$700), Camp Compass (\$700), Capital City Bassmasters (\$700), Dauphin County Office of Parks and Recreation (\$700), Friends of Schuylkill Parks and Recreation (\$700), Ned Smith Center for Nature and Art (\$700), Orwigsburg Area Free Public Library (\$400), Perry County Sportsmen's Association (\$700), Schuylkill County Sportsmen's Association (\$500), PA Wildlife Habitat Unlimited Inc. (\$700), Wildlife Leadership Academy (\$700) and York Area Sportsmen for Youth (\$700).

Thanks to Auction Chair Dennis Schardin for his tireless work again this year on the auction, to all who volunteered at the Great American Outdoor Show booth and to all the members who donated items for the auction. This program would not

**Continued on next page...**



## New Supporting Members

### Lively Legz Flyfishing '25

2301 Elm Drive

Ford City, PA 16226

Phone: 724-664-4081

Website: [livelylegz.com](http://livelylegz.com)

Facebook: [@livelylegzflyfishing](https://www.facebook.com/livelylegzflyfishing)

Instagram: [livelylegz](https://www.instagram.com/livelylegz)

YouTube: [living4theoutdoors](https://www.youtube.com/channel/UC...)

Contact: Mike Saxion

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

### Visit Lawrence County '25

229 Jefferson St. Ste 101

New Castle, PA 16101

Phone: 724-654-8408

Website: [www.visitlawrencecounty.com](http://www.visitlawrencecounty.com)

Facebook: [@VisitLawrenceCounty](https://www.facebook.com/VisitLawrenceCounty)

X: [@visitlawrenceco](https://www.x.com/visitlawrenceco)

Instagram: [@visitlawrencecounty](https://www.instagram.com/visitlawrencecounty)

Contact: Ginny Colella

Email: [gjacob@visitlawrencecounty.com](mailto:gjacob@visitlawrencecounty.com)

## Supporting Member Changes/Corrections

The following contact change was received.

### Visit Mercer County '22

Carmen Aiello

[caiello@visitmercercountypa.com](mailto:caiello@visitmercercountypa.com)

**...Continued from previous page**

exist without your help and support.

Work continues on the 2025 conference in Erie. There’s a great lineup of speakers and seminars throughout the weekend and we’re looking forward to visiting a corner of the state we haven’t seen in a while.

As you receive the conference information, I would urge you to return your registration as soon as possible and avoid last-minute entries as we transition to a new executive director.

Speaking of which, this will be my last ED report for *PowWow*, as my last day “on the job” was March 31.

It has been a privilege to work alongside the officers, the boards and the membership of POWA through the years. I hope I have helped moved the organization along toward its next 75 years and am confident that POWA will remain the best outdoor media organization in the country.

Thank you, to all who have helped, in any way, during my time as ED. Your contributions have certainly been appreciated.

**New Members**

**Rebeca Costello '25**

Associate  
125 Third St.  
Pittsburgh, PA 15229  
Allegheny  
Phone: 412-215-9386  
Email: bassngal22@yahoo.com

**James Guignard '25**

Active  
18 Riberolle St.  
Wellsboro, PA 16901  
Tioga County  
Phone: 570-404-3249  
Cell: 570-662-4592  
Email: jguignar@commonwealthu.edu

**David Kelley '25**

Active  
8812 Dougan Rd.  
North East, PA 16428  
Erie County  
Phone: 814-860-0500  
Email: dkelly3325@gmail.com

**Story**

*from page 3*

There is definitely a “glue” that holds great organizations together and moving forward. For the past seven years our Executive Director, Paula Piatt, has been that driving force. I’ve had the privilege to work closely with her and I’ve come to truly appreciate her professionalism, wisdom, caring, and work ethic.

Please join me in recognizing Paula’s many years of devoted service to POWA as she retired on March 31, 2025 and we can definitely say, “Job well done, it has been a privilege to serve alongside you!”

I look forward to seeing all of you in Erie, May 15-18, for our 2025 POWA Spring Conference. May you have a blessed spring

afield and on the water, pursuing whatever leads to your next story or illustration! There is definitely a “glue” that holds great organizations together and moving forward. For the past seven years our Executive Director, Paula Piatt, has been that driving force. I’ve had the privilege to work closely with her and I’ve come to truly appreciate her professionalism, wisdom, caring, and work ethic.

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**2024/25 POWA Committees**

<u>Committee</u>	<u>Chair</u>	<u>Liaison</u>
Awards .....	Grey Berrier	Chris Espenshade
Craft Improvement.....	Ben Moyer	Lilace Guignard
Ethics.....	Mark Nale	Ron Rohrbaugh
Executive Committee.....	Jerry Bush	
Financial Auditing.....	Bob Frye	Rich Faler
Fundraising .....	Dave Bates	Jerry Bush
Logo .....	Brad Isles	Jerry Bush
Media/Technology/Publicity.....	Brad Isles	Chris Espenshade
Membership Audit .....	Jerry Bush	Brad Isles
Membership Development.....	Grey Berrier	Lilace Guignard
Member Screening .....	Don Knaus	Steve Sorensen
Nominating .....	Kyle Hey	Rich Faler
Organizational Documents.....	Marshall Nych	Jerry Bush
Outdoor Press Outings .....	Steve Piatt	Ron Rohrbaugh
Past Presidents Council.....	Jerry Bush	Jerry Bush
Scholarship.....	Grey Berrier	John Allen
Sports Shows (Harrisburg).....	Dennis Scharadin	Braden Eisenhower
Sports Shows.....	Brad Isles	Randy Ferguson
Supporting Member Development.....	Jerry Bush	Randy Ferguson
Youth Education Grants .....	Dennis Scharadin	Braden Eisenhower
75th Anniversary .....	Dennis Scharadin	Grey Berrier
Logo .....	Brad Isles	Bob Frye

## Erie

*from page 1*

night (plus tax) group room rate. An upcoming email will include direct links to the hotels' group rate webpages.

It all opens Thursday night with our on-you-own dinner at one of the area's great restaurants. We're working to bring in a local speaker to give you even more stories to take home.

Friday is for fun (and profit!) as we offer several opportunities. There are limited turkey guides available, but we will have directions to some local public land that is known to hold birds. For fishing, we have secured a charter through Gypsy Lynn Fishing Charters and Captain Joe Mellish. He's not able to offer a complimentary charter this year but will welcome between four and six members for a Friday morning charter. The cost per attendee is based on the number registered. Please see the registration form for details and maybe connect with some other members to put the morning outing together before registering.

We've lined up two tours in the area for Friday morning. Members can meet at the Tom Ridge Environmental Center for a private tour and then explore Presque Isle State Park. The Pa. Fish and Boat Commission has also offered a tour of the Union City Aquatic Conservation Center, its mussel rearing facility. Both will offer story ideas and video opportunities.

The deadline to register for all of these outings is Friday, May 10.

Friday, the Pennsylvania Game Commission '08 will once again sponsor our evening BBQ. We'll be meeting at Asbury Woods, a nearby property with over 234 acres and five miles of trails, beginning at 2 p.m. for networking and a chance to tour the property, followed by the BBQ and message from the PGC at 6 p.m.

Saturday morning, we've added a breakfast at the hotel (generously sponsored by BoatUS '19 and SONS of Lake Erie '09) so you won't have to leave the building to get the day started. Then we'll get down to business with a morning full of craft improvement and newsmaker sessions. Our newsmaker of the morning is Capt. Eric Guerrin of TowBoatUS Erie PA. He's a longtime Erie charter captain and will



Tom Ridge Environmental Center Photo

**The Tom Ridge Environmental Center is one of the optional activities for Friday. TREC is an educational center dedicated to teaching visitors about the 3,200 acres of Presque Isle and the many different forms of life that inhabit the peninsula. It also serves as a center for research, contributing to conservation efforts and promoting environmental awareness.**



Contributed Photo

**The Feather Overlook at Presque Isle State Park provides an excellent view of a wetland ecosystem on an inlet of Presque Isle Bay, adjacent to Leo's Landing.**

present an overview of the lakeshore, its development and some of the challenges it is seeing.

Three great Craft Improvement sessions are in the works thanks to Lilace Mellin Guignard '20 and Ben Moyer '83 of the Craft Improvement Committee with the theme of "Making a Scene."

Ben will present "Using Natural History

Facts and Description to Develop Scenes" while Lilace will offer "Being concise without sacrificing narrative and voice: Facing the 500-word story and short attention spans" and Linda Stager '16 will wrap up with "Tips for Using Cell Phones to Shoot Stories." See more details in the accompanying article.

**Continued on page 9...**

# POWA ANNUAL CONFERENCE 2025

May 15-18, 2025; AMBASSADOR BANQUET & CONFERENCE CENTER, ERIE, PA

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. EXCEPTION: Guests attending only the Saturday banquet pay the meal fee. Children 12 and under pay the meal fee for each event**

## Early Bird Raffle Ticket Sales

General Bucket raffles 1 bundle = 20 sheets of 5 tickets (added to your registration packet) \$30.00 x \_\_\_\_\_ bundles = \$ \_\_\_\_\_

**Meals** Registered attendees pay nothing for meals (N/C). Non-registered guests must pay for meal (cost in parentheses, including children.) Please include numbers for all in attendance for our planning purposes.

	# persons	
Thursday On-Your-Own Dinner, TBD	_____ =	self pay
Friday BBQ (sponsored by the Pennsylvania Game Commission)	_____ =	N/C (\$25 for all)
Saturday Breakfast (sponsored by BoatUS & SONS of Lake Erie)	_____ =	N/C (\$29; \$25 kids 3-12; free under 3)
Saturday Lunch (sponsored by VisitErie)	_____ =	N/C (\$34; \$26 kids 3-12; free under 3)
Saturday Awards Banquet (sponsored by NSSF) Chicken Cordon Bleu	_____ =	N/C (\$38; \$26 kids 3-12; free under 3)
Saturday Awards Banquet (sponsored by NSSF) Pan Seared Salmon	_____ =	N/C (\$42; \$26 kids 3-12; free under 3)
<b>TOTAL MEAL FEES</b>	\$ _____	

## Friday 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. Active members are given preference where the number of participants is limited. On-your-own activities may be available, and will be included in conference emails and the registration packet. Please note deadline to register for all guided activities is MAY 10.**

**Turkey hunting** – Limited guides; we will have directions to public lands with potential flocks. Requesting guide? \_\_\_\_\_

**Fishing – Guided Lake Erie Charter.** There is a limit of 6 for this charter and a minimum of 4. The final price per person (payable to the charter captain) will depend on the number of attendees: 4 people = \$190 per person; 5 people = \$170 per person; 6 people = \$160 per person. Deadline is May 10 to register. Cancellation following the registration may result in charges following discussion with those participating in the outing. (Only pay \$20 registration now to reserve your spot.) \_\_\_\_\_

**Tour – Tom Ridge Environmental Center / Presque Isle State Park** \_\_\_\_\_

**Tour – Union City Aquatic Conservation Center Guided, PFBC mussel rearing facility** \_\_\_\_\_

**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: POWA, 147 Swain Hill Rd., Harmony, PA 16037• Questions? Call 724-967-2832**

**POWA CONFERENCE 2024 HOTEL RESERVATIONS MUST BE MADE SEPARATELY BY MAY 1, 2025 to receive Group Rate**

**Room rates: \$129/night ~ Plus 6% PA sales tax and 7% Erie County Hotel Tax**

**Rooms are split between two adjoining properties**

**Courtyard by Marriott, 7792 Peach St., Erie, Pennsylvania, USA, 16509 – (814) 860-8300**

**Hilton Garden Inn, 2225 Downs Drive, Erie, Pennsylvania, 16509 – (814) 866-1390**

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

# Conference Registration Form



Return to:

POWA

147 Swain Hill Road

Harmony, PA 16037



...Continued from page 6

Lunch at the Ambassador is sponsored by our hosts and supporting member VisitErie, followed by our annual general membership meeting and the announcement of the new officers and board members. We'll also have an opportunity to speak with Tim Schaeffer, executive director of the Pa. Fish and Boat Commission. The afternoon also includes a great opportunity to network with our individual and supporting members.

It's all capped off Saturday night with the annual Excellence in Craft Awards banquet sponsored by the National Shooting Sports Foundation '88. One of the largest awards programs in the country, POWA will recognize nearly 30 award winners. We'll finish the evening with our fundraising raffle and, of course, our hospitality suite, sponsored this year by the Chautauqua County Visitors Bureau.

If you are a new member since the last conference, remember that you are our guest at the conference. We'll pick up your registration fee. All you have to do is get there and cover your room costs.

See you in Erie!



Contributed Photo

**The U.S. Brig Niagara, otherwise known as Flagship Niagara, represents one of the most historically authentic tall ships in the United States. This version of "the Brig" is a replica reproduction of Oliver Hazard Perry's relief flagship during the American victory at the Battle of Lake Erie on Sept. 10, 1813. The ship is homeported at the Erie Maritime Museum.**

## Sessions

from page 1

Northern Appalachia (WCoNA), a regional writers' organization that does not necessarily emphasize "outdoor writing," but certainly recognizes the importance of the outdoors and nature in this region. Through participation in WCoNA discussions, I've learned that all writers acknowledge the importance of the natural world to setting, but many lack the knowledge and observational skills to make the most of trees, birds, fish, or landscape in their work.

Members of POWA are in an excellent position to utilize the natural world in their work because they've been immersed in the outdoors throughout their lives, and harbor strong feelings of affiliation with nature. The portion of the seminar I'll present will remind participants of this advantage they hold and encourage them to develop it further in their current work, or in poetry, essay, non-fiction, or novel writing should they feel motivated to pursue those genres.

**Being concise without sacrificing narrative and voice: Facing the 500-word story and short attention spans** – Lilace Mellin Guignard '20

Whether writing for print or the web, nowadays we are frequently told to do more with less. As an editor, I routinely assign stories of 400 or 500 words, and I write many of them myself. When I say 400 words, that's what I mean. The page size doesn't change, even for a great story. Rule #1: good writing is writing that accomplishes the purposes of that assignment. A great piece that an editor has to cut and reshape will make them think twice before assigning you another one. Building off Ben's points in the previous session, I'll add techniques that enable a writer to do more than one thing at a time — without sacrificing voice or style. We will look at examples and play with our new tools.

**Tips for Using Cell Phones to Shoot Stories** – Linda Stager '16

At our local photo club, we have a saying: "The best camera to use is the one you

have with you." For most writers providing their own images, this means a cell phone.

At first thought, folks might think that means having a long lens and professional-style camera available to take photos to illustrate articles. In many cases, that is still the equipment of choice, but there are times when a cell phone camera can do a credible job, too.

Cell phones these days are powerful pieces of pocket-sized equipment and with the right post processing, photo files can be usable for more than just snapshots.

In this session, we'll explore opportunities for using the phone that's in your pocket to take professional photos, and I will share some examples of the successful use of my cell phone as a professional photographer.

This perspective on the cell phone writers have with them most of the time will have participants rethinking its capabilities and how much equipment they really need to carry in crafting stories for publication.

## Craft Improvement

# Build in ‘buffer time’ for enjoyment and a better product

By Lilace Mellin Guignard  
and Ben Moyer

*POWA Craft Improvement Committee*

As writers and communicators, we often find ourselves up against deadlines for our columns or assignments. This is an understandable situation confronting busy people. But starting a story right before its deadline means we don’t allow time for improvement or play—with language, with ideas.

Writers who don’t procrastinate usually enjoy the writing process more. That’s a personal reason to start early, but the professional reasons are many. Finishing work right at its deadline also deprives us of an important asset we could employ to produce better copy and content. That asset is time to review and revise.

Adequate time for revision can be eye-opening for a writer. For an exercise, read a piece a few days after you submit it to your editor, especially one you finished and sent as the deadline pressed. You’ll notice things you could have done better—if you’d had time to re-work its organization, structure, and phrasing.

We’ve both done this in the past and have even asked editors to make changes after submission. But editors appreciate writers who avoid that. Submitting less than your best, then asking editors to make alterations, is unprofessional. Any publication we produce work for deserves professional effort on submission.

Upon re-reading, you’ll notice a phrase you struggled with on first writing. Somehow, as if by magic, a better way of saying the same thing will arise in your mind. This works best if you can re-work the piece a couple of days after its initial “completion.”

Ben is fortunate to write columns on a regular schedule for several publications. To avoid last-minute submissions deprived of revision, he sets self-imposed deadlines a couple of days before the actual date when work is due. He is not always successful at this, but by working toward this ideal, the habit becomes more ingrained. His deadlines arrive in the same rhythm as always, but he has a day or two to revise each assignment, because he built in a “buffer.” Try it.

As a freelance magazine writer, Lilace knows she does better work when there is time after doing the reporting to consider a variety of options for creatively presenting the story. What hook works best and sets the reader up for what follows? How can the story arc continue through to the last paragraph? As an editor, Lilace sees how writers who don’t wait until the deadline nears turn in better work. And that’s not even addressing the risks they take of their subject being unavailable or not quickly returning calls.



Time to revise enables a writer to find and correct different kinds of shortcomings in their writing. While revising during your built-in buffer, look for these overlooked faults in your work.

1. **Weak or redundant words and phrasing:** When you’re working fast at deadline, fluffy phrases sneak into your prose. You’ll notice these after some time away. Say the same thing, cleaner and leaner, with fewer but harder-working words. Lilace searches for the word “just”—her gremlin.
2. **Lazy clichés:** These sneak into our writing in the same way as weak words. One Ben has noticed in his work is “at that point in time.” That’s fluff he could eliminate by choosing the appropriate word “now” or “then.”
3. **Useless adverbs:** Adverbs, verb modifiers ending in “ly,” make pithy prose. We serve the reader better by dumping the adverb and employing what Ben calls a “vivid verb.” Here’s an example: “The deer jumped gracefully over the fence” is better as “The deer vaulted the fence.”
4. **Paragraphs or sentences out of order:** Re-reading later is the best way to detect murky organization. Moving, even by cutting and pasting, a paragraph to a different place, or rearranging the order of sentences in a paragraph, can improve a column’s clarity. Often, you can improve your work by moving a paragraph from the body to the beginning. Sometimes, you’ll find your strongest lead buried in your own text, often as the second paragraph.
5. **Keep a list of your own frequent mistakes:** We’ve done this, and it works. Listing errors you make often puts you on the alert for their detection.

We all acknowledge the value of re-reading and revision. But the press of deadlines can limit our use of this important part of writing. Try to build in “buffer time” ahead of your actual deadlines, then use that for revision. Editors will notice, and readers will have a more enjoyable experience because they can tell when someone enjoys writing a piece.

Most important, you’ll know you’ve given your best work.

# Meeting Minutes

## POWA Board of Directors Meeting

January 28, 2024

Goole Meet

Chairman Kyle Hey called the meeting to order at 6.30 p.m.

Present: Hey, ED Paula Piatt, President Jerry Bush, Ron Rohrbaugh, Tom Tatum, Rich Faler, Parliamentarian Dennis Schradin, Brian Kightlinger, Brad Isles, Braden Eisenhower, Grey Berrier, Sara Mueller, Randy Ferguson, and Secretary Steve Sorensen. Absent but excused: Treasurer John Allen.

*\*Motion* to approve Minutes of the Sept. 17, 2023 Board of Directors meeting by R. Faler. Approved.

**Executive Director's Report:** (P. Piatt) Our 2024 Membership Campaign started Oct. 1. As of Dec. 31, 2023, we had 125 individual members (of 146) renewed; 55 supporting members (of 70) renewed. Some supporting members are expected to renew in their new fiscal year. An updated digital membership directory will soon be uploaded to the website. The printed directory has been printed and mailed. The application period for the 2024 Kermit Henning Youth Education Grant Fund closed Dec. 31, 2023, with 14 applicants. Funding will come from the 41st annual Sportsman's Auction at the Great American Outdoor Show in Harrisburg, Feb. 11.

**President's Report:** (J. Bush) Our system makes it difficult to accomplish much in a year. As a president with a large agenda, I would like the BOD to consider adding a meeting annually. Instead of waiting to meet in September, I believe that the membership would be served better if the first meeting would be held no later than July while everyone is still energized after the conference. I desire to have the board reduce the requirement from 30 years to 25 years for recognition as a Campfire Elder. I am still hopeful that we will be able to vote for a new logo at the membership meeting in May. The Technology Committee is examining ways that we could vote online. It appears that the apprentice membership category is proving worthwhile, with two or three people signed up. We are surveying members to research whether a month other than May is more desirable for members and supporting member representatives to attend our annual conference.

**Supporting Member Representative**

**Report:** (S. Mueller) Nothing to add to the written report.

*\*Motion* to accept the Executive Director, President and Supporting Member Representative reports by B. Isles. Approved.

**Treasurer's Report:** (J. Allen) Tabled until J. Allen is able to submit his report.

**Correspondence:** (P. Piatt) There has been a significant amount of correspondence since the September meeting. It is available for review by any member who would like to see it.

## CONFERENCES

**2024 Luzerne County:** Planning continues for the May 16-19, 2024, Luzerne County conference, headquartered at the Holiday Inn East Mountain, Wilkes-Barre, Pa. Group rate. \$109 (plus tax – breakfast included). A full slate of activities, craft improvement and newsmaker sessions is nearing completion, concluding with Saturday afternoon membership meeting and Saturday evening Awards Banquet.

## COMMITTEE REPORTS

**Awards** – Consideration is being given to making the Best Book Award an annual award. Further discussion is needed.

**Craft Improvement** – As posted.

**Ethics** – As posted.

**Financial Audit** – As posted.

**Fundraising** – As posted.

**Media/Tech** – As posted.

**Membership Audit** – As posted.

**Membership Development** – Action requested: That apprentice members' dues and qualification be clarified.

*\*Motion* that apprentice members pay full annual dues for the first and second year, but have 18 months to qualify for membership, when our regular membership dues are based on a period of 12 months at a time by B. Isles. Approved.

**Membership Screening** – The committee reported that we have five new members: two active, one associate, one apprentice and one supporting.

**Nominating** – Action requested: That the board consider and approve the changes to ballot timeline and put the Constitutional amendment before the membership this March.

*\*Motion* that the membership be notified 120 days (rather than 70) prior to the scheduled annual spring member business meeting that a slate of candidates has been chosen, and that additional candidates may be nominated by petition containing the signatures of at least 12 current active

members. The chairman of the Nominating Committee *must* receive the petitions within 45 days rather than 30 of the date on which the membership has been notified the committee has completed its selection process by B. Isles. Approved.

**Organizational Documents** – Action requested: That the board approve the changes to ballot timeline and put the Constitutional amendment before the membership this March.

*\*Motion* that the changes to the Duties Manual recommended by the Nominating Committee be approved by T. Tatum. Approved.

**Outdoor Press Outings** – As posted.

**Past Presidents' Council** – As posted.

**Scholarship** – Action requested: The committee requests that the board examine the Will Johns Scholarship eligibility requirements to open to other schools besides Penn State's main campus and University of Pittsburgh-Johnstown, in an effort to get more applicants.

*\*Motion* that the Board approve the committee's request to open up the Will Johns Scholarship opportunity to other Pennsylvania colleges by B. Isles. Approved.

**Sport Shows** – As posted.

**Supporting Membership Development** – As posted.

**Youth Education Grants** – As posted.

## SPECIAL COMMITTEE REPORTS

**Logo** – B. Isles the committee is ramping up activity.

**Exploratory Committee on Conference Scheduling** – B. Kightlinger reports that more than 30 people have responded to his survey about preference for when the conference is held.

**Conservationist of the Year Award** – As posted.

## OLD BUSINESS

**3-5 Year Future Plan:** We need to make sure we keep our attention on this at each meeting, so that we can develop our thinking on this. This, for the time being, will be in our Old Business agenda item.

**Production of "75 Years of POWA" book:** Tabled until Item 2 of New Business.

**Campfire Elder program:** *\*Motion* to reduce the milestone for being a Campfire Elder from 30 years to 25 years, to be effective immediately by J. Bush. Approved.

## NEW BUSINESS

**Disposition of POWA treasury upon dissolution:** J. Bush will present to the mem-  
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bership the question of whether we want all of our assets to go to a single organization, or to divide it.

**Production of "75 Years of POWA" book:** G. Berrier will research the ideas of producing three books: a collection of *Pass it On* articles, an update of *The Eastern Trail* book, and something commemorating 75 Years of POWA.

**Addition of one Board Meeting:** \*Motion to add one more board meeting, within 45 days after the annual conference by J. Bush. Approved.

**Future POWA plans:** G. Berrier would

make membership recruitment a top priority during his term as president, along with book proposals and other activities.

**75th Anniversary Committee:** P. Piatt received an email from Marilyn Black suggesting that we develop a POWA 75<sup>th</sup> Anniversary Committee. J. Bush and B. Isles (who will be president during the 75th year) will get together to discuss the direction we take on that.

### GOOD OF THE ORDER

**Book project:** R. Faler offered his help in layout formatting, selecting printers, or anything else regarding the book project ideas under New Business.

**Award prize money increase:** The topic of increasing the dollar value of our EIC Awards program was brought up. It was noted that most awards are paid for by supporting members, so this would mean asking them to increase their contribution. No further discussion.

**POWA booth at GAOS:** D. Scharadin asked for support and visitors for the POWA booth at the Great American Outdoor Show. J. Bush thanked everyone for their time.

\*Motion to adjourn at 9:10 p.m. by B. Kightlinger.

– Respectfully submitted  
Steve Sorensen, Secretary

## Meeting Minutes

### POWA Board of Directors Meeting

May 5, 2024

Google Meet

Chairman Kyle Hey called the meeting to order at 6:38 p.m.

Present: Hey, ED Paula Piatt, President Jerry Bush, Ron Rohrbaugh, Tom Tatum, Rich Faler, Parliamentarian Dennis Scharadin, Brian Kightlinger, Brad Isles, Grey Berrier, Sara Mueller, Treasurer John Allen, and Secretary Steve Sorensen. Absent but excused: Randy Ferguson, Rich Faler, Braden Eisenhower.

\*Motion to approve Minutes of the Jan. 28, 2024 Board of Directors meeting by T. Tatum. Approved.

**Executive Director's Report:** (P. Piatt) Our 2024 membership campaign is now complete. We have 138 individual members and 68 supporting members. Under the leadership of Dennis Scharadin, the Kermit Henning Youth Education Grant Award committee and volunteers raised \$9,100 to award to 14 different organizations throughout the state. Our 2024 conference in Luzerne County/Wilkes-Barre is fully sponsored and early raffle ticket sales are once again boosting our final financial numbers. Our 2024 Will Johns Scholarships have been awarded to three Penn State students: Elizabeth Bruner, Alexandra Butler, and Hayden Fox. Toyota USA has dropped all of its outdoor communication budget and will no longer sponsor our scholarship for the conference. Nevertheless, the board decided to award the 2024 scholarship to Rocky Finnegan, a Wilkes College freshman. I have decided to retire from the position of Executive Director as of March 31, 2025.

**President's Report:** J. Bush offered a report detailing his initiatives and accomplishments, with some recommendations for the future of POWA. Highlights: This is the first time in several years that all of the POWA function committees and key positions were filled. The report outlined six "special committees" to address specific issues, what they have accomplished and will accomplish in the coming year. The Board approved reducing the requirement for "Campfire Elder" from 30 years of membership to 25 years, a more customary benchmark for such recognition. Many initiatives were begun (too extensive to list here), and President Bush's report is well worth reading by all members. In all, the POWA is well positioned financially. Several members spoke in appreciation of the strong agenda Jerry brought as president and that he set a direction for future presidents.

**Supporting Member Representative Report:** (S. Mueller) No report. However, S. Mueller is hoping to have a supporting member meeting at the conference.

\*Motion to accept the Executive Director, President and Supporting Member Representative reports by T. Tatum. Approved.

**Treasurer's Report:** (J. Allen) The report shows that we are within 95% of making the budget, which should be met with the Conference.

\*Motion to accept the Treasurer's Report by B. Isles. Approved.

\*Motion to accept the 24-25 budget of \$23,475 by T. Tatum. Approved.

**Correspondence:** (P. Piatt) There has been a significant amount of correspondence since the January meeting. Most of it has to do with financial issues, and all correspondence is positive. It is available for review by any member who would like to see it.

### CONFERENCES

**2024 Luzerne County:** Planning is being

finalized for the May 16-19, 2024, Luzerne County conference, headquartered at the Holiday Inn East Mountain, Wilkes-Barre, Pa. Group rate. \$109 (plus tax – breakfast included). A full slate of activities, craft improvement and newsmaker sessions is complete, concluding with Saturday afternoon membership meeting and Saturday evening Awards Banquet.

**2025 Erie County:** We are looking at Erie County for a 2025 Conference site, and soliciting requests for proposals.

**2026 75th Anniversary Conference:** We are already planning the 75th Anniversary Conference for 2026. We are currently exploring locations, and we have a couple of dates. D. Scharadin's report has some recommendations.

### COMMITTEE REPORTS

**Awards** – The 2024 POWA Excellence-In-Craft Awards had an overall total of 389 very strong submissions across the 30 award categories (8 Core Awards and 22 Specialty Awards), and as of May 2, awards have been finalized for 28 of our 30 categories.

**Craft Improvement** – As posted.

**Ethics** – As posted.

**Financial Audit** – As posted.

**Fundraising** – As posted.

**Media/Tech** – Updates to our website (paoutdoorwriters.com) have been made, including some new imagery and current content. Hopefully, summer will allow for a look at a site refresh and an addition of more functionality. The committee will also be looking into means of electronic voting on elections and special issues.

**Membership Audit** – Most of the audited members met the requirements.

\*Motion by T. Tatum that that the findings of the Audit Committee be accepted: That Dr.

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Peter Brookes, Joseph Faux, Spring Gearhart, Brian Kightlinger, Wendell Ozefovich, Steve Piatt, and Wade Roberston met the audit requirements. John Kline and Maureen Sangiorgio did not renew, and Todd Puleo qualified as an associate member. Approved.

**Membership Development** – As posted.

**Membership Screening** – Three members plus a supporting member have been approved by the board previously by an email vote.

**Nominating** – As posted.

**Organizational Documents** – As posted.

**Outdoor Press Outings** – As posted.

**Past Presidents' Council** – As posted.

**Scholarship** – As posted.

**Sport Shows** – As posted.

**Supporting Membership Development** – As posted.

**Youth Education Grants** – As posted.

\**Motion* to approve committee reports by B. Isles. Approved.

## SPECIAL COMMITTEE REPORTS

**Logo** – For some time now a concern has been expressed that the old media elements of our logo are not easily recognizable in today's world and that there are other drawbacks to our logo. The committee (under Brad Isles) seeks to create a revised POWA logo that will be cleaner, simpler, and more executable for embroidery and new digital applications, and to create not just a new mark but also brand guidelines for the organization to be used across all platforms such as the website, digital/social communications and written

communications. The timetable for this is delivery for our 75th Anniversary year.

**Exploratory Committee on Conference Scheduling** – A survey of the membership showed that although May was not the top choice of 53% of respondents, it was still the top choice of more members than any other single month (with June a very close second). The committee believes the data warrants further investigation over the next couple of years to make sure the highest number of members possible can participate in the annual conferences.

**Conservationist of the Year Award** – The Board feels that we are not ready to make the inaugural award this year, as the process of nominations and qualifications needs to be established and what the award will consist of.

\**Motion* to have President Bush go back to the committee and continue to work out the criteria for the award by B. Kightlinger. Approved.

**75th Anniversary Committee:** Committee activities since the last board/membership meeting: Monthly meetings discussing ideas on how best to celebrate the 75th Anniversary of POWA at the 2026 Conference. Consideration is being given to many issues, including the Penn Harris Hotel as the conference site (the same hotel where POWA came into being in 1951), spreading a wide net for industry and organizational invitees, introduction of the new logo on our possible memorabilia items: bandanas, pocket knives, patches, challenge coins, special firearms, fishing lures, etc. No action now needs to

be taken, though the committee will soon be considering what will be needed to fund this special conference.

\**Motion* to approve special committee reports by B. Isles.

## OLD BUSINESS

**3-5 Year Future Plan:** Some discussion ensued pertaining to whether we need a long-range planning committee, or the Executive Committee would cover this, whether a new ED should have long-range planning skills. Discussion on this issue will continue. This will continue to be an Old Business agenda item.

**Production of "75 Years of POWA" book:** Consideration is being given to the production of two possible compilation books: winning *Pass it On* articles, and a sequel to *The Eastern Trail* book (1972) of an earlier generation.

## NEW BUSINESS

**Electronic Voting:** The Media/Tech Committee is researching the possibility of conducting our votes by email (reported under Media Committee).

**Funding former Toyota Scholarship:** P. Piatt is reaching out to the Board for funding for this, which will be approximately \$400 per year. The award also covers expenses for conference attendance. This will be on the agenda at the September Board meeting.

## GOOD OF THE ORDER

Nothing new to address.

\**Motion* to adjourn at 8:47 p.m. by B. Isles.

– Respectfully submitted  
Steve Sorensen, Secretary

## Meeting Minutes

### POWA General Membership Meeting

May 18, 2024

Annual Conference – Wilkes-Barre

President Jerry Bush called the meeting to order at 2:01 p.m.

Present: Bush, ED Paula Piatt, Grey Berrier, Tom Tatum, Gerald Putt, Parliamentarian Dennis Scharadin, Treasurer John Allen, and Secretary Steve Sorensen. Absent but excused: Brad Isles, Brian Kightlinger, Braden Eisenhower, Randy Ferguson, Rich Faler, Ron Rohrbaugh.

\**Motion* to approve Minutes of the 2023 Membership meeting from State College by Alex Zidock. Approved.

**Correspondence:** P. Piatt reviewed cor-

respondence relevant to the membership. Copies are available for review.

**President's Report:** J. Bush presented the President's Report

\**Motion* to accept the President's Report by Tyler Frantz. Approved.

**Treasurer's Report:** J. Allen presented the Treasurer's Report.

\**Motion* to accept the Treasurer's Report by Joe Faux. Approved.

J. Allen presented the 2024-25 Annual Budget, which was approved by the Board.

\**Motion* to accept the Annual Budget by T. Tatum. Approved.

**Executive Director's Report:** P. Piatt presented the annual report of the executive director.

## COMMITTEE REPORTS

All committee reports are available for membership review.

**Awards** – As posted.

**Craft Improvement** – As posted.

**Ethics** – As posted.

**Financial Audit** – As posted.

**Fundraising** – As posted.

**Media/Tech** – As posted.

**Membership Audit** – As posted.

**Membership Development** – As posted.

**Membership Screening** – As posted.

**Nominating** – As posted.

**Organizational Documents** – As posted.

**Outdoor Press Outings** – As posted.

**Past Presidents' Council** – As posted.

**Scholarship** – As posted.

**Sport Shows** – As posted.

**Supporting Membership Development** – As posted.

**Youth Education Grants** – As posted.

**Logo** – As posted.

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**Exploratory Committee on Conference Scheduling** – As posted.

**Conservationist of the Year Award** – As posted.

**75th Anniversary Committee:** As posted.

\**Motion* to approve committee reports by Ken Hunter. Approved.

### CONFERENCES

**2025 Erie County:** The location will be Erie, PA. Requests for Proposals were sent out earlier this month. Thanks were expressed for all the work that went into making this Wilkes-Barre conference a success.

**2026 75th Anniversary Conference:** This will be the 75th anniversary of POWA, the first conference having been held in Harrisburg in 1951.

### OLD BUSINESS

**New members in 2023-24:** Active Members: Christian Alexandersen, Mario Chiappelli, Brad Crytzer, Ed Korinko. Associate: Christopher Ross, Matt Marter. Apprentice: Brian Pitell, Carli Dinsmore, Josh Penrod.

**New supporting members in 2023-24:** PA Sustainable Forestry Initiative, Saegertown Precision Plasma.

### NEW BUSINESS

**ByLaws change:** A ByLaws change has been proposed (which requires a two-thirds vote at the annual membership meeting). The proposal is a change to the ByLaws permitting a “Hardship Fund” for qualifying members to have their membership dues covered for one year.

\**Motion* to approve a change to the POWA ByLaws to include the Hardship Fund by Mark Nale. Approved.

**2024 Membership Audit:** Meeting the audit requirements were Dr. Peter Brookes, Joseph Faux, Spring Gearhart, Brian Kightlinger, Wendell Ozefovich, Steve Piatt, and Wade Roberston. John Kline and Maureen Sangiorio did not renew, and Todd Puleo qualified for a move from Active to Associate member.

**Outgoing President Summary:** Outgoing President J. Bush gave a summation of issues addressed during his tenure. Jerry thanked the conference committee for its work and for people willing to serve as chairs of every committee this year. The Media/Tech committee is looking into an online voting system. Jeff Wolesslagle is chairing the committee for the Hall of Honor (at the Ned Smith Center) for POWA members who exceed normal contribution to the organization. This is tabled until a new ED is installed

## Monroeville Showcase...



Jerry Bush Photo

**Karl Power '87, Linda '80 and Bob Steiner '84 work the POWA booth at the USA International Sportsmen's Show & Outdoor Recreation and Travel held in Monroeville in February. A number of POWA members assisted throughout the show and longtime member Bob Kirschner '75 had his own booth adjacent to POWA's.**

at the Ned Smith Center. The Campfire Elder requirement was reduced from 30 years of membership to 25 years, a more customary benchmark for such recognition. The annual Board Reorganizational Meeting has been changed from the conference to a date in early June, which means four meetings per year.

**POWA Officers for 2024-25:** Grey Berrier '13, president; Brad Isles '05, first vice president; Bob Frye '97, second vice president; John Allen '05, treasurer; Steve Sorensen '05; secretary.

**POWA Board of Directors for 2024-25:** Jerry Bush '02, chair; Ron Rohrbaugh '20 (2025); Braden Eisenhower '17 (2025); Rich Faler '78 (2026); Randy Ferguson '22 (2026); Lilace Mellin Guignard, '20 (2027); Chris Espenshade '18 (2027).

### GOOD OF THE ORDER

• Dave Bates is offering a concealed carry class to POWA members, which will be held on a Saturday in June from 10 a.m. to 4 p.m. (six hours required).

• Harry Guyer is asking for submissions for the new 75th Anniversary book following the earlier book, “The Eastern Trail.”

\**Motion* to give H. Guyer permission to find a publisher and establish a timeline for production by Don Knaus. Approved.

• D. Scharadin is putting together a 75th Anniversary Committee for the 2026 conference.

• Michael Kensinger spoke of how much POWA has meant to him.

• T. Frantz reviewed the April, 1951 *PA Game News* article on the formation of POWA and its first meeting in February of that year.

• C. Espenshade and L. Guignard sent apologies for not being able to attend the conference.

• M. Nale mentioned that John Swinton re-donated a muzzleloading rifle he won at a conference, along with other items for tonight's raffle.

• J. Bush thanked committee chairs again and encouraged people to participate in committees as it usually requires only about six hours of time each year.

• Discussions on the best date for the annual conference will continue.

• Research is underway on a new design for our POWA logo that will be simpler and more up-to-date, communicate a better branding message, and be more executable in embroidery and other modern applications.

• Members were reminded to fill our their conference surveys (in conference packet) and bring them to the banquet.

• G. Berrier stated that as the next president he will make an effort to recruit more members. If anyone has any name of a prospective member, please pass it on to Grey who will reach out to those people. He also said that he will serve POWA with humility, hard work, and common sense.

\**Motion* to adjourn at 2:38 p.m. by Jim Fitser.

– Respectfully submitted  
Steve Sorensen, Secretary

## Market News

**Dark Skies Fly Fishing '23** is a digital regional fly-fishing magazine featuring how-to, personal experience, product reviews, and destination pieces featuring rivers, lakes, and streams in Pennsylvania, Ohio, West Virginia, Virginia, Maryland, New Jersey, and New York. We are looking for content regarding all species that can be caught with fly rod and reel in both known and lesser-known waters in this region.

Our goal is to provide readers a complete resource for traveling to specific destinations and for improving their fishing skills.

Feature destination articles should:

- Describe useful techniques, tackles, flies, and local perspective.
- Thorough and specific in regards to access points, hatch charts, and other important information for destination topics.
- Include important historical information, angling history, conservation issues, etc.
- Include high quality photography to illustrate each piece.
- Maps of the area that our artist can use for reference to illustrate certain destinations mentioned in the work.

Types of articles we prefer:

- Personal experience/adventure stories.
- How-to pieces that are unique and offer fresh perspectives.
- Destination-type articles for waters within our coverage area.
- Photo essays featuring known and lesser-known waters within our coverage area or aspects of fly fishing of interest to readers in this region.
- Profiles of famous anglers, fly tyers, or conservationists from this region.
- Conservation issues of interest to fly fishers in this region.
- Conservation projects that include reclamation projects for waters throughout the region.
- Fly tying articles and videos featuring local fly patterns and techniques.
- Product reviews that are fair and relay both the pros and cons of the products and are not just fluff pieces used as payback for free products received from the company.

Photography requirements: Article

submissions accompanied with high quality photography will receive priority and maximum payment. We prefer images submitted in JPEG, PNG, or RAW format. Email queries are preferred. Please send to [ralphscherder@gmail.com](mailto:ralphscherder@gmail.com).

**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.

**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 primary focus is educating readers 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 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. Feature editorial articles should be a minimum of 3,000 words (not to exceed 3,500 words).

**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. 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).

**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.

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 with a 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).

**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).



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