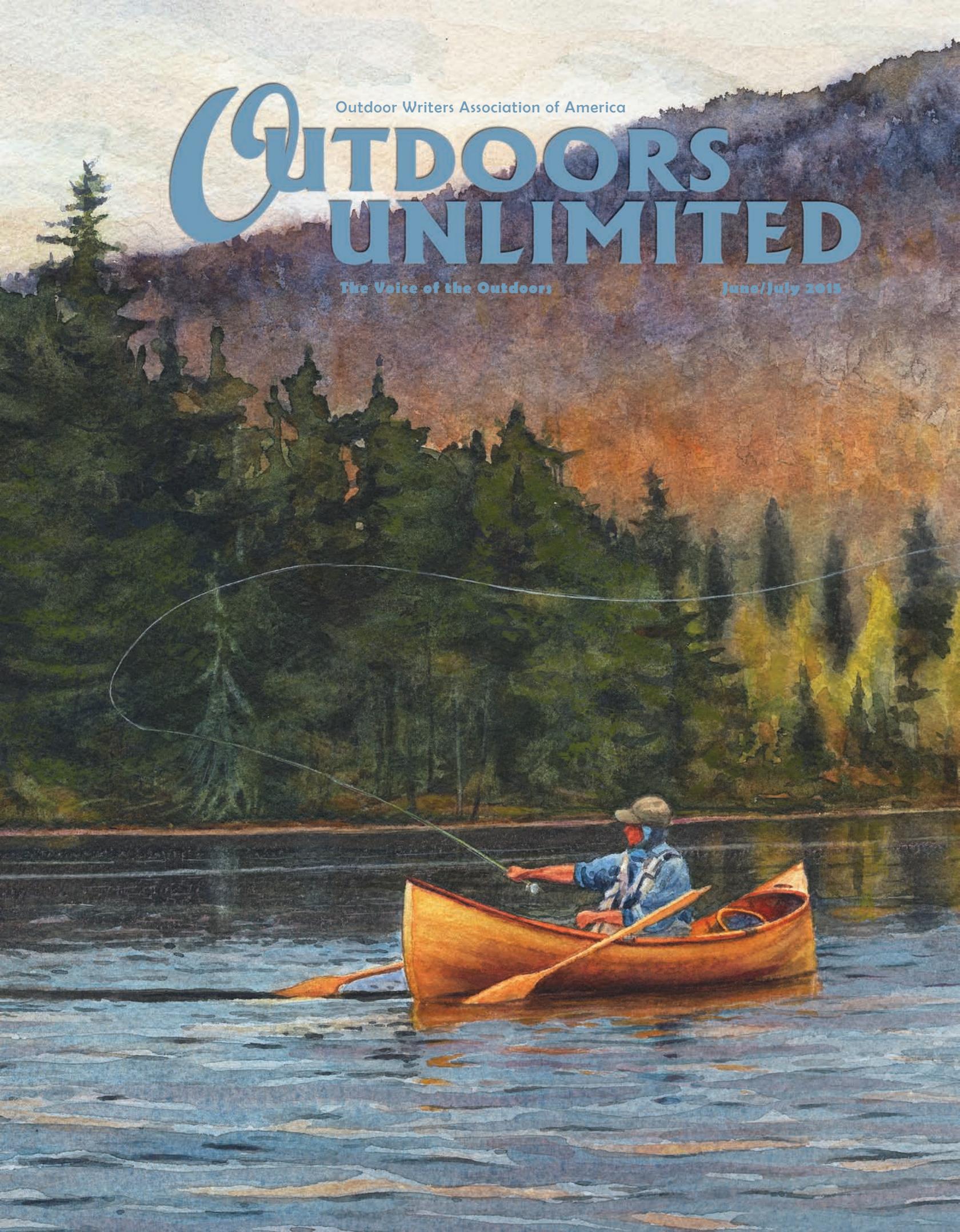


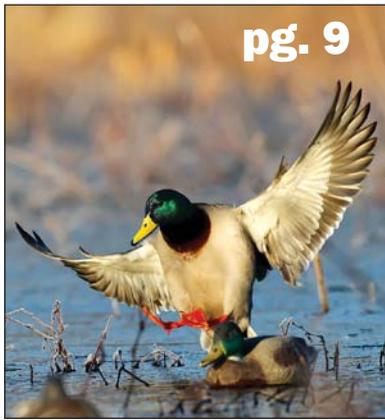
Outdoor Writers Association of America

# OUTDOORS UNLIMITED

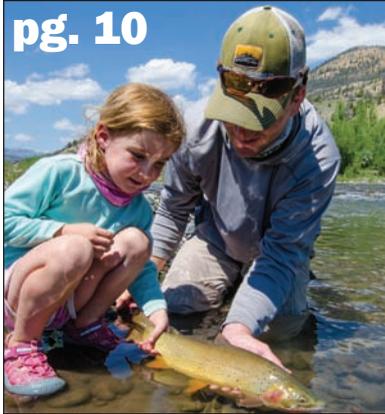
The Voice of the Outdoors

June/July 2015

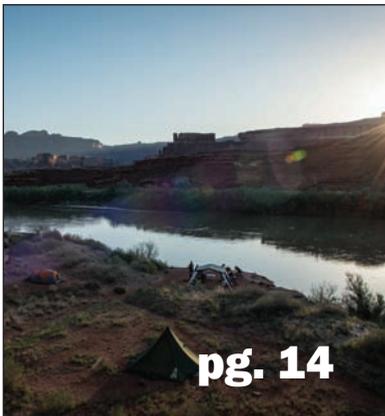




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# OUTDOORS UNLIMITED

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## ON THE COVER

“A Long Cast” by Mike Ringer

The majority of Ringer’s work features landscapes of the St. Lawrence River and Adirondacks in northern New York. His art career started in junior high school and he went on to teach high school art for 22 years. His work featuring hunters and fishermen afield has appeared in outdoor magazines for 30 years. See pages 16-18 for more of Ringer’s work in oil, water colors and acrylic paints.

## OUTDOOR WRITERS ASSOCIATION OF AMERICA

Our mission: Improve the professional skills of our members, set the highest ethical and communications standards, encourage public enjoyment and conservation of natural resources and mentor the next generation of professional outdoor communicators.

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# OWAA opposes measures in Sportsmen bill

**W**hen I pay my \$150 active dues annually to the Outdoor Writers Association of America, I know I always get my money's worth. It nets me connections with my only true professional peers — outdoor newspaper writers. It also garners me the chance to pick the brains and befriend the top outdoor communicators in North America. I am also working hard to ensure your membership saves you money when you film or report on America's public lands.



**MARK FREEMAN**

As of writing this in April, OWAA is in the midst of commenting against a piece of the so-called Bipartisan Sportsmen's Act of 2015, which features several measures that appear to benefit hunters and anglers, but also violates First Amendment protections afforded to many of our members as working journalists.

The bill creates a \$200 annual fee for commercially filming on federal public lands in groups of five or fewer. We at OWAA believe this violates First Amendment guarantees against prior restraint.

The Constitution protects much of what we journalists do because we keep the checks and balances on government. We

see a \$200 fee requirement to film on any federal land as prior restraint on journalists' legal right to gather news.

We understand and support language to charge commercial movie agencies and commercial advertising agencies for work on public land, but we staunchly believe working journalists should not only be exempt from a fee for working on public land, but that such a fee placed by the government violates our constitutional rights.

We simply aren't the critters it seems this legislation meant to target and I am here to assure our members that we will do everything we can to ensure we retain our constitutional protections.

The legislation is poorly written, but it is also unintelligently supported.

While supposedly targeting movie or advertising agencies, it includes crime reporters covering federal court cases because federal courts are on federal lands. It may include writers, photographers and film crews simply visiting a Forest Service ranger district office. These are all visits by media members to lands owned by the same agencies managing the federally designated wilderness lands and others targeted by this proposed legislation.

In my three decades of writing about state and federal wildlife and land laws, I know that poorly written legislation that takes into account far more than it claims constitute bad law.

We see this aspect of the Sportsmen's Act as harming sportsmen and sportswomen communicators and, therefore, the bill needs proper amendments.

We recommended, as we did with a proposed Forest Service rule on filming in wilderness areas earlier this year, the Sportsmen's Act language specifically exempt journalists conducting their constitutionally protected work on federal lands.

I have forwarded our invited comments on the Forest Service rule to congressional committees.

Not only do I believe our comments are having a positive impact on Forest Service policy, I believe our sharing of these same comments will ensure the Sportsmen's Act helps outdoorsmen and women without squelching outdoor communicators' constitutionally protected work.

So, if all goes as expected, your \$150 membership dues to OWAA will help save you a \$200 check to the feds. ■

— OWAA President Mark Freeman, [mfreeman@mailtribune.com](mailto:mfreeman@mailtribune.com)

## OWAA elects three new board members

**I**n the May 2015 elections, OWAA members elected three members to the board of directors: **Tom Keer** (Massachusetts), **Vicki Mountz** (Ohio) and **Paul Vang** (Montana).

All three members will take their board seats on June 28 in conjunction with the 2015 OWAA annual conference in Knoxville, Tennessee.

Keer owns The Keer Group, a full-service outdoor marketing and communications company. He is also an award-winning, full-time freelance writer and columnist.

Mountz is a freelance writer and outdoor consultant living with husband Greg in Centerburg, Ohio. A 30-year member of OWAA, she has been a writer and seminar speaker, managing editor of two statewide and regional outdoor magazines, a fishing guide, past-president of Outdoor Writers of Ohio, executive editor of the state



**TOM KEER**



**VICKI MOUNTZ**



**PAUL VANG**

magazine Wild Ohio and the information and education chief for the Ohio Division of Wildlife.

Vang is a native of Minnesota and after graduating from St. Olaf College in Northfield, Minnesota, he spent almost exactly one-third of the 20th century in a career with the Social Security Administration, with over 21 of those years in

supervision and management.

After retiring from government service he reinvented himself as a freelance writer, landing a gig writing a weekly outdoors newspaper column. He's expanded beyond that with bylines in a variety of publications, though at age 75, he's happy to continue doing that weekly column. ■

# 88 years of OWAA

OWAA turned 88 on April 9 and in celebration I took some time to reflect on the organization's origins, what it looks like today and where it's headed.

From the beginning OWAA had four objectives:

1. Acquaintanceship and communication between writers in the outdoor field, with exchange of ideas, experiences and information.
2. Promotional and educational work to expand outdoor coverage in the nation's media.
3. Focusing public attention on the field of conservation.
4. Craft improvement of its individual members.

Reading those objectives online in the article "The Story of an Organization a Profession," [owaa.org/story-organization-profession](http://owaa.org/story-organization-profession), I thought particularly about the second one.

The work of our members and supporters is as important today as it was 88 years ago — perhaps that is why the organization has lasted so long. But are we doing enough to "to expand outdoor coverage in the nation's media." Should we be looking for new and better ways to get more outdoor coverage in the media? If so, how?

I'd love to hear from you about how you are expanding coverage

and what we at OWAA can do to support you.

The way we deliver information is changing, but OWAA's mission in supporting outdoor communication remains steadfast, as does its dedication to conservation.

An early version of the article "The Story of an Organization and a Profession," reads, "Concern over the environment has projected the outdoor writer into the forefront as one qualified to create an awareness on the part of the public of the need for the wise use of the outdoors. Conservation, hunting, fishing and camping remain basic, along with their allied skills and studies dealing with the enjoyment and conservation of the resources making up the vast outdoors." Those words are still in the updated-version of the article and hold true to our organization today.

Birthdays and anniversaries are a great time to reflect on the past, but they also offer a chance to look forward.

**Colleen Miniuk-Sperry's** article on page 5 is a must read in this issue. She covers our recent member benefit survey, highlighting the value of OWAA, but also outlining how it will grow and change to ensure another 88 years of success. ■



TOM SADLER

— OWAA Executive Director Tom Sadler  
[tsadler@owaa.org](mailto:tsadler@owaa.org)

## Andrews and Baurick awarded Madson fellowship

Outdoor Writers Association of America

is pleased to announce **Candice Gaukel Andrews** and **Tristan Baurick** as recipients of the 2015 OWAA John Madson Fellowship.

The fellowship is an annual grant program that funds continuing education opportunities for outdoor communicators, both members and non-members. This year's recipients will share the total award of more than \$3,100 for reimbursable expenses related to attending educational opportunities of their choice.

Andrews received \$1,976 to attend the Book Passage Travel Writers & Photographer's Conference in August in California.

An award-winning writer and five-time book author specializing in environmental issues and nature-exploration topics, Andrews has traveled around the world —



CANDICE GAUKELE ANDREWS

from the Arctic Circle to Antarctica and from Greenland's coasts to Patagonia's steppes — with a reporter's notebook and a camera in hand. Just beyond the next iceberg or mountain pass, she knows she'll find the stories and pictures that express the essence of a place. To read her articles and see samples of her nature photography, visit her website at [www.candiceandrews.com](http://www.candiceandrews.com) and like her Nature Traveler Facebook page at [www.facebook.com/naturetraveler](http://www.facebook.com/naturetraveler).

Baurick, of Bainbridge Island, Washington, is the outdoors and environmental reporter for the Kitsap Sun, a daily newspaper based in Bremerton, Washington. Recent assignments have taken him rafting down the newly-undamed Elwha River, mountain biking with nighttime trail riders and hiking into the wild with a backcountry trail maintenance crew. He was a 2012-13 Ted Scripps Environmental Journalism fellow at the University of Colorado in Boulder. A newly-minted member, he will use the \$1,200 he received to attend the

Investigative Reporters and Editors Conference in Philadelphia this June.

OWAA's Madson Fellowship is funded through the John Madson Fellowship Fund, an endowment that thrives primarily through OWAA member contributions and fundraising efforts. Its goal is to enhance professional communication skills for outdoor communicators. The fellowship program is designed to honor the legacy of John Madson, one of OWAA's most talented, respected and honored legends. Applications are evaluated by a committee of past OWAA Jade of Chiefs conservation award winners. More information about the annual fellowship program can be found online at [www.owaa.org/programs/scholarships-fellowships/madson-fellowship/](http://www.owaa.org/programs/scholarships-fellowships/madson-fellowship/). ■



TRISTAN BAURICK

## LETTERS TO THE EDITOR

### THANKS FOR EFFORTS WITH FOREST SERVICE FEES

Dear Editor,

To **Mark Freeman**: Thanks for leading on revising the U.S. Forest Service’s unreasonable draft commercial photography policy. Let’s hope the final wording reflects Chief Thomas Tidwell’s stated resolve to protect working journalists’ reporting on USFS lands. But we’re only half way home on this issue. Similar objectionable restrictions continue on other federal lands managed by the Bureau of Land Management, Fish and Wildlife Service and National Park Service. We should insist these agencies take a cue from Mr. Tidwell and re-write their commercial photography and recording policies to ensure uniformity and fairness for reporters working on these lands as well..

— **Dave Carlson**  
Eau Claire, Wisconsin

### A STEP BEYOND THE MICHIGAN R.A.P PROGRAM

Dear Editor,

We all detest game law violators who are essentially stealing from us all! Although we as outdoors-persons don’t all agree on the current policies enacted by our politically pressured DNR, we all agree that sound science-based wildlife and environment management should be our ultimate goal. Currently our DNR falls short of this objective. We have a viable suggestion for our DNR and our legislators that could be a step in the right direction!

Those individuals who blatantly and knowingly violate and steal from the rest of us should assume a larger responsibility for funding what they choose to destroy! We propose that we be compensated for helping to “police our own ranks” as the current R.A.P program only starts to do! Our legislature is good at interfering with our DNR’s sound science-based wildlife professional’s proposed action plans by coming up with purely financial-based directives and regulations. A prime example is the “over the top” license increases for resident and non-resident hunters

and fishermen that should have been imposed incrementally if at all! The results of these actions were predictable by those of us who consider the “big picture” before we act. The facts are clear. We continue to have low new hunter recruitment, in 2013-14 had lower hunter participation and satisfaction, reduced license sales, and more violations for unlicensed hunting and fishing and poaching! This trend needs to be turned around NOW!

**HERE IS OUR PROPOSAL:** Have our legislators initiate yet another financially-based regulation that does more than just generate money. This will relieve the financial burdens of law abiding outdoor users at the expense of violators. Along with continuing to raise the fines for game law and environmental violations, put a “bounty” on the heads of violators! Expand the R.A.P program to include a reward of 25% of the fines imposed on successfully prosecuted violators to be paid to the tipster(s) that initiated the violation investigation. Current R.A.P anonymity can be maintained. Financial gains always motivate action. The best way to curb violations and protect our wild resources is to hit violators where it really hurts...their wallets! An added incentive for adoption of this new policy will be more enjoyable wild outdoor experiences for all that will encourage ethical and legal activities, sportsmanship, and set good examples for potential new recruits as well as the non-hunting public! This could be a win-win proposition for everyone...except violators!

— **Joe Lunkas**  
Mesick, Michigan

#### Feedback guidelines

Members are encouraged to write about issues and topics. The executive director and editor will decide whether opinions are appropriate for debate or if the comments promote a personal cause; if the “cause” is unrelated to OWAA’s mission and potentially damaging to the membership, the letter might not be printed. Word limit: 400. Longer letters will be returned for revision. Letters are not edited for grammar, spelling or style. Send letters to editor@owaa.org.



We are ...

### THE VOICE OF THE OUTDOORS®

*I was invited to become a member of OWAA by two prominent writers, Jim Foster and Charlie McTee. Twenty-eight years later, I consider that one of the best steps of my professional life. Contacts through OWAA were important here in Texas, and the bragging rights to several top awards helped create a bit of national recognition. Biggest rewards are knowledge bumps from a great newsletter and friendships with professionals I would not have otherwise met.*

— **SAM CALDWELL**, Kingwood, Texas, member since 1989



# You asked, we listened 2014 member benefit survey results

Last fall, OWAA distributed a new 23-question member benefit survey to all its members in an effort to collect feedback on topics like how member benefits are used, challenges faced in the outdoor communication industry and our annual conference.

We received insightful feedback on expectations and interests from the 213 members who returned surveys. The data will help guide OWAA's continued efforts to improve and deliver the most valuable services for our members.

Here's a little about that we learned from the survey participants:

- 93 percent believe OWAA is either exceeding or meeting their expectations.

- 94 percent said they read the print edition of *Outdoors Unlimited* — by far the most used service OWAA offers. Outdoor Market listings, at 52 percent ranked second in services and OWAA's annual conference and EIC Contests came in tied for third at 44 percent.

- 69 percent said they attended an OWAA conference. Cost, travel distance and timing factored equally as reasons why members do not attend the annual event.

- 60 percent of those completing the survey expressed interest in serving as a mentor, mentee, or both, in a potential new mentoring program.

- 49 percent of respondents sought webinars and 48 percent wanted field workshops for continuing education.

As we meticulously reviewed the data roll-up and perceptive comments earlier this year, two key themes emerged:

1. Members seek networking opportunities outside of conference.

2. Members look to OWAA to help connect them with markets and outlets for their work.

To address these two critical areas moving ahead, we plan to focus on the following five priority action items:

1. To increase communication between members, we are exploring offering online webinars and round table discussions throughout the year.

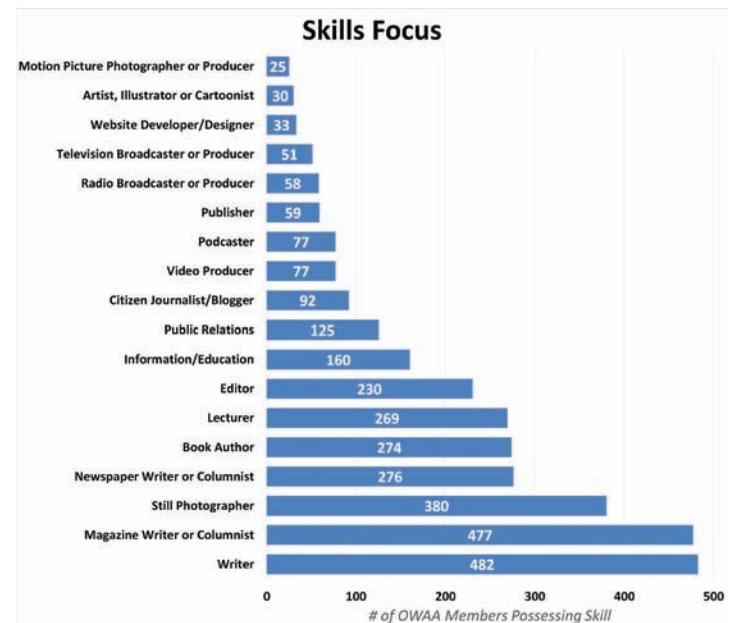
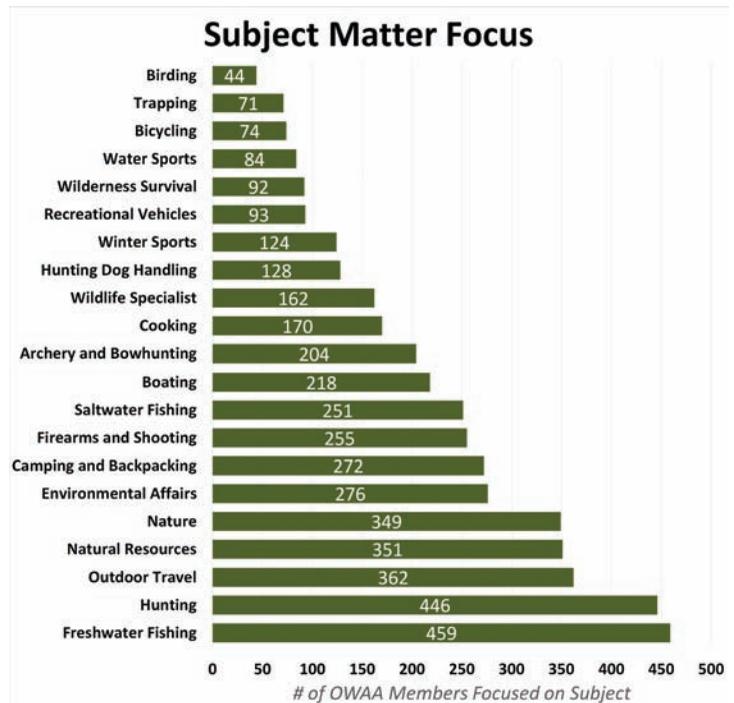
2. We will re-energize the sections to facilitate networking among colleagues outside of conference. To accomplish this, we will review and refine the section chair roles and responsibilities in the section guidelines.

3. To promote continuing education activities, we plan to upload OWAA conference videos to the organization's website so members can review a wide variety of informative sessions at their leisure. In addition, those who have not yet attended conference can get a taste of how valuable this event is for establishing connections in the industry, developing new skills and getting new ideas for your work.

4. To help our members find more work, we plan to create a listing of submission guidelines and contact information for a broad



**COLLEEN  
MINIUK-SPERRY**



set of outdoor outlets. This will supplement the existing Outdoor Market where jobs and immediate content needs will still be posted.

5. We will begin researching the best methods for developing a new mentoring program where a member seeking skills development or advice for projects would be paired with an expert member for a specified time. While our organization features many well-established professionals in their field, continuous improvement and

# Art vs. Air

## Knowing the difference and striking a balance

**BY KRIS MILLGATE**

I made air for 10 years. I've made art for nine. Let me explain. One TV station or another owned me and my content as an employee for 10 years. I've owned me and my content as a freelancer for nine years.

Before starting Tight Line Media as a freelance journalist in 2006, I cranked out two to five TV news stories a day, five to six days a week. I made my living making air. My stories were solid and held to a high standard, but they were quick turn-around packages. I learned storytelling basics in a hurry through quantity not quality.

I knew I wanted more than air when a videographer and I were fighting over a sequence of shots three minutes before an ABC newscast. He said, "We don't make art. We make air."

I want to make both and I believe you can. Just keep in mind what is appropriate for one outlet, might be different for another. What flies well in a documentary doesn't always sit well in a newscast. Keep these tips in mind when deciding when to use what in your videos:

### Edits

#### Air:

Use straight cuts (a one-frame change from one shot to another) when editing video for a news story. Avoid dissolves or fades

between shots unless you are demonstrating a time change. For example, going back in time for historical perspective or when someone's sound bite refers to the past.

#### Art:

Straight cuts work outside of news, but so do dissolves and fades depending on the feeling you are trying to portray in the video. It's okay to deviate from straight cuts as needed, but with purpose. The purpose sometimes develops on its own in the field rather than by you in the editing bay. A natural transition of the camera going into the water works better than trying to force an effect on the shot in the edit bay.

#### Effects

#### Air:

You are better off keeping the effects folder closed when working on a news story. You don't need whistles and bells when straight cuts dominate the video.

#### Art:

Just because you have whistles and bells in an editing program, doesn't mean you should blow and ring them all. Effects must be useful. They are useless when they are distracting. Strobe effects, zig-zag wipes and exploding transitions can easily turn your professional production into a home video disaster. More effects do not equal better art.

#### Music

#### Air:

Music is sometimes used in a news story, but rarely. It can work well in a montage

of scenic shots or photos when there is no voice over the footage.

#### Art:

Music is a powerful tool in a non-news video. The overall tone of a documentary can be set by music. The style of edits used in that documentary can also be set by the music. A hard drum beat calls for a straight cut. A chiming melody calls for a soft dissolve. But be careful with how much music you use. The river's current and the elk's bugle shouldn't be buried by music unless you're making a music video.

Whether you are making air, art or, both, always keep your audience in mind. Everything you do to your video in the edit bay should be done for the viewer's benefit.

Ask yourself this question several times throughout the video editing process: What can I do to this video to convey the intended message in the most accurate and effective way possible?

In most cases, less bells and whistles deliver more bang. ■



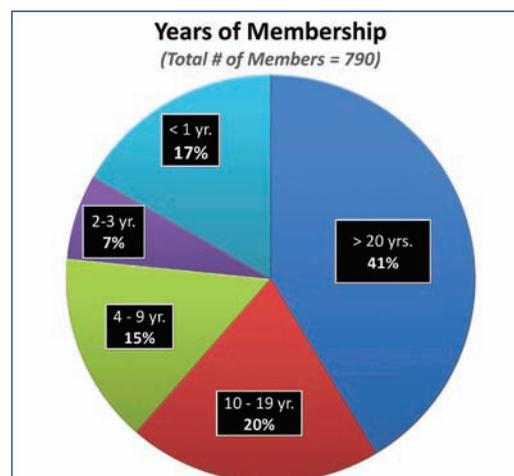
Kris Millgate investigates outdoor and environmental issues for TV and the Web. She serves on OWAA's board of directors. See her work at [www.tightlinemedia.com](http://www.tightlinemedia.com).

diversifying skills can bring increased business opportunities and income.

We plan to regularly conduct a membership benefit survey, but we also welcome your thoughts and ideas for improving member services at any time. Please contact Executive Director, **Tom Sadler** at [tsadler@owaa.org](mailto:tsadler@owaa.org); Membership Services Director, Jessica Seitz at [jseitz@owaa.org](mailto:jseitz@owaa.org); or myself and let us know what OWAA can do for you.

If you speak, we will listen. ■

— Member Services Chair, Colleen Miniuk-Sperry  
[cms@cms-photo.com](mailto:cms@cms-photo.com)



Graphs by Colleen Miniuk-Sperry created with 2014 OWAA directory data.

# Start being dramatic

## Craft compelling tales in everyday stories

BY BOB FRYE

**D**id you see the movie about the guy going to work? He gets out of bed, showers and gets dressed. Then it's a cup of coffee, a couple of slices of toast, and out the door.

He puts in eight hours in the office with time in the middle for a brown bag lunch, then drives home. He eats dinner, cuts the grass, then plops down in front of the TV for an hour.

What, you missed that one? Yeah, me, too.

Or we would if anyone actually made such a film.

Of course, they won't. Why? Because it would be so mind-numbingly boring. Theater-goers would revolt, demanding ticket refunds and filing lawsuits after having nearly choked on the popcorn and Jujufruits they were eating when the movie inevitably put them to sleep.

When we go to the movies, we expect certain things — car crashes, fights, tragedy, romance and perhaps an epic battles with dragons or zombies.

People who read about the outdoors want the same thing. They want stories.

Luckily for us, there are plenty of them out there. The key is telling them in a compelling way.

Drama exists everywhere. There's an element of conflict in every good story.

Sometimes it's obvious.

If you're writing about an Alaskan moose hunt that turns into an all-out struggle for survival, with marauding bears and snows that keep the float plane from arriving for days after its due and a shortage of food, there's plenty of excitement.

But drama, conflict, angst and trouble are just as present — albeit in smaller, more subtle ways — in stories closer to home.

Maybe you're writing a profile piece for the local newspaper about an angler who's become "the" trout fishermen on your local river. He catches more and bigger fish than anyone, year after year, in good conditions and bad.

How did he earn that reputation? What did he have to overcome? How does he do it? Chances are he's probably had to make sacrifices in order to put in enough time on the water to become so good. Maybe his house shows so much neglect it looks like it's abandoned; maybe he drives a decades-old car that spews so much smoke it looks like it burns coal instead of gasoline; maybe he's gone through three wives.

There's something about him that makes his story more than just a tutorial on what lure to cast to catch more fish. Find that something and you've got a tale that even someone uninterested in trout or fishing might want to hear.

That brings up the second point of focus. Its details.

Think back to the movies. Do you feel yourself gripping the arm of your seat when there's a battle raging? Do you jump when the monster pops out from behind the door? Do you cry when the good girl loses her true love to cancer?

You do because you feel like you're there, in the scene, experiencing those things.

When it comes to a written story, its details that bring the reader into the scene. It's you, and not them, on the water with our famous trout fisherman. So you've got to relay what it's like.

That means more than just asking ques-

tions of your source and dutifully writing down those answers.

Quotes are certainly important, but remember to use all of your senses to bring people into the story. Take note of what you hear around you, what smells you encounter, what you're feeling when in the moment. And as specific as possible. That's vital.

It's not enough to say that our fisherman in the example above has sacrificed a lot to become good. You've got to show readers what you mean in a real way.

If his house is decrepit because he spends all of his free time fishing, how so? Maybe the grass is so tall that you can feel it brushing your fingertips as you walk up to the front door. Maybe the screen door is hanging on by one hinge. Maybe, when he tells you to have a seat while he gets ready, you glance down and there's a fast food bag on the floor, so sun bleached that you can tell it's been there for days if not weeks.

How about his car? Does it smell like an odd combination of old bait containers and cigarette smoke and wet rubber waders?

Provide your readers with those kinds of details and they can picture themselves there with you. They'll feel for the people involved, share their joys, agonize over their sorrows and find themselves mad or happy or excited.

And that make a good story. ■



*Bob Frye is outdoors editor for Trib Total Media, an online and print newspaper chain based in Pittsburgh. He's spent 25 years writing for newspapers, magazines and books.*

# Flying photography

Great shots require more than a wing and a prayer



Shooting birds with a camera can be harder than with a gun. This mallard drake was captured with an ISO of 1200, shutter speed of 1/1200 of a second and an aperture of f7.1 through a 500 mm lens. Photos by **Mike Wintroath**.



**Mike Wintroath** captured this redhead duck using an ISO of 400, a shutter speed at 1/1000 of a second, an aperture f7.1 and with 500-mm lens. Photographing birds in flight requires a fast shutter speed and a lot of patience.

## BY MIKE WINTROATH

Imagine trying to shoot a duck flying at 50 mph — with a rifle, not a shotgun and a scope that must be focused before you pull the trigger. Then add a rule saying you can't shoot until the duck is below the horizon and about to land on water. You've got three to five seconds to get the shot. That's waterfowl photography. Waterfowl are the most difficult, frustrating and time-consuming subject I photograph.

It's a lot easier to shoot a duck with a gun than with a camera and a 500-millimeter lens. But with some planning, patience and hard work, some of my birds in flight images are the pictures of which I'm most proud. Here's what you need to know if you want to replace your gun with a camera when it comes to shooting waterfowl.

### Gear

Use the fastest camera you can afford for shooting birds. A single-lens reflex camera that can shoot continuously at five to 10 frames per second will do the trick. With anything slower, you're trusting your luck. Forget about tripods and monopods. It is best to hand-hold your camera. Find a good lightweight lens, something like a 100-400 mm. Or sacrifice your back muscles by using a 500-mm fixed-focal-length lens. Even with a 500-mm lens, I feel like I always need a bigger lens.

### Alone Time

It's best to go by yourself when photographing waterfowl. If

nobody is shooting at them, ducks usually return after they're spooked. I avoid photographing from blinds because I want to be mobile. I usually leave my truck before sunrise wearing a desert ghillie suit, carrying a backpack chair, a duck call around my neck, sometimes a jerk string with three duck decoys, one camera body with a 500-mm lens, a few snacks and a bottle of water.

### Preparation

Always scope the area. Bumbling about in cold water before sunrise is a recipe for disaster. When I head into a duck field or timber, I know exactly where I am setting up shop. I know when the sun will hit my spot and I know my background, which is why I try to find a field that is close to a tree line.

### Positioning

Always position yourself with the sun behind you and, if possible, so birds will be flying perpendicular to the front of your lens. I want a photo of a duck coming in for a landing while flying toward the lens and that is one of the toughest shots to capture. Many auto-focus systems can't keep up with a moving target headed at the camera. Often those images end up slightly out of focus.

### Settings

Many photographers shoot in program mode, but I prefer aperture-priority where I have more control over my settings. Shooting in aperture-priority allows me to select the aperture and the camera selects the shutter speed. I usually set my aperture at f7

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# Stalking the successful blog

## A case study in making the Web work for you



Recreating with kids is part of Stalking the Seam's focus. The blog's founders also committed to featuring quality photographs. Photos by **Steven Brutger**.



### BY MATTHEW COPELAND

Stalking The Seam was born beside the woodstove on a late winter's night in 2013. A bottle of Scotch whisky served as midwife. It was **Steven Brutger's** woodstove, his Talisker and his hesitant question that set the ball rolling.

"So I've been thinking," he said. "And I've got this idea... and if it's totally off-base just say so... but I was wondering... well, what would you think about writing a blog... with me."

"Hell no!" was my gut reaction. I'm trying to scratch-out a living as a professional writer, I thought. Why would I want to spend time and effort giving it away for free? But I held my tongue. I'd known Steven for years as a hunting and fishing companion, colleague and friend and had come to think of him as one of the most universally capable people I've met — someone worth hearing out to say the least.

"About what?" I asked.

"I guess we'd need to figure that out," he answered.

So began a discussion that, much to my surprise, led to one of the most gratifying and rewarding creative endeavors of my career.

STS, as we've come to call it, has in the intervening two years prompted a worthy

body of work; provided an avenue for critical feedback; offered challenges and learning opportunities; dramatically expanded our reaches; established a laboratory in which to experiment; initiated adventures; and introduced us to numerous clients and friends.

Perhaps as surprising, we can trace most of our digital outlet's success back to that initial conversation. We made a number of fundamental decisions right out of the gate, and somehow we got a few of them right.

First among them, both in terms of sequence and import, was topic. Our interests run to hunting and fishing, but a host of great outdoor sports sites were already jostling for attention online — many of them more expert, adventurous or well-known than us. What value, we wondered, could we add to that ongoing conversation?

Instead of trying to be another instructional platform, content aggregator, or escapist fantasy outlet, we decided to stick with what we knew and did best. As a couple of 30-something working stiffs with spouses, kids and mortgages, we get after the fish, fowl and four-legged critters more than most, often with little ones in tow. We suspected the majority of sportsmen and women could relate to our situations and guessed many of them would respond to our hunt for the sweet-spot between happy home-lives and passionate outdoor pursuits.

Agreeing on "a couple of average Joes trying to make it work" as the general subject gave us a purposefulness and continuity of voice that I doubt we'd have achieved otherwise. It also provided a filter through which to evaluate potential content.

The temptation is to externalize that function, to ask, "Will this post generate views?" But when combined with a commitment to 100-percent original content — also an early deliberate decision — knowing what STS was "about" prohibited us from chasing an audience, and allowed us instead to focus on storytelling. Doing so, paradoxically, helped the audience find us.

The STS Bar and Grill is a prime example. Primarily scotch reviews and wild food recipes, this regular Friday feature bombed almost every time it ran in the early days. But it fit into the original vision, and it was true to our interests, so we stuck with it. Overtime our stubbornness has been rewarded. A few STS Bar and Grill posts have quietly become top performers and attracted a segment of loyal readers we'd have never found without elk steak and Aberlour.

Nearly as valuable as an agreed upon framework has been a joint commitment to execution. The importance of the term "joint" can't be overstated. Producing

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# Capturing an audience with social media

BY JEFF WOLESZLAGE

We had a lot to learn when we created the first Facebook pages within the Pennsylvania Department of Conservation and Natural Resources six years ago. But we have come a long way since we first launched our page and social media has become an important tool in our public outreach.

Like with any form of communication, the first thing to consider is your audience. Pennsylvania boasts 120 state parks and 2.2 million acres of state forest land. Our goal is to connect people to our state forests and the opportunities they provide. The millions of folks that visit our lands have an obvious love of the outdoors and we found out immediately that posts showcasing our flora and fauna were very popular.

When the Tuscarora State Forest in southcentral Pennsylvania began work with West Virginia University gathering data on golden eagle migration in the state, they placed road killed deer in the forest with trail cameras mounted nearby hoping to capture images of the large raptors. The cameras caught the golden eagles, and also a whole host of other forest dwellers that dine on carrion. There were amazing pictures of black bears, bobcats, coyotes, red and gray foxes, fishers, raccoons and porcupines as well as other birds like bald eagles, red-tailed hawks, ravens and turkey vultures sharing in the feast. A forest ranger sent me trail cam pictures each week which I posted on bureau of forestry's page and watched the numbers rise.

Our audience loved them and I looked forward to the photos arriving in my email inbox so that I could share them with our followers. As we increasingly used trail and web cameras, some of the images have garnered national news coverage.

While social media is a great tool for getting information out fast on unplanned events like extreme weather or fires, the bulk of our original posts are pre-planned. A well thought-out yearly plan can go a long way toward guiding content and connecting with followers in a timely manner. Each January the folks in our communications section sit down to review our content calendar.

Each month we feature seasonally appropriate recreational opportunities on our state forest lands, seasonal landscape photos and related natural history. Starting in the early spring we keep our followers up-to-date with what wild flowers will be blooming. We produced in-house video on Pennsylvania orchids that quickly went viral. In the fall we produce foliage reports to let visitors know where and when to expect to see peak colors in the state. It sounds simple, but these reports are wildly popular and often shared by our followers.

As a general rule we try to make a minimum of three Facebook posts per week, something that is easy to do if you collaborate with other agencies or departments. Share content from like-minded organizations. In the bureau of forestry we maintain a Facebook page for the bureau itself and a little over half of our twenty forest districts also maintain their own pages. We share content all the time as well content from the pages of our sister bureau, state parks.



A golden eagle comes in for a landing and a trail camera captures it. The Pennsylvania Department of Conservation uses the images on its Facebook pages to build its social media following. Photo courtesy Pennsylvania Bureau of Forestry.



A trail camera captures an eagle and other birds feasting on a deer carcass in Pennsylvania. The Pennsylvania Department of Conservation and Natural Resources shares pictures from trail and web cams on its Facebook page. Photo courtesy Pennsylvania Bureau of Forestry.

Social media can be a very powerful part of the communication tool box for any agency or organization. By knowing your audience, preplanning and sharing content, you can get the most out of your social media use. ■



Jeff Woleszlage is the chief of communications for the Pennsylvania Bureau of Forestry. To view the bureau of forestry's Facebook page go to <https://www.facebook.com/PAForests>. To connect it on YouTube go to <https://www.youtube.com/user/PAForestry>.

Create an event that garners coverage, increases exposure and pays off in profits

# Planning the perfect FAM trip

BY TOM KEER

Years ago, a media familiarization trip, better known as a FAM trip, was often synonymous with a boondoggle or a junket. I attended one poorly orchestrated event that quickly deteriorated into something more closely resembling the movie “Animal House.” A good time was had by some, many took offense and the rest were dumbfounded. It was no surprise that participants, me included, chose not to write about the venue or the products used during the event. The venue and the manufacturers who orchestrated the event believed that if the media had a great time they’d write glowing reviews; in the end, too much focus was on fun instead of work.

Large-scale media FAM trips have largely gone away. Some of them died a quick death because of the costs associated with the frivolity and lackluster results, while others disappeared due to the do-it-yourself marketing associated with digital and social media. One FAM trip disbeliever recently told me that the media could learn everything they needed to know from his company’s website. In the same breath, he complained about declining sales.

Every year I conduct about a dozen FAM trips for sporting equipment manufacturers, sporting venues and conservation agencies. A properly run FAM trip takes a tremendous amount of planning but the results are well worth the effort. For example, one recent Bahamian fly-fishing FAM trip yielded two print articles, three digital articles, three blogs and a few weeks worth of social media posts. Sales following the exposure increased by triple digits. They were the by-product of an experienced bonefisher who landed more seven to 10 pound bonefish in four days than she had in her life.

Here are a few key components essential to make your media FAM trip just as successful:

**Focus intently on the list of invitees.**

Combine editors from non-competitive publications with industry leaders and personalities and writers and photographers.

The networking possibilities are huge, new connections are made and the sharing of diverse frames of reference enlightens all participants. The group binds together through newly forged relationships and they ultimately deliver an outstanding and diverse series of media messages. The client hosting the event wins big every time.

## **Set expectations.**

Have a clear set of expectations for media coverage. I believe it is important that a sponsoring venue or product receives coverage if I agree to participate in a FAM trip. Encourage media to research the subject online to be sure the experience reasonably will mesh with his or her points of view and outlets. Properly set expectations reduces heartburn for all.

## **Intersperse print representation with digital media.**

Both mediums still have a lot to learn from each other, and a relaxed environment enables members to communicate candidly and openly. Common ground is more easily found, turf is defined and the result is powerful.

## **Circulate attendee bios to the group prior to arrival.**

I try to keep things fresh, so I usually invite folks who are likely to only know each other by reputation or through mutual friends. I don’t particularly enjoy the cliques that frequently pockmark industries and I am a strong believer in networking. So that everyone feels comfortable, I break the ice by sending a personal introduction and bios of participants a few weeks before the event. I include links to the attendees’ websites, recent publications, blogs, awards and other tastes-and-preferences. I also supply each attendees’ contact information for pre- or post-event follow up. By doing so the event takes on a comfortable attitude without adding a level of complacency.

**Provide a pre-trip planning document to ensure a smooth arrival.**

Airport pick-ups and drop-offs, gear lists for field work and recommended attire enables everyone to plan accordingly. It is as embarrassing for an attendee to arrive at dinner in a t-shirt and shorts when evening attire is expected, as it is to show up with orange for a waterfowl hunt.

## **Plan and balance programming.**

In writing, we often say “show, don’t tell,” and it’s the same with a FAM trip. Get people using the gear in natural settings. Let them see for themselves how a project is successfully working. They’ll have fun, while you stay on message. Avoid heavy-handed sales pitches, it’s like wearing too much aftershave to a party. A little dab will do.

## **Create networking opportunities for the attendees that go beyond the scope of the event.**

Introducing a photographer to a magazine editor, or a venue to a relevant service provider enables group members to network beyond the confines of the event.

## **Observe group dynamics.**

Change group pairings during morning and afternoon sessions until you find synergy between specific attendees. Exchanges become more meaningful when a group is simpatico. When you find a group that is in alignment and has perfect chemistry, consider repeating a separate event in a different setting. And add a few new members to the group to keep things fresh.

In the end, it’s not about getting the job done, it’s about getting the job done well. I’ve found that by keeping priorities straight, the fun just happens. And the end results of media placements and connections are a win-win for everyone. ■



Tom Keer is an award-winning writer who lives on Cape Cod, Massachusetts. Keer writes regularly for over a dozen outdoor magazines and owns The Keer Group, a full-service, outdoor marketing company. Visit [www.thekeergroup.com](http://www.thekeergroup.com) or at [www.tomkeer.com](http://www.tomkeer.com).

# Get the story you want from the experience you're given

## Making the most of a FAM trip

BY BURT MYERS

**Y**ou got the call. Some editor or publisher offered you a trip to write about XYZ lodge or to attend a function for manufacturer that promises a chance for hunting and fishing or some other outdoor pursuits.

It might sound like a vacation, but it's far from it. The way you act and write will establish your reputation across the entire outdoor industry. Your peers and industry professionals will be watching.

So check your ego.

You've shot trophy deer in Texas, caught 40-pound lake trout in Whatchamacallit Lake in northern Canada and taken a 12-pound bass in Mexico. Clearly your skill in getting on top media trips or finding top guides is commendable, but none of that makes you an "expert" angler or hunter.

I've guided advertising execs from Toronto to 50-inch plus muskies. For one, it was their first fish. Despite their catch they didn't claim to be a competent muskie angler.

Don't claim to be an expert when you are not. The people that do, go on FAM trips and spend most of their time trying to prove themselves as hunters, or anglers, instead of as journalists. They fish with a guide all day and never even get to know his or her name. They ride on an ATV or in a new boat with the guy who designed it, and they don't ask questions or write down quotes to use later. Instead they use the press kit as their source and feed the readers canned information that they could just as easily have gotten off the company's website.

To get the most out of FAM trip — including a killer story — remember you are a journalist first and foremost. Here's a few reminders to help you maximize your trip.

- **Step one.** Carry a camera and a notepad as a means of capturing quotes and photos at all times. All times.

- **Step two.** Never claim expertise in anything.

- **Step three.** Interview everyone who hosts or guides you.

The late Ed Crossman, University of Toronto professor and head of ichthyology at the Royal Ontario Museum and the co-author of "Freshwater Fishes of Canada," said he believed every angler he met had at least one piece of information that would add to his knowledge base. So ask your guide for tips on tackle and techniques. Answer the following questions when you return home. Is your guide married? What do they do in the off season? Does he or she have kids or grandchildren?

- **Step four.** Take pictures — more than you think you'll ever need. Once you get home you can't get that special shot you want

for the feature if you haven't already taken it. Digital photography means you can shoot as much as you want without extra costs. Take advantage of it. Use the old journalism credo of who, what, where, when and why to get the right pictures. The who and where, (the people and the places) are the most critical on media trips.

- **Step five.** Say thanks to everyone who helps you in any way. I'm not talking about tips for your guide, although that's always appropriate. I'm talking about being genuinely gracious to your hosts and the people who work for them. You're there to do a job, just as the folks who guide you or put you on a machine are there to do a job. As such they are colleagues, not servants. Treat them that way and you'll open up doors to information that you would otherwise never see.

The benefits are enormous. When you're doing that other article on jigs or optics or deer rifles you have a list of experienced professionals who will both return your call when it comes, and provide valuable insights and quotes that give the article authority. In my eyes, an article that doesn't contain quotes is little more than an opinion piece like this one.

- **Step six.** Once you get home write personal thank you notes that you mail the very next day.

- **Step seven.** Write the feature while everything is still fresh in your mind.

As a professional, never send your article off to the lodge, outfitter or manufacturer prior to publication for review. If something is particularly technical and you're not sure, by all means send the relevant paragraph for fact-checking, but never the whole article. You don't work for the host; you work for the magazine and its readers.

- **Step eight.** When the article is published make certain the key individuals that helped you get a copy of what you wrote.

None of this means you can't have fun. People like being around others who are clearly having a good time. Just don't forget why you are there. ■

— A version of this story originally appeared in the newsletter for the Outdoor Writers of Canada.



Burt Myers is an award-winning editor, writer, photographer and presenter. He is a past president and lifetime member of the Outdoor Writers of Canada and a past national board member for Ducks Unlimited Canada.

# This land was your land

## Federal transfers rob the American people



Campers enjoy their view of the public land near the Green River in Utah. A national movement to sell public lands threatens access for future generations. Photo by **Steven Brutger**.

### BY MATTHEW COPELAND

Stacks of informative articles and level-headed opinion pieces have been written of late about our slinking progress toward wholesale public land transfer and the ongoing efforts to stop it. See **Todd Tanner**, Bob Marshall, Scott Willoughby, Ben Neary, **Judith Kohler**, Raph Graybill, and as always, **Hal Herring** for particularly eloquent examples. What follows here will not be as civil. I am angry, and I am frightened. I believe that anyone who isn't angry and frightened, isn't paying attention. And I believe the time for polite discourse has passed.

Open-minded, well-informed consideration of every issue is critical to the functional health of any democracy. In fact I think the erosion of such vigorous debate in our society explains many of our current

ills. But public lands transfer is not a topic on which reasonable adults can disagree. It's not a "topic" at all. It is an attempted robbery — a bald-faced, unabashed, mass swindling of the first order. And the crooks have damn near pulled it off already.

Which would be difficult enough to swallow if it were just land at stake. Our public lands are our most economically valuable national asset, responsible for raking billions of dollars directly into the national coffers each year and supporting far more lucrative free market economic activity. We are literally talking about selling off 28 percent of our country. But politicians' hands have swept mankind's pockets ever since we outbred the hunter-gatherer clan structure, maybe longer. What's a few hundred million more acres pilfered from the people?

It's not about the land or the money though. What's ultimately at stake here is a way of life. Who we are as a nation, how

we live as a people and what it means to be American have all sprouted from the public soil of our great republic. Public land is the bedrock on which our national mythology is built. The cowboys, mountain men and pioneers wouldn't have existed without public land. "Huckleberry Finn" is a public land story, as are "Call of the Wild," "Lonesome Dove" and "A River Runs Through It." "Don't Fence Me In" and "America the Beautiful" were written about a landscape with equal access for all. Public lands put the "Wild" in the Wild West. Our spirit of exploration and adventure is inexorably tethered to the distant horizon and predicated on the freedom to cross the ground in between. Without public land, hunting, fishing, hiking and camping are reduced to commercial transactions and restricted to those who can afford them. Are we still American without room in America to roam?

Surely, nothing so central to our



A camper takes in the view of the Green River in Utah. A new movement to sell of federal public land threatens to eliminate access for outdoor recreation for future generations. Photo by **Steven Brutger**.

economy, identity and lifestyle could be genuinely threatened by the people who represent us. Maybe in some backwater banana republic or former Soviet state, but such gross injustice, such shameless theft could never happen here, right?

One would think. But I'm here to tell you the barbarians are at the gate, they are coming for what you hold dear, and they are winning. With the passage of SA 838, 51 United States Senators have thrown down the gauntlet, spit in your eye and made their intentions clear. They are rewriting the laws to take your land. Their threat is real and it is really happening. We can probably count on the current administration to thwart a land grab for the next 18 months, but who knows after the next election? Particularly if such brazen disregard for the public interest goes unpunished.

And let us be clear. We are being disregarded. The Senators and state governments who've led us down this path to the brink of unthinkable calamity know exactly what they're doing. They are not stupid and they are not misinformed. There has been no misunderstanding of American sentiment. They just don't care. They don't care because they've sized us up, taken our measure and deemed us impotent. Maybe they figure we're scared enough of the long promised, but never quite materializing, gun-snatching boogeyman that we won't dare abandon their protection. Maybe they figure we're so absorbed in Netflix and "Clash of Clans" that we've lost track of the real world. Maybe they've just done the math and decided we're already beaten.

### Our Public Lands

- Acres of federal public land in the United States: 6.4 million
- U.S. public land owners: 320,590,000
- Hunters and anglers who rely on public land: 69 percent
- Westerners who've used public lands in the last year: 95 percent
- Annual outdoor recreation economy supported by public lands: \$646 billion
- Jobs supported by public lands recreation: 6.1 million
- Sportsmen's groups and outdoor businesses that oppose transfer: 114

- Western voters (the supposed beneficiaries of transfer) opposing sell-off: 67 percent
- Senators who voted to open the door to wide-scale divestment of public land: 51
- State governments who've moved to "reclaim" federal public land: Seven
- Politicians voted out of office for supporting sell-off efforts: Zero

I have to admit it. So far, from their perspective, the math looks pretty sound. I could pile-up reams of compelling numbers, in fact, the much more capable professionals at the National Wildlife Federation, **Backcountry Hunters and Anglers** and Colorado College already have. But at this point, there's really only one calculation that carries weight. Unless the big fat zero at the end of the above list changes, the behavior of our elected officials won't change either.

I was born in Charlottesville, Virginia, and with my first squalling breath I inherited 1-million square miles of the most beautiful real estate on planet earth — boom, a geo-genetic jackpot winner just like every other natural-born American citizen. I can wander where I choose, hunt in the hills, fish in the rivers, lose myself in the mountains or find myself in the desert. Millions of naturalized immigrants earned these rare and precious privileges with the sweat of their brow. Millions more Americans have defended them with the blood in their veins. Now, regardless of our previous paths, we're all facing the same question. Will our kids know these same freedoms or will they become disenfranchised visitors on someone else's property?

"Oh, say does that star-spangled banner yet wave  
O'er the land of the free and the home of the brave?"

It does for now. If we don't start making a lot more noise though, we'll need to rewrite that land part pretty damn quick.

"O'er the holdings of the corporations?"

"O'er the real-estate portfolios of the 1 percent?"

I don't know, neither sounds like where the brave live to me.

So please, get on the phone. Tell your elected officials they need to fix this — all of them. Follow that call with a letter — or three. Then get back on the phone and ask your friends, family, neighbors and coworkers to do the same. Sign the Sportsmen's Access Petition at <http://sportsmensaccess.org/>. Hold a rally. Wave placards. Go to the next town hall meeting and speak your mind. Demand to know where candidates for public office stand on our public lands. Keep score.

Then vote your conscience. ■

*Editor's note: This article originally appeared on*



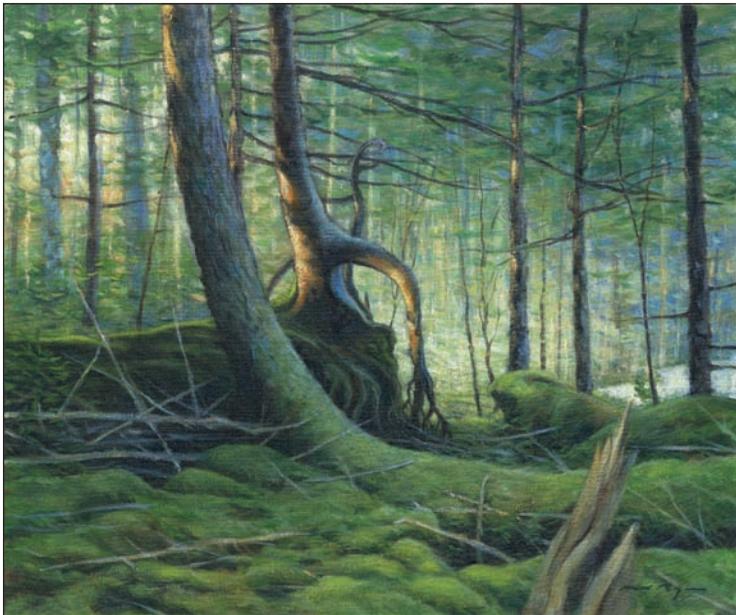
*Matthew Copeland served a six year corporate sentence in Major Metro USA before finding his way home to Wyoming and setting out to serve on his own terms. Today he writes for assorted magazines and helps clients tell their stories more effectively... when he's not off playing in the mountains that is.*

# Portfolio

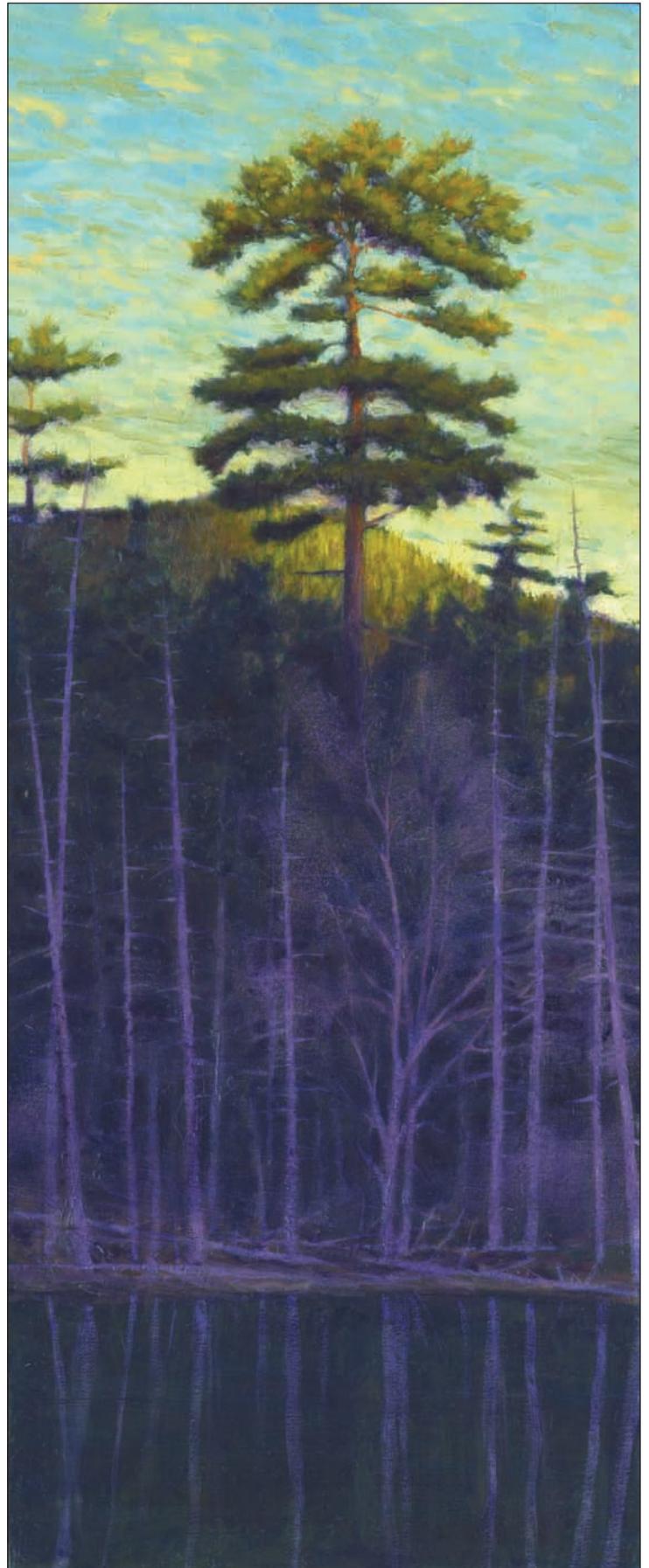
By Mike Ringer



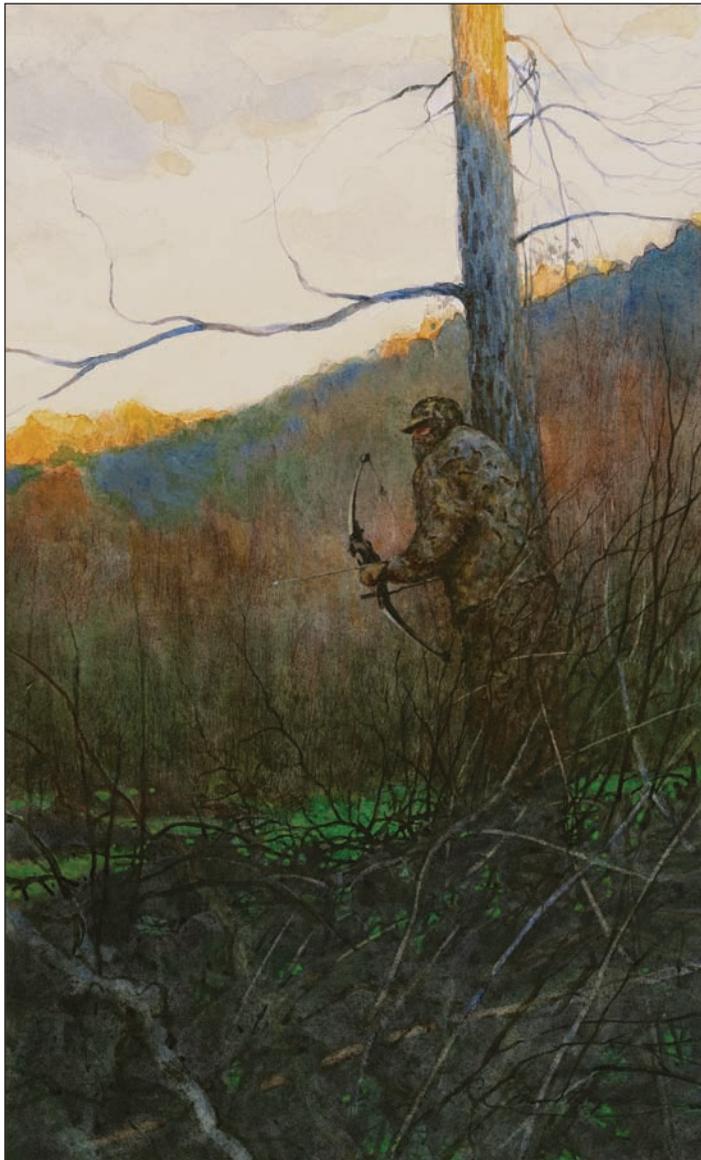
"The Blue Boat," watercolor



"Northwoods," oil on canvas



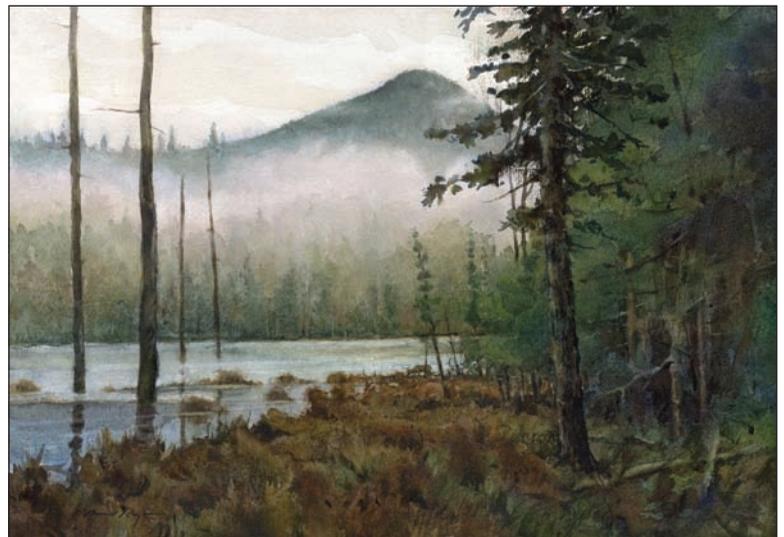
"Lake Sentinel," oil on canvas



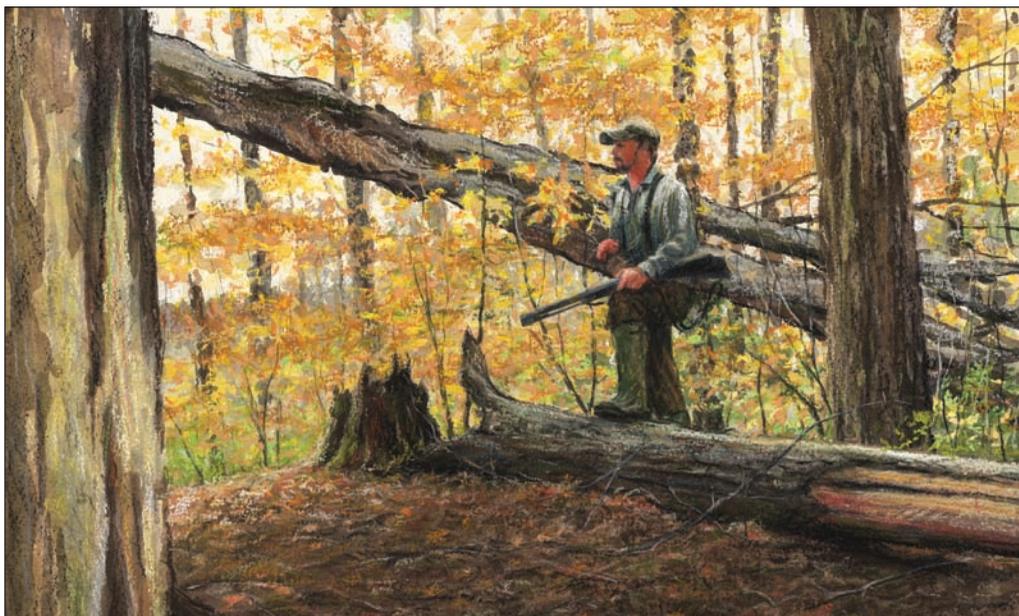
“Bowhunter,” watercolor



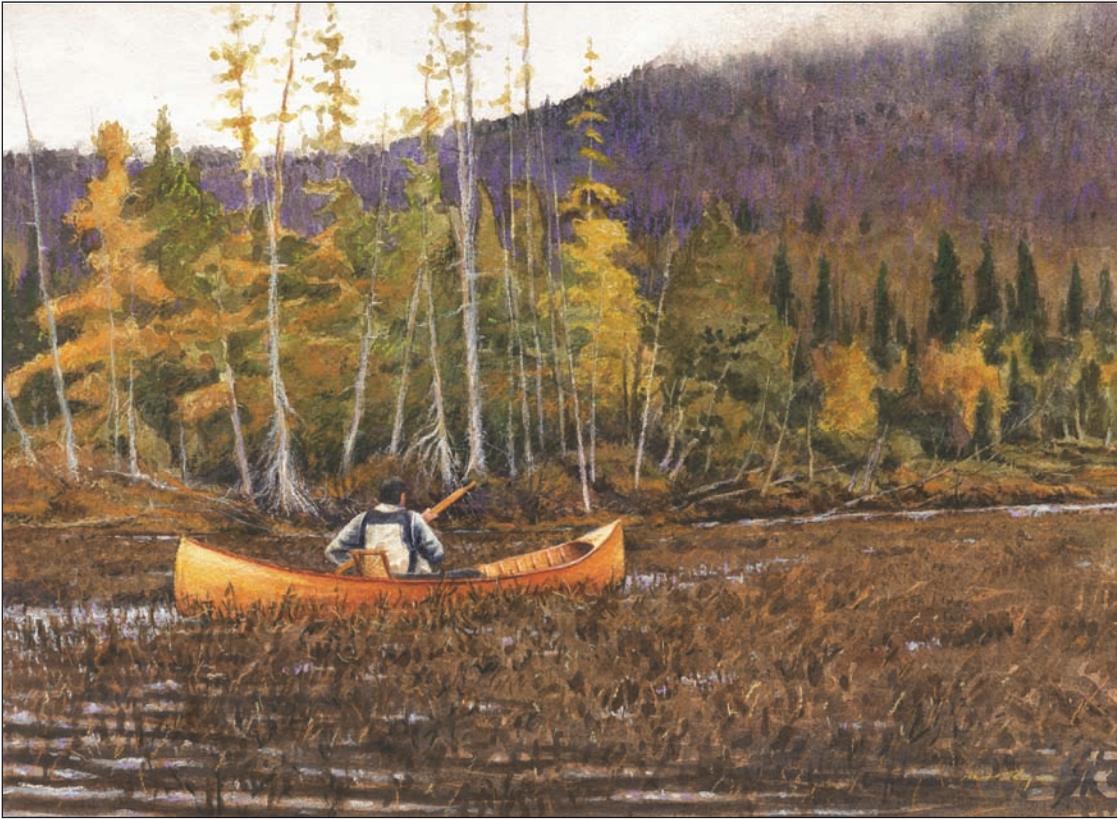
“The surveyor,” watercolor



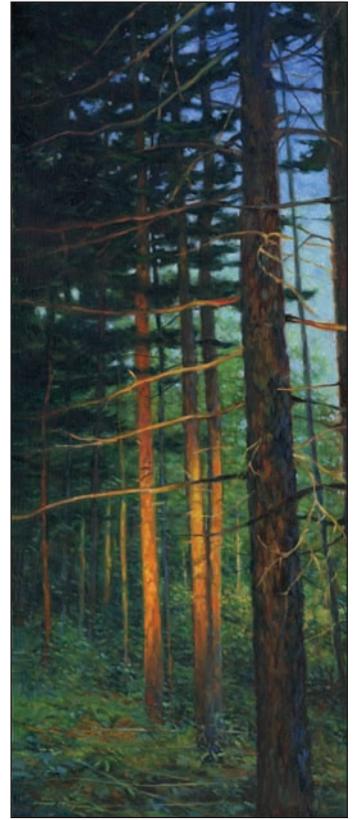
“Lonesome pond,” watercolor



“The Woodsman,” watercolor and pastel



“Pushing Through,” watercolor and pastel



“Light in the Forest,” oil on canvas



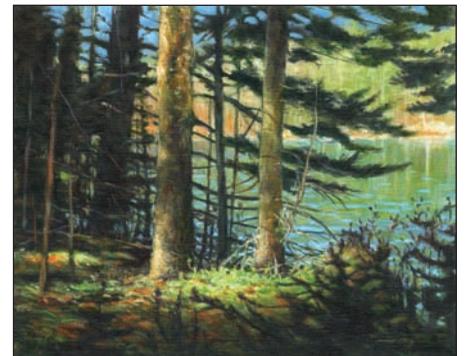
“Road to Paul's Stand,” watercolor



“Hunting Saints Ridge,” watercolor

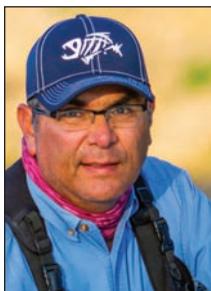


“Adirondack Meadow,” watercolor



“Forest Light,” oil on canvas

## WELCOME TO OWAA



**Lefty Ray Chapa** is a San Antonio-based, award-winning, professional photographer and writer specializing in outdoor subjects like fly-fishing, kayak fishing and waterfowling. He is also a lecturer on Texas fly-fishing opportunities and can be found giving slideshows and seminars across the country. Chapa is a frequent contributor to Southwest Fly Fishing magazine, Texas Parks & Wildlife magazine and the San Antonio Express-News newspaper. Chapa is president-elect of the Texas Outdoor Writers Association. Besides photographing wildlife, he also shoots wildlife. He is the credited photographer on two Grammy-winning music CD's and over a dozen Grammy-nominated and Latin Grammy CD's. The nickname "Lefty" comes from his high school golf playing days. While his team was not very good, his golf coach often told other coaches they could "out-drink, out gamble and out-fight any other team in the state of Texas."



**Bekah Klarr**, an enthusiastic outdoorswoman, native Michigander and frequent traveler, grew up exploring the outdoors. Experiences like working on a cattle ranch in Nevada, becoming a Wilderness EMT, earning her pilot's license and hunting and fishing trips have defined Klarr. She's hunted big game in North and South America and Africa. She also enjoys various bird hunting, fly-fishing and deep sea fishing. Klarr began writing about her experiences and the outdoors with the goal of bringing more representation for hunters to the public. She is a regular contributing writer for outdoor sites, has written articles for newspapers and private hunting club publications and started her own site [CygnetOutdoors.com](http://CygnetOutdoors.com) in 2014.



**Kim Ogonosky** is the manager of social media and administration at Coastal Conservation Association Texas, where she films, edits and distributes videos about restoration projects the organization participates in; ([www.ccatexas.org/videos](http://www.ccatexas.org/videos)); photographs project sites; organizes all social media efforts; and oversees and directs communications. Ogonosky received a master's degree in public communications from Fordham University in New York, where she interned with the United Nations and earned funding to film a documentary in Africa. Prior to moving back to her hometown of Houston in April 2013, Ogonosky worked as an adjunct professor at Fordham and a search marketing consultant for a search engine marketing company. Ogonosky loves spending time with her dog, exploring Texas, traveling, practicing yoga, eating good food and being outdoors.



**Ryan Sabalow** is an investigative reporter for the Indianapolis Star who primarily covers natural resources issues. His experiences as a lifelong hunter and angler lend unique insights into the many troubling environmental issues he covers. His investigations have exposed state officials' lax attitudes toward mercury contamination in fish; raw sewage overflows disproportionately dumping into streams in Indy's impoverished neighborhoods; and a powerful state wildlife official skipping a public waterfowl-hunting lottery. He's most proud of "Buck Fever," a groundbreaking four-part investigative series that starkly exposed the profound ethical concerns and disease risks caused by the interstate trade in captive deer.

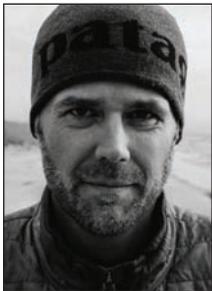


Multimedia producer **Greg Schulzetenberg** makes his home on the Iron Range of northeastern Minnesota where he owns a small video production company and is employed as an outdoors writer and columnist with the Mesabi Daily News. He spent 13 years as a television news photojournalist, including stints at KARE-TV and KSTP-TV in Minneapolis/St. Paul. Following TV news, he moved into the outdoor broadcasting field by joining Babe Winkelman Productions as a producer, editor and the chief photographer. In 2009, Schulzetenberg formed his own company, Center Cut Media, maintaining a focus on the outdoors, as well as corporate and internet video. In 2013, his journalism career moved to print where he writes, shoots still photography, produces video and performs page design. His experience and passion for the outdoors is what compels him to write — whether hunting, fishing, camping, or anything else that puts him in the field.

## WELCOME TO OWAA



Since his first outdoor article appeared in MidWest Outdoors magazine in 1990, **Steve Schweitzer** has penned hundreds of articles for blogs, websites, magazines, trade magazines and newspapers, including The Wall Street Journal and Fly Fisherman Magazine. He currently is contributing editor to Angling Trade Magazine and column writer for Southwest Fly Fishing magazine, Eastern Fly Fishing magazine and Northwest Fly Fishing magazine. He is author of the book “A Fly Fishing Guide to Rocky Mountain National Park” and co-author with Mike Kruse of “A Fly Fishing Guide to Colorado’s Indian Peaks Wilderness Area.” He is an accomplished book illustrator, specializing in pen and ink pointillism and an award-winning outdoor photographer, specializing in high-country Rocky Mountain destinations. Schweitzer is an avid fly-fisherman and backpacker, and has been playing the guitar for more than 40 years, sometimes in bands, but mostly now just around campfires.



With 20 years helping create communications in many mediums, **Adam Stielstra** has worked extensively with advertising and marketing agencies, production companies and publishers known the world over. With an early emphasis in the 1990’s on broadcast advertising and film production, Stielstra has written, developed and directed a wide scope of media for a variety of clients including the U.S. National Park Service and Clif Bar. Stielstra’s company, Pictures Heal, is based in Boulder, Colorado. He’s a full-scope media creative director, story developer and filmmaker with a redirected focus for Pictures Heal to help aid in humanitarian, conservation, and environmental entities for global causes and initiatives. His website is [admstielstra.com](http://admstielstra.com).



Captain **Brett Taylor** was born in Pennsylvania and grew up fishing freshwater species. He quickly developed a fishing passion for saltwater gamefish of coastal New Jersey. Taylor earned a bachelor’s degree in biochemistry from Rider University and worked for Merck pharmaceuticals prior to pursuing a career in public education in New Jersey. He teaches chemistry at a high school a few miles from Barnegat Bay and established its fishing club which he continues to run. Taylor is a contributing freelance writer for The Fisherman and On The Water magazines, and has given seminars and presentations at boat shows, tackle shops and fishing clubs. He was recently selected by George Poveromo to serve as regional faculty for the 2015 Saltwater Sportsman’s National Seminar Series in Linwood, New Jersey. In addition, he has made several appearances as a guest on ESPN’s Rack and Fin radio program. Taylor runs a charter fishing business, [www.reelreactioncharters.com](http://www.reelreactioncharters.com).

### Flying photography

CONTINUED FROM PAGE 9

or f8 because those produce the sharpest images with plenty depth of field, meaning when a bird’s head is in focus, the rest of the body will remain sharp. A fast shutter speed is crucial, too. I adjust my ISO (film speed) so my camera will select a shutter speed 1/1000 of a second or faster. Any shutter speed setting between 1/1000 and 1/2000 of a second is fast enough to freeze a bird in flight. Most cameras offer two focusing modes: One-shot or continuous. In one-shot mode, the shutter release is partially depressed, focus is attained and locked. Most cameras have a significant shutter lag and focus won’t be accurate for any moving subject unless it is moving parallel to you. Continuous mode uses predictive auto focusing. When you depress the shutter release part way, the camera continuously calculates where the subject will be and focus is constantly adjusted. Continuous mode is much more accurate for flight shooting.

Turn image stabilization and vibration reduction off. The image stabilizer slows the auto-focus system, and faster auto focus is more important than image stabilization.

#### Practice

Hone your techniques by photographing big, slow birds: Great egrets, great blue herons and eagles are good subjects. Knowledge and equipment are never enough but patience and persistence always pay off. ■



*Mike Wintroath is an Arkansas native and outdoor enthusiast. He enjoys wildlife photography, rock climbing, trail running, whitewater kayaking, hunting and fishing.*

# Efficiency a better priority than pipelines

BY RICH PATTERSON

Alliant Energy recently declared the Indian Creek Nature Center a photovoltaic power generating station. It will invest in a solar electric system that will produce more energy than the center's new building consumes

For years the utility and nature center shared power from a smaller, net-metered, photovoltaic system, meaning the meter ran backward or forward depending on renewable production and building demand. The customer pays the "net" at the end of the month.

The small system on the nature center's existing building reduced consumption and cost by about 41 percent. The new system will drop utility costs to zero while producing surplus electricity for others to use.

It is not pie-in-the sky technology. Nearly every business and home can install readily

available equipment and better manage energy use to reduce, or eliminate, energy cost.

Technology offers immense opportunity to reduce energy consumption beyond buildings. Our Prius, for example, comfortably moves us along at 50 miles per gallon. It's closer to 60 when driving around town in summer. Every gallon we don't burn frees family cash for other things, while reducing emissions and the need to extract and move oil. We save money whether gas prices are high or low.

Business, industry, government and homeowners can embrace efficiency and renewables to reap cost and climate benefits, or we can continue to extract, move and burn fossil fuel until it's gone.

Construction of the proposed Bakken and Keystone pipelines will require condemnation of private property, tear up land and create potential for toxic spills. There is much oil deep in Canadian, Texan and Dakota rocks, but it remains a nonrenew-

able resource that will deplete. As it grows scarcer and harder to extract it will become more expensive.

If everyone embraced efficiency, the need for fossil fuels and pipelines will diminish along with the environmental impacts associated with energy production. Efficient consumption saves consumers money while extending oil and coal reserves for the manufacture of plastics, cosmetics, medications and thousands of other products. Our national priority should encourage maximizing efficiency, not building pipelines. ■



*Rich Patterson is a past OWAA president and member of the Circle of Conservation Chiefs. He and his wife Marion own Winding Pathways LLC and live in Cedar Rapids, Iowa. For 36 years he served as executive director of the Indian Creek Nature Center.*

## Blog

CONTINUED FROM PAGE 10

original content every Monday, Wednesday and Friday is a lot of work. Having a buddy to share the load is awfully nice. Having a partner to whom you are accountable is priceless. Someone's bound to get behind and miss a post eventually — but it isn't going to be me. I know that Steven, who's every bit as competitive, feels the same way.

I also know he'll tell me the unvarnished truth when a post just doesn't work, or a photograph isn't up to snuff. The creative elbowroom that comes with playing in your own sandbox is great, but it does need sideboards. Sharing the credit and the criticism for what we produce doubles our chances at hearing the voice of reason before we wander too far off the reservation.

With our topical sphere selected, and baseline expectations established, the final key element to address was look and feel. Knowing that the Web is an inherently visual medium, and that Steven's photography is a real asset, we wanted a format that led with imagery. It was also important to both of us that we present a certain degree of professionalism. Taken together, those goals translated into a clean, full width format with simple lines, understated fonts and color schemes, and minimal "bloggy" clutter. Realizing that vision took plenty of experimentation, trial and error. Knowing what we were shooting for, before wrestling with platforms, themes and settings, made all the difference.

We set out to create a blog that didn't look like a blog, but we also made a point of embracing the medium. Frequent updates are a must, as is targeted online outreach.

There are well-established best practices for the blogosphere and ample resources available to anyone interested in learning. We did our homework and quickly learned the value of a newsletter and Google analytics.

But nothing has been so rewarding as engaging with readers. Fostering active relationships with the audience is absolutely critical to building and maintaining circulation. Those relationships also underpin the primary benefits of working on the Web — the creative stimulus, professional development, craft improvement, and newfound print and client work opportunities. When the audience shares our stuff with their communities, it drives traffic. When they share their thoughts and experiences with us, it drives us to keep telling stories.

Not even Google can put a value on that. ■



*Matthew Copeland served a six year corporate sentence in Major Metro USA before finding his way home to Wyoming. Today he writes for assorted magazines and helps clients tell their stories more effectively... when he's not off playing in the mountains that is. Read his blog [stalkingtheseam.com](http://stalkingtheseam.com).*

OWAA's annual conference: Knoxville, Tennessee, June 26-28, 2015

# A first-timers guide to conference

BY DANIELLE TAYLOR

I have sort of a weird habit when I travel. Every time I visit a new place, I send my folks a postcard (they're usually taking care of my dog anyway), and I also mail one to myself. It's a fun and cheap way to preserve a little visual memory from my trip, as well as a snippet of my thoughts at the time.

Last year when I arrived in McAllen, Texas, for my first OWAA conference, I found a McAllen postcard in my hotel room. After a whirlwind few days of education sessions, networking events, dinners, product demos and one highly entertaining photo scavenger hunt critique session, I finally got around to jotting down a few lines while waiting to board my flight home. My main thought? I really missed out on most of the benefits OWAA offered me in my first few years as a passive member.

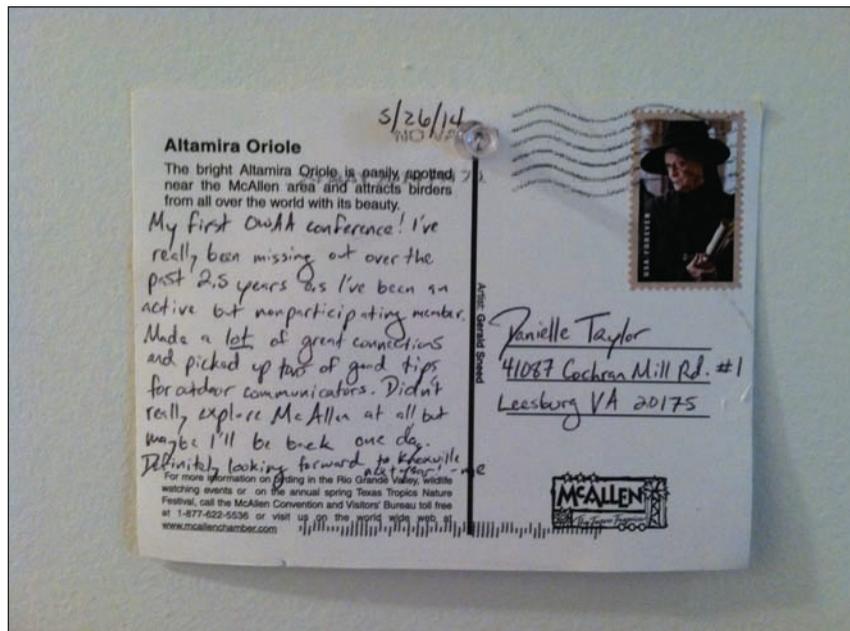
The association offers a ton of perks all year long, but the annual conference is really where it all comes together. If you're going to conference for the first time this year, or are considering attending next year's event, here are a few tips to make the most of your experience:

- If you haven't already set your travel plans, check out the **pre- and post-conference trips** tab on the OWAA Conference webpage (<http://owaa.org/2015conference/pre-post-conference-trips>) first. In addition to the jam-packed conference schedule, OWAA has also organized several outdoor excursions to introduce members to the greater Knoxville area and give attendees an opportunity to experience some of its outdoor attractions. You'll likely want to arrive early or stay late to fish the South Holston River, photograph elk in Great Smoky Mountains National Park, bird-watch at Douglas Dam or raft the Pigeon Forge River.

- Once you're ready to book your flight and hotel, **visit the travel and lodging tab on the conference website for discounted rates** (<http://owaa.org/2015conference/travel-lodging>).

- No matter how long you've been working in this field, **don't miss the "Becoming an Outdoors Communicator" workshop** (<http://owaa.org/2015conference/agenda/boc-workshop>). It's a great introduction to some realms of outdoor communications you may not have considered tapping into, such as radio, visual art and books.

- **Be sure to attend the Green Ribbon Meeting**, as it's here that you'll get a thorough introduction to the conference as well as a chance to connect with a mentor who can help guide you through the next few days. First-time attendees wear a green ribbon on their nametag throughout the conference, and this meeting also introduces you to other newbies you can buddy up with.



Danielle Taylor sent herself a postcard from McAllen, Texas, reminding herself of what she learned at conference last year. Photo by Danielle Taylor.

- Be friendly and don't hesitate to **introduce yourself to everyone**. Just like you, others are there to meet like-minded people, make new connections and find new opportunities. You'll likely have information to share that will help out your fellow members and they'll have the same for you. So step out of your comfort zone and join that hotel breakfast table of folks wearing conference badges, strike up a conversation with the person sitting next to you in a craft improvement session and introduce yourself to any speakers you particularly enjoyed.

- **Try to attend as many hospitality suites as possible**, as they're great opportunities to network with other members and sponsors. Also, there's no additional cost and the food is great, so why miss out?

- **Consider entering the photo scavenger hunt**. The experience of looking for shots that fit the bill for each individual quest gives you a different perspective on conference. Even if you don't participate, check out the comical photo critique session at the end to see the entries and pick up some photo composition tips from a few of the association's top photographers.

- Throughout the conference, **stay tuned in to OWAA and the other members you meet on social media**. Share photos and updates on Facebook and Twitter and connect with people you meet on LinkedIn. By tapping in to others' feeds, you can get insight on portions of the conference you miss. Don't forget to use the hashtag #OWAA2015 in your posts, and use it to search for others' posts while you're in Knoxville.

- **Roughly plan out which sessions you want to attend**, and

OWAA's annual conference: Knoxville, Tennessee, June 26-28, 2015

# Check-in early

Conference starts Friday, but there's plenty to do Thursday

**W**hen planning your arrival in Knoxville, Tennessee, think about showing up for conference on Thursday. You can get registered, sit in on a workshop and enjoy a hospitality suite.

Here's what's happening at OWAA's conference on Thursday:

#### Registration opens at 1 p.m.

Henley Concourse, Knoxville Convention Center

Beat the rush and check-in on Thursday. Your badge, the conference program, digital press material and more are available at the registration desk in the Henley Concourse at the Knoxville Convention Center. Your badge is required for entrance into all conference events.

#### Becoming an Outdoor Communicators Workshop

3 – 6 p.m. Room 301B, Knoxville Convention Center

This free, three-hour workshop will feature some of OWAA's most prolific and best-known communicators presenting on their specialties from outdoor publishing to outdoor television shows and everything in between. Please join **Pat Wray** and fellow OWAA members for this popular staple of the OWAA conference. Speaker presentations will be followed by an informal question and answer session.

#### President's Hospitality

8:30 – 11:30 p.m. Dogwood Room, Holiday Inn World's Fair Park

Celebrate with us as we toast OWAA President **Mark Freeman** for his ser-

vice over the past year. Drinks and light snacks will be provided.

#### Pre- and post-conference trips

And for even more fun, check out our lineup of pre-conference activities: <http://owaa.org/2015conference/pre-post-conference-trips/>. ■

### Supporting Group deadlines

**June 3** – Deadline to reserve hospitality suites

**June 12** – Deadline to submit digital press material, reserve 3-day displays and all demo booths and provide certificates of liability insurance.

note some back-up options in case any of your first choices aren't what you expected (<http://owaa.org/2015conference/agenda>).

■ If you do any freelance writing, **don't miss "Meet the Editors,"** to learn about several publications specific to this field and meet several assigning editors who are interested in publishing your work.

■ **It's worth waking up early for Demo Day and Shooting Day,** as this is your chance to test out some of the latest products for the outdoor industry. You'll also probably leave with a hefty bag of swag, so be sure to leave room in your suitcase when you pack.

■ **Consider attending the section meeting specific for your type of media** to discuss specific challenges you're facing and share ideas for new ways to maximize your outreach.

■ To learn about any major OWAA news you may have missed and vote on membership-wide decisions to help the association move forward and serve you best, **definitely attend the annual membership meeting.**

■ **Bring more business cards than you think you'll need.** They don't take up a lot of space in your luggage and you'll need them as you make a ton of great contacts to help you with your work in this field.

■ Once you're home, **follow up with the connections you made** to solidify those contacts and open the door to future opportunities.

My postcard collection decorates my home's stairwell, and the one from McAllen is on eye level at the top of the steps. Every time I see it, I'm reminded to pitch an article idea to an editor I met at last year's conference, follow up with a writer I met for an assignment, or just check in with a friend I made there. Unfortunately, I have a family conflict and can't make it to Knoxville this year, but I can't wait for the 2016 conference in Billings, Montana. I hope to see you there. ■



*Danielle Taylor is the executive editor of the National Recreation and Park Association's Parks & Recreation magazine as well as a Leesburg, Virginia-based freelance writer focused on outdoor recreation, conservation, and travel. Follow her on Twitter @D\_R\_Taylor, and visit her website at [www.danielle-taylor.com](http://www.danielle-taylor.com).*

OWAA's annual conference: Knoxville, Tennessee, June 26-28, 2015

## What you need to know for Knoxville



OWAA's annual conference starts June 26 in Knoxville, Tennessee. Photo courtesy Visit Knoxville.

### **Q. Anything special I should pack?**

**A.** If you would like to participate in our Photo Scavenger Hunt, you must bring your own camera and memory card. Also bring any clips you would like to share with our editors at the Meet the Editors panel — a clip box will be available for each attending editor. And of course be sure to bring plenty of business cards for networking.

Calling all runners: New for 2015 is the Roll n Run on Saturday morning. Bring your running shoes if you want to join fellow attendees for an early morning, no-fuss run.

### **Q. What should I wear?**

**A.** Wear comfortable shoes and casual clothes to the welcome dinner, EIC awards party, workshops and all demo events. The Honorary Awards Dinner on Sunday night is more formal, a tie and sports jacket are recommended. While all conference sessions will be inside, the welcome dinner, Breakout Day and water demonstrations will be outside, so please pack rain gear and be prepared for the heat.

### **Q. Where do I go when I arrive in Knoxville?**

**A.** The Holiday Inn World's Fair Park is the host hotel for conference attendees. Check-in is available beginning at 3 p.m. and free parking is available for OWAA's attendees. The conference registration desk will open at 1 p.m. on June 25. The registration desk and all conference sessions will be hosted at the Knoxville Convention Center located directly across the street from the conference hotel. If you arrive in Knoxville early in the day on Thursday, we can also provide suggestions at the registration desk for places to see or things to do in and around Knoxville.

### **Q. Will I need to transport myself to any conference activities?**

**A.** No. All transportation for conference activities will be provided. We will provide driving directions at the registration desk if you would prefer to drive yourself. Please note: Supporting Group and company representatives will need to provide their own transportation for water demonstrations and Breakout Day if they need to transport materials or arrive early for setup.

### **Q. Are my meals included with my registration?**

**A.** Yes. Scheduled conference meals are available beginning with breakfast on Friday and ending with dinner on Sunday. All meals are included in the conference agenda except breakfast on Saturday and Sunday which is available at the Holiday Inn World's Fair Park, included in your room rate. Please wear your conference badge to all meal events and contact OWAA headquarters, [conference@owaa.org](mailto:conference@owaa.org), if you have any dietary restrictions. For meals before and after conference, plenty of great restaurants are available in Knoxville: <http://www.visitknoxville.com/places-to-eat>. The registration desk will also have recommendations within walking distance.

### **Q. Can my spouse and family attend with me?**

**A.** Absolutely! A list of things to do in Knoxville and family and guest activities are available on the conference website: <http://owaa.org/2015conference/agenda/spouses-partners-families-guests/>. And anyone registered for the conference is welcome to join you for all conference meals and activities. For more information, visit: <http://owaa.org/2015conference/faq/>. ■

OWAA's annual conference: Knoxville, Tennessee, June 26-28, 2015

# Plan a picnic (and more) in the park

## Your guide to visiting the Great Smoky Mountains

**Y**ou shouldn't come to Knoxville, Tennessee, without a stop in Great Smoky Mountains National Park. You've probably seen pictures of peaceful, rhododendron-flanked rivers, eye-popping wildflower displays and scenic vistas. The idea of the Smokies is exciting, but when you actually pull out the map and try to plan a trip, it can be, well, really daunting. That's why we've broken the park up into a few smaller, more manageable chunks to help you plan the trip that's right for you.

### Best All-Around (West Side of the Smokies)

If you're looking to dip your toes into the Smoky Mountain experience, the west end of the park via Townsend, Tennessee, is the best way to do it. Because of its lower elevation and relatively flat roads and trails, this part of the park has the most year round use. In this area you'll find Cades Cove, which is home to historic structures like the old missionary Baptist and Methodist churches and the John Oliver Cabin, all remnants from the days when the cove was home to a small community of settlers.

You'll also find the trailhead to Abrams Falls, one of the most popular waterfall trails in the park, as well as the beautiful Rich Mountain Loop Trail. Unfortunately, the popularity and easy access of this part of the park means you'll be navigating larger crowds and standstill traffic on Cades Cove Loop, but cyclists and pedestrians can experience the circuit more serenely by getting up a little earlier. Every Wednesday and Saturday from May until late September, the loop road is closed to motor vehicles before 10 a.m., allowing pedestrians and cyclists to enjoy the loop without the frustration and danger that comes with navigating around cars.

But don't think this end of the park is all rolling hills and tourists. Abrams Creek has class III and IV paddling, and one of the highest points in the park, Rocky Top/



Conference attendees won't want to miss visiting Great Smoky Mountains National Park. Photo by **Ann and Rob Simpson**.

Thunderhead Mountain, is accessible from the Cades Cove campground.

### The Climbs (Central Smokies)

U.S. Highway 441 follows Little Pigeon River as it traces its way through the middle of the Smokies. It is speckled with some of the steepest, most difficult and awe-inspiring climbs in the park. The Chimney Tops, LeConte, Charlies Bunion and Andrews Bald all have trailheads along this road, and visitors will also find the scenic vistas of Newfound Gap and Clingman's Dome off the road before it snakes further southeast to the park border at Cherokee, North Carolina. If you're looking for an exhilarating hike, beautiful views and an intense workout, this is probably the part of the park you want to be in.

### The Gatlinburg Escape (North end of the Park)

Even big fans of Gatlinburg, Tennessee, can appreciate that beautiful moment on the road when the museums, restaurants and boutique shops of the city yield to trees, streams and rivers. The northern end of the park is home to several popular Smokies experiences. West of Gatlinburg along Little River Road is easy access to Laurel Falls, Metcalf Bottoms, Cucumber Gap and Jakes Creek. East of Gatlinburg you'll find the trailhead for Ramsey Cascades and Porters Creek, the latter of which boasts arguably the best wildflower display in the park.

### Underrated (Eastside)

Less frequented by Knoxvillians because of its distance from the city center, this area is perhaps most well known for Max Patch, which, while not actually within the boundaries of the park, is still worth a visit. Big Creek Campground is a great base camp for explorers looking to experience popular swimming destination Midnight Hole and fire tower-topped Mt. Sterling. Daring kayakers will enjoy paddling down Big Creek, while less experienced floaters will be better off opting for a float down Pigeon River.

This is just a start. Hikers should check out the National Geographic map of the Great Smoky Mountains and "Day hikes of the Smokies" by Carson Brewer to get a full scope of what the park has to offer. Kayakers should check out Kirk Eddlemon's new two-volume guidebook, "Whitewater of the Southern Appalachians."

Remember: No dogs are allowed on any trails in the park and permits are required for backcountry camping.

For more information on the hikes and mentioned visit <https://rootsrated.com/knoxville-tn/>. ■

— Article courtesy Roots Rated.

## SUPPORTER SPOTLIGHTS

# Get your kids outdoors with Piggyback Rider

Today, more than ever before, keeping an eye on our children is vital in so many ways. But, just keeping an eye out for them is not always enough to ensure their safety. Recently a child fell 200-feet off a cliff after running ahead of his father. They were visiting a very dangerous, yet picturesque overlook of the ocean.

Piggyback Rider allows parents to take children into the wild without having to worry where the kids wander.

This simple, workable solution to keep a child close during a walk in the park, a hike on a trail, or errands at the mall, is the answer.

Bryan Lifshitz and his brothers created the innovative Piggyback Rider. The three brothers developed and fine-tuned the carrier to weigh less than 3-pounds, while allowing a child from 2 and a-half years old to a child of up to 60-pounds to “ride the bar” on this back-pack-like, stable and safe carrier.

The Piggyback Rider standing child carrier has unlimited year-round use, while hiking, shopping, walking and exploring.

It’s more than just getting there; it’s about an active interaction between parent and child, bringing you closer together in any adventure. It offers a way to introduce your children to outdoor pursuits, while never losing track of your child.

The Piggyback Rider standing child carrier has won more than two-dozen awards and has been featured in the national media on shows like Good Morning America, Rachel Ray, ABC News, CBS News and CNN Travel to name a few.

This innovative child carrier will be the last piece of kid gear you need to buy. Here is why:

Safety, adventure and family time. Don’t leave your child at home. Inspire their curiosity of the outdoors. Your core strength allows for excellence balance in the carry position for fatigue-free walking and standing up to 60 pounds.

The Piggyback Rider child carrier backpack strengthens the physical and emotional bond between child and parent, creating lasting, enjoyable and enjoyable memories.

We hope OWAA members will stop by our booth on Breakout Day. Check us out at



It’s easy to take your kids hiking with you when you have the Piggyback Rider. There is no worry they might wander off or can’t keep up. Photo courtesy Piggyback Rider.

[www.piggybackrider.com](http://www.piggybackrider.com) and e-mail us at [bobandbarb@aptravelnews.com](mailto:bobandbarb@aptravelnews.com). ■

# Hobie’s newest boats offer more adventure

Since 1950, **Hobie Cat Company** has been in the business of shaping a unique lifestyle based around fun, water and innovative quality products. From their headquarters in Oceanside, California, Hobie Cat Company manufactures, distributes and markets an impressive collection of eco-sensitive watercraft worldwide, with subsidiaries; Hobie Cat Australasia in Huskisson, NSW, Australia and Hobie Cat Europe in Toulon, France and independent distributors; Hobie Kayak Europe and Hobie Cat Brazil. These products include an ever-expanding line of recreation and racing sailboats, pedal-driven and paddle sit-on-top recreation and fishing kayaks, inflatable kayaks, fishing boats and stand-up paddleboards, plus a complementary array of parts and accessories.

Namesake Hobart “Hobie” Alter, who started out shaping surfboards, and ended up shaping a culture, passed away peacefully at his Palm Desert home in spring of 2014. He was 80. His legacy of innovation continues.

This past fall, Hobie introduced its Mirage Pro Angler 17T. Three different configurations include traditional in-line tandem



Anglers celebrate a catch while on the Mirage Pro Angler 17T from **Hobie Cat Company**. Photo courtesy Hobie Cat Company.

## SUPPORTER SPOTLIGHTS

## Camp Chef cooks up real meals while camping

There is nothing worse than coming into camp after a long day of hunting or fishing when you're tired, hungry and just want a hearty meal only to realize the only edible food is ramen noodles or stale granola bars.

Most of us have been there, but there is a way to prevent it happening again.

Let me introduce you to Camp Chef.

Camp Chef started more than two decades ago as an opportunity to improve campsite cooking. It is now an industry leading manufacturer of outdoor cooking equipment.

When you're in the outdoors you can't control the weather or the fishing, but you can control the way you eat. So when all else fails Camp Chef ensures you have an appetizing meal to look forward to.

Camp Chef stoves are powerful, portable and versatile. They are ready to go whenever you are. Plus, they enable you to actually cook — not just boil — a delicious, hot meal with ease.

If you would rather keep things a little more traditional, try cooking with a Dutch oven. Dutch oven cooking is usually done with charcoal briquettes, over an open fire or on a Camp Chef stove. There isn't much you can't cook in a Dutch oven.

After you have spent a week hunting or fishing let's hope you're ready to fill your freezer. But what do you do with all that meat? Camp Chef can help you with that, too.

Smoking meat is a great way to naturally add and preserve flavors that cannot be experienced any other way and the process is simple with Camp Chef equipment.

Camp Chef's DLX Pellet Grill is a favorite and the most user



Campers enjoy a full breakfast using a **Camp Chef** stove. Photo courtesy Camp Chef.

friendly. The engineers at Camp Chef added several features to the pellet grill that eliminate annoying issues often associated with low and slow barbecue. It has controls that automatically maintain desired temperatures and a patented ash cleanout system for minimal clean up.

But no matter which Camp Chef smoker you choose, or which of its products you pick for your next adventure, your taste buds will thank you. And you'll never have to make ramen noodles at camp again. ■

seating, face-to-face social seating or solo, all with room for man's best four-legged friend and with plenty of space for standing, casting and fly-fishing in comfort. Hobie's patented MirageDrive with Glide Technology pedal system and Vantage XT seating are partnered with new features such as the H-Rail System for customizing accessories, a tracking skeg for covering long distances and a battery platform for an optional troll-

ing motor, crate or small cooler. The result is like nothing else on the market. It's a human-powered 17-foot fishing machine. No gas needed. No-motor-zone compliant.

Hobie is kicking off 2015 with a big splash with the total redesign of its Hobie Mirage Adventure Island and larger Hobie Mirage Tandem Island. These boats incorporate a combination of new Hobie technology (Vantage CT seating and

MirageDrive with Glide Technology) and targeted re-design (think iPhone 6 versus the older iPhone 4). Whether the preference is to fish and sail one's own boat, or enjoy the experience with a partner, these boats are powerful but easy-to-use combinations of specially-designed pedal-driven hulls, sail and sail masts and Polynesian outrigger-style akas and amas for beginners to accomplished anglers. ■

Outdoor  
Market

Jobs and editorial-needs listings are updated frequently.  
Don't miss an opportunity; sign up for daily updates!

[www.owaa.org/ou/category/market](http://www.owaa.org/ou/category/market)

## ASSOCIATION UPDATE

### DONORS

*February, March and April brought monetary gifts from generous donors. These tax-deductible donations are dedicated to funds designed to boost OWAA efforts ranging from education programs to operational costs. For details about OWAA funds, contact OWAA headquarters at 406-728-7434.*

#### **Bodie McDowell Scholarship Fund**

\***Daniel Clark**

**Dennis Dunn**

\***Daniel Glaser**

\***Russell Gordy**

\***Melissa McKirahan**

\***Miranda Wiley**

\* *Donated in Memory of Walter Yates*

#### **John Madson Fellowship Fund**

**Ben Moyer**

**Dennis Dunn**

**Larry L. Kruckenberg**

#### **Operating Fund**

**Kirk D. Deeter**

**Richard (Dick) Nelson**

#### **Restricted Endowment**

**Philip M. Bloom**

**Bob Delfay**

**Tony Dolle**

**Kay Morton Ellerhoff**

**George H. Harrison**

**Bill Monroe**

**Cliff Shelby**

### NEW MEMBERS

*New member listings include references to acronyms that relate to Skills, Subject Matter and Sections. A key for those acronyms can be found at <http://owaa.org/ou/about-owaa-skills-subject-matter-sections/>*

**Treble Burton**, 9508 Yellow Pine Ct., Louisville, KY 40229. (C) 502-533-2341, [tburto2387@gmail.com](mailto:tburto2387@gmail.com), [www.wideopenspaces.com](http://www.wideopenspaces.com). Been involved in the outdoors his entire life, currently trying to build his career as a writer. Contributor, Wild Open Spaces. Working on building his own website. (Jessica Redmond Burton) Skills: CSW; Subject Matter: ACDGPS; Sections: Magazine. Approved for Active membership; sponsored by **Brad Smith**.

**Lefty Ray Chapa**, 12102 Branding Point, Helotes, TX 78023. (C) 210-260-6154, [leftyray@leftyray.com](mailto:leftyray@leftyray.com). Freelance

photographer and writer specializing in fly-fishing, kayak fishing, saltwater fishing and waterfowl hunting. Credits, Southwest Fly Fishing magazine, Texas Parks & Wildlife magazine, Texas Highways magazine, San Antonio Express-News newspaper, Racks & Reels magazine, American Waterfowler magazine, Newsweek and many others. Author, three e-books. FFF certified fly casting instructor since 1994. Lecturer on Texas fly-fishing opportunities since 1991. President-elect of the Texas Outdoor Writers Association (TOWA). Skills: BLOS; Subject Matter: ABCDEKLU; Sections: Magazine, Newspaper, Photography. Approved for Active membership; sponsored by **Marty Malin**.

**Dr. Janice Henke**, 4723 State Route 40, P.O. Box 173, Argyle, NY 12809. (H) 518-638-8330, (W) 518-638-6591, [rahenke@capital.net](mailto:rahenke@capital.net). President, Henke and Associates Ltd., a conservation consulting firm that provides copy as well as field work to a number of venues. Past president, New York State Wildlife Rehabilitation Council. Former media consultant, New York State Trappers Association, National Trappers Association and Japan Fisheries Association. Author, "Seal Wars," Breakwater Books, scheduled to come out as a second edition in summer 2015. Currently researching and writing "Seeing Green," on the management of marine mammals from whales to seals and political issues involved with changes in media and technology in the past decade. Member, New York State Outdoor Writers Association. Plans to resume freelancing when the book projects are completed. (Robert) Skills: BCEILOQW; Subject Matter: CIOQRS; Sections: Media Relations. Approved for Associate membership; sponsored by **Glenn Sapir**.

**Bekah Klarr**, 1530 N. Cranbrook Rd., Bloomfield Hills, MI 48301. (C) 248-330-0166, [rebklarr@me.com](mailto:rebklarr@me.com), [www.cygnetsoutdoors.com](http://www.cygnetsoutdoors.com). Skills: CEOS; Subject Matter: ABCDEFLOR; Approved for Active membership; sponsored by **Mark Freeman**.

**Jared Lloyd**, Jared Lloyd Photography, 226 Russell's Creek Rd., Beaufort, NC 28516. (C) 610-290-3239, (W) 610-290-

3239, [jared@jaredlloydphoto.com](mailto:jared@jaredlloydphoto.com), <http://jaredlloydphoto.com>. Professional wildlife photographer, outdoor writer and videographer. Regular columnist, online wildlife photography magazine Wild Planet Photo Magazine. Contracted writer, Coastal Review Online — focusing on natural history and marine science. Regular contributor to a number of different wildlife magazines such as Wyoming Wildlife and Wildlife in North Carolina Magazine. His work takes him all over the world from the Galapagos Islands to Africa, but his heart and soul is rooted in the Greater Yellowstone Ecosystem. (Amy) Skills: OSW; Subject Matter: OQRSU; Sections: Magazine, Photography. Approved for Active membership; sponsored by **Paul Queneau**.

**Lisa Maloney**, Maloney Writes, 2725 Trailside Loop, Unit B, Anchorage, AK 99507. (H) 907-677-1058, [lisa@maloneywrites.com](mailto:lisa@maloneywrites.com), <http://maloneywrites.com>. Freelance writer and editor based in Anchorage, Alaska. Outdoors correspondent for the state's largest paper Alaska Dispatch News, the hiking/backpacking expert for About.com, and a frequent contributor to Alaska magazine. Author, "50 Hikes Around Anchorage," Countryman Press, with a second guidebook currently in the works. Covers everything from ice climbing and wilderness survival to dipnetting for salmon in the mouth of Alaska's Kenai river (the most miserable and spectacular means of fishing ever invented) to conflicts spurred by trapping regulations. If you can do it outside, she has either tried it (and written about it) or is eagerly awaiting the chance to do so. Skills: BELNOSW; Subject Matter: GLMOPQRS; Sections: Magazine, Newspaper, Photography. Approved for Active membership; sponsored by **Brett Prettyman**.

**Christine Paige**, Ravenworks Ecology, 962 Dusty Trail Rd., Driggs, ID 83422. (C) 406-544-6143, [chrispaige@gmail.com](mailto:chrispaige@gmail.com). Wildlife biologist and science writer, providing content for a variety of audiences, from technical wildlife management and conservation guidelines, to science outreach pieces and magazine articles. Works both on contract and as a freelancer and writes

## ASSOCIATION UPDATE

for resource professionals, decision-makers, general audiences and children. Credits, Montana Outdoors, Bugle, Audubon, Wildlife Conservation, Montana Magazine, Wild Outdoor World and others. Owner, Ravenworks Ecology, researching and writing outreach and communications for wildlife conservation and resource management. Current projects include "Science to Solutions," a series of outreach articles for the public on recent science findings for sage grouse conservation. Published seven articles in the series in 2014-2015. (Tobin M. Kelley) Skills: OSW; Subject Matter: GLOQRS; Sections: Media Relations/Communications, Magazine, Photography. Approved for Active membership; sponsored by **Paul Queneau**.

**Marion Patterson**, Winding Pathways LLC, 1080 30th St. Dr. SE, Cedar Rapids, IA 52403. (C) 319-362-1470, marion.patterson@gmail.com, [www.windingpathways.com](http://www.windingpathways.com). Co-owner, Winding Pathways, encouraging families to create wondrous yards. Leads labyrinth walks at Indian Creek Nature Center with outdoor themes and assists with ecological restoration. Writes weekly blog on outdoor themes around the yard. Edits and co-writes periodic blogs on backyard chickens for Cargill, "Scoop from the Coop." Edits and takes photographs for regular column "Natures Notes" and several features per year on travel in The (Cedar Rapids) Gazette. (Rich) Skills: CENS; Subject Matter: GLOU; Sections: Newspaper, Photography, TV/Video. Approved for Active membership; sponsored by **Jim Low**.

**Greg Schulzetenberg**, Mesabi Daily News/Center Cut Media, 715 Pierce St., Eveleth, MN 55734. (C) 218-780-9856, [glschulze@msn.com](mailto:glschulze@msn.com), <http://centercutmedia.com>. Outdoors writer and columnist, Mesabi Daily News in Virginia, Minnesota. Also contributes to daily news, sports and outdoors stories with photography and video. Owner, Center Cut Media, a small video production company since 2009, specializing in outdoors related content including hunting and fishing. Previously worked

as a producer, photographer and editor for Babe Winkelman Productions in Brainerd, Minnesota. (Katie) Skills: NSV; Subject Matter: ACFM; Sections: Newspaper, TV/Video. Approved for Active membership; sponsored by **Bill Sherck**.

**Steven Schweitzer**, 1543 40th Ave. Ct., Greeley, CO 80634. (C) 303-550-5257, [steve@pixachrome.com](mailto:steve@pixachrome.com), <http://pixachrome.com>. Author, "A Fly Fishing Guide to Rocky Mountain National Park" and "A Fly Fishing Guide to Colorado's Indian Peaks Wilderness Area." Illustrator and contributing author, "Drag-Free Drift." Contributing editor, Angling Trade Magazine. Columnist, Southwest, Northwest and Eastern Fly Fishing Magazines. (Renee) Skills: ABLNOP-SWX; Subject Matter: ABGLPS; Sections: Magazine, Media Relations, Photography. Approved for Active membership; sponsored by **Kirk Deeter**.

**Adam Stielstra**, Pictures Heal, P.O. Box 270370, Louisville, CO 80027. (H) 303-250-9540, (C) 303-250-9540, [adamstielstra@me.com](mailto:adamstielstra@me.com), [www.admstielstra.com](http://www.admstielstra.com). Has worked extensively over the past 20 years with ad and marketing agencies, production companies and corporate clients known the world over helping create great communications in all commercial mediums. A born Michigander and cinematography alumni of Columbia College Chicago. Accomplishments include co-creating the world renowned Nooma film series, a Telly award, top platinum international MarCom awards, gold and silver international communicator awards and various other accolades. Has written, developed and directed a wide-scope of media with an early emphasis on writing and producing for broadcast advertising and film production. Previously served as senior creative director for San Antonio's oldest ad agency. Owns Pictures Heal in Boulder, Colorado, working as a full-scope writer and creative director offering story development and filmmaking with a redirected focus for work with spiritual, humanitarian, conservation, environmental, and healthcare entities for global causes and initiatives. (Linda) Skills: ELMOSV; Sub-

ject Matter: AGLORS; Sections: Magazine, Media Relations, Photography, TV/Video. Approved for Active membership; sponsored by **Kris Millgate**.

**Capt. Brett Taylor**, Reel Reaction Sport fishing LLC, 7 Ballast Ave., Barnegat, NJ 08005. (W) 609-290-7709, [reelreaction@gmail.com](mailto:reelreaction@gmail.com), [www.reelreactioncharters.com](http://www.reelreactioncharters.com). Charter fishing captain and public school teacher. Saltwater fishing seminar speaker with appearances including Salt Water Sportsman magazine seminar series. Radio guest, Rack and Fin radio 97.3FM. Credits, New Jersey Angler, The Fisherman, On The Water, Living Long Beach Island, 4 Bridges. Provides weekly fishing report for multiple newspapers including Asbury Park Press, Press of Atlantic City and The Beacon. (Jennifer) Skills: ILO; Subject Matter: BK; Sections: Magazine, Media Relations/Communications, Photography. Approved for Active membership; sponsored by **Nick Honachefsky**.

### REINSTATED MEMBERS

**Nick Honachefsky**, Salt Water Sportsman/Guy Harvey Magazine, (Active) 8 Echo Lane, Clinton, NJ 08809. (W) 732-267-2277, [nickymagnum@hotmail.com](mailto:nickymagnum@hotmail.com). TV Host, "Hookin Up with Nick and Mariko," World Fishing Network. Editor, Guy Harvey Magazine. Field Editor; Salt Water Sportsman, The Fisherman, On the Water. Saltwater columnist, Gannett USA Daily Journal, Courier Post. Contributor, Outdoor Life, Field and Stream, Sport Fishing, Marlin, ESPN.com. Skills: BLNOW; Subject Matter: ABKLS; Sections: Newspaper, Photography, TV/Video.

**Rich Wagoner**, (Active) 155 S. Bradford Rd., Springfield, IL 62711. (H) 217-458-2674, (W) 308-925-4868, [wgn500@yahoo.com](mailto:wgn500@yahoo.com). Writer. Video and radio host for Adventure Sports Outdoors Magazine. Skills: OQRTV; Subject Matter: ABC-GLOS.

CONTINUED ON PAGE 30

## ASSOCIATION UPDATE

### Association update

CONTINUED FROM PAGE 29

#### CREDENTIALS REVIEWS:

*The following members have successfully passed the review of their member credentials:*

**Celeste Baumgartner**  
**Beau Beasley**  
**Christian D. Berg**  
**Kirk D. Deeter**  
**Rodney N. Dimich**  
**Dennis Dunn**  
**Gloria Jones**  
**Tom Keer**  
**Jeff Kelm**  
**Jennifer Kross**  
**Scott Linden**  
**Joe Mahler**  
**Becky Jones Mahlum**  
**Vicki J. Mountz**  
**Trey Reid**  
**John E. Riutta**  
**Keith Stephens**  
**Jay Michael Strangis**  
**Dr. Kris W. Thoenig**  
**Shane Townsend**  
**Mike Zlotnicki**

#### NEW SUPPORTING GROUPS, AGENCIES AND BUSINESSES

*Supporting Group listings include references to acronyms that relate to resources they provide. A key for those acronyms can be found at <http://owaa.org/ou/about-owaa-supporter-resources/>.*

**Costa Sunglasses**, 2361 Mason Ave. Ste. 100, Daytona Beach, FL 32117. Contact: Liza Jones, public relations manager, Full Circle PR, 1 Independence Pt., Ste. 115, Greenville, SC 29615. (W) 864-672-9614, (Toll Free) 800-447-3700, [liza@fullcirclepr.com](mailto:liza@fullcirclepr.com), [www.costadelmar.com](http://www.costadelmar.com). Still hand-crafted today in Florida, Costa has created the highest quality, best performing sunglasses for outdoors enthusiasts since 1983. Supporter Resources: CGIOP.

**CRKT** (Columbia River Knife & Tool), 18348 SW 126th Place, Tualatin, OR 97062. Contact: Lindsey Phelps, sales

manager, international markets. (W) 503-685-5015, (Toll Free) 800-891-3100, (F) 503-682-9680, [lphelps@crkt.com](mailto:lphelps@crkt.com), [www.crkt.com](http://www.crkt.com). Founded in 1994, CRKT is one of the industry's premier brands of knives, tools and lifestyle accessories, with a reputation for innovative design. Supporter Resources: GIP.

**Keweenaw Tackle Company LLC**, P.O. Box 4419, Traverse City, MI 49685. Contact: Dave Rose. (W) 231-276-9874, (F) 231-930-4401, [dave@traditionsmedia.com](mailto:dave@traditionsmedia.com), <http://keweenawtc.com>. Secondary contact: Dale Elliott, president, [delliott@keweenawtc.com](mailto:delliott@keweenawtc.com), 231-930-4400. Manufacturer of unique fishing lures. Supporter Resources: GIP.

**MAG Instrument**, 2001 S. Hellman Ave., Ontario, CA 91761. Contact: Adrian Dare, senior director of sales. (W) 909-947-1006, ext. 2104, (F) 775-719-4586, [adare@magmail.com](mailto:adare@magmail.com), [www.maglite.com](http://www.maglite.com). Secondary contact: Mike LeClerc, senior director of sales. Manufacturer hand-held lighting. Supporter Resources: GI.

**Outdoor Industry Association**, 4909 Pearl E. Circle #300, Boulder, CO 80301. Contact: Alex Boian, senior director of government affairs. (W) 303-327-3509, [aboian@outdoorindustry.org](mailto:aboian@outdoorindustry.org), [www.outdoorindustry.org](http://www.outdoorindustry.org). Outdoor Industry Association is the national trade association for suppliers, manufacturers and retailers in the \$646 billion outdoor recreation industry. We are also the title sponsor of the Outdoor Retailer tradeshow held twice annually in Salt Lake City, Utah. Supporter Resources: C.

**Piggyback Rider**, 1928 E. Highland Ave., F104-612, Phoenix, AZ 85016. Contact: Bryan Lifshitz, chief marketing officer. (W) 602-400-8249, [bryan@alamarimedia.com](mailto:bryan@alamarimedia.com), [www.piggybackrider.com](http://www.piggybackrider.com). Secondary contact: Bob Epstein, chief marketing officer, [bobandbarb@atravelnews.com](mailto:bobandbarb@atravelnews.com). It is not what we do, but why we do it. We create a lifelong bonding experience between parent and child. We build and manufacture the Piggyback Rider, the world's first and only standing child carrier. Supporter Resources: CIO.

**U.S. Fish and Wildlife Service** —

**Mountain-Prairie Region**, 134 Union Blvd., Lakewood, CO 80228. Contact: Denise Sanchez, administrative support. (W) 303-236-2985, [denise\\_sanchez@fws.gov](mailto:denise_sanchez@fws.gov), [www.fws.gov/mountain-prairie/](http://www.fws.gov/mountain-prairie/). Secondary contact: Theo Stein, public affairs specialist, [theodore\\_stein@fws.gov](mailto:theodore_stein@fws.gov), 303-236-4336. The U.S. Fish and Wildlife Service works with others to conserve, protect and enhance fish, wildlife, plants and their habitats for the continuing benefit of the American people. Supporter Resources: CI.

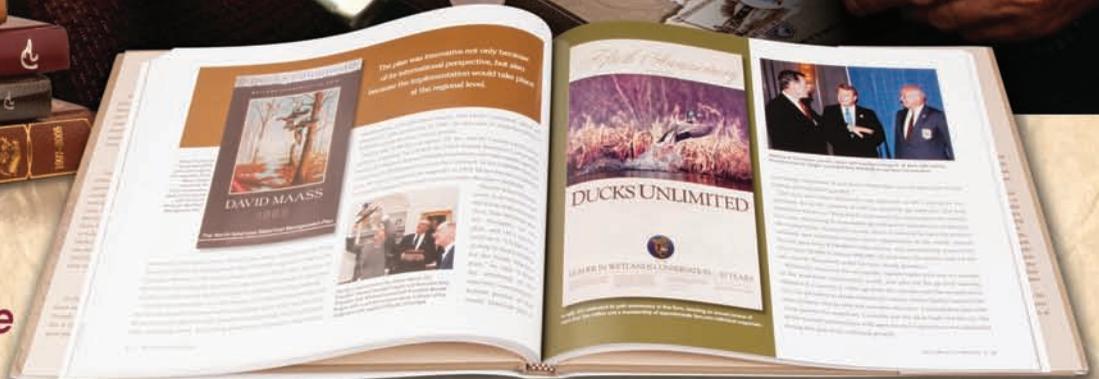
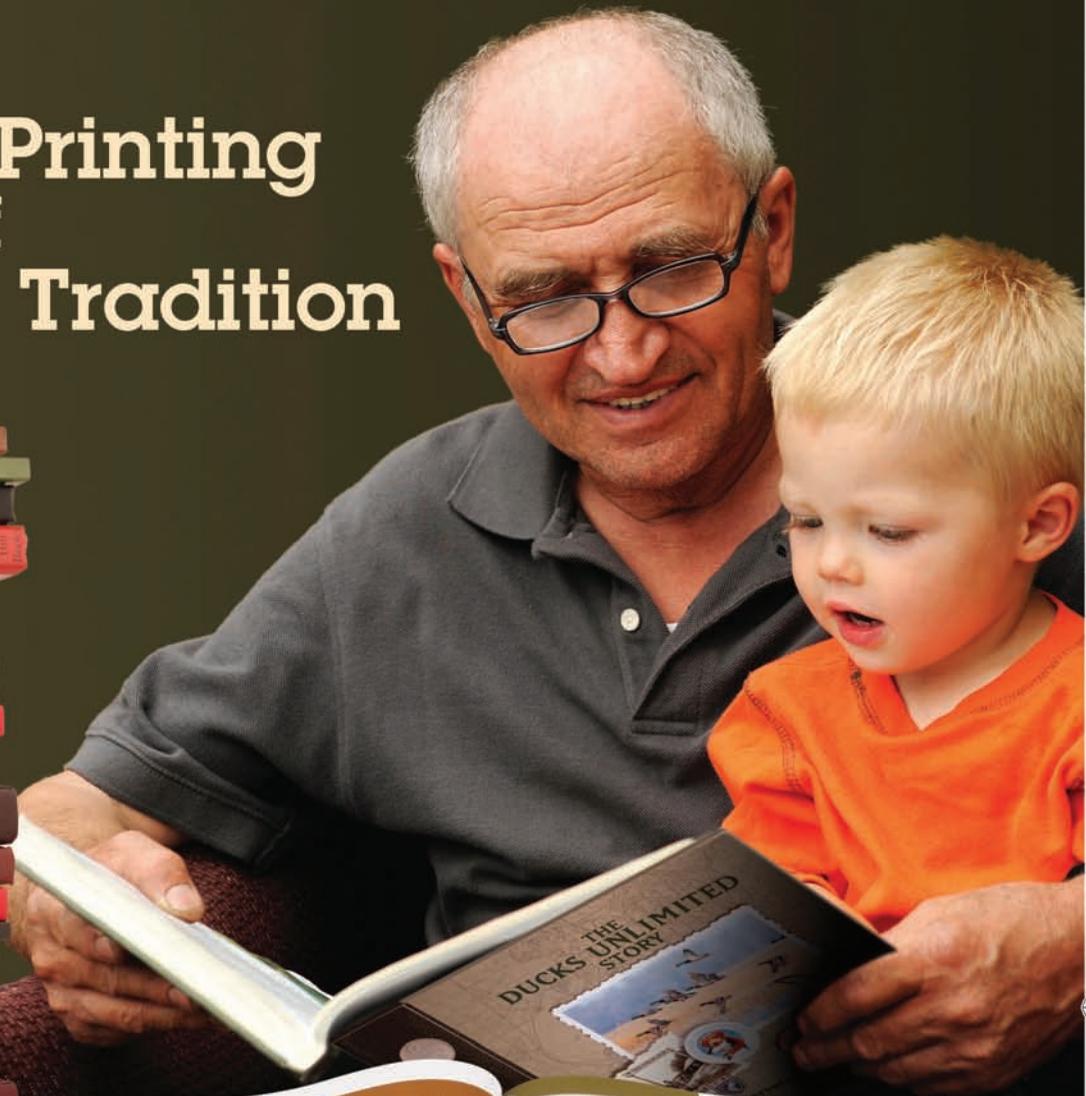
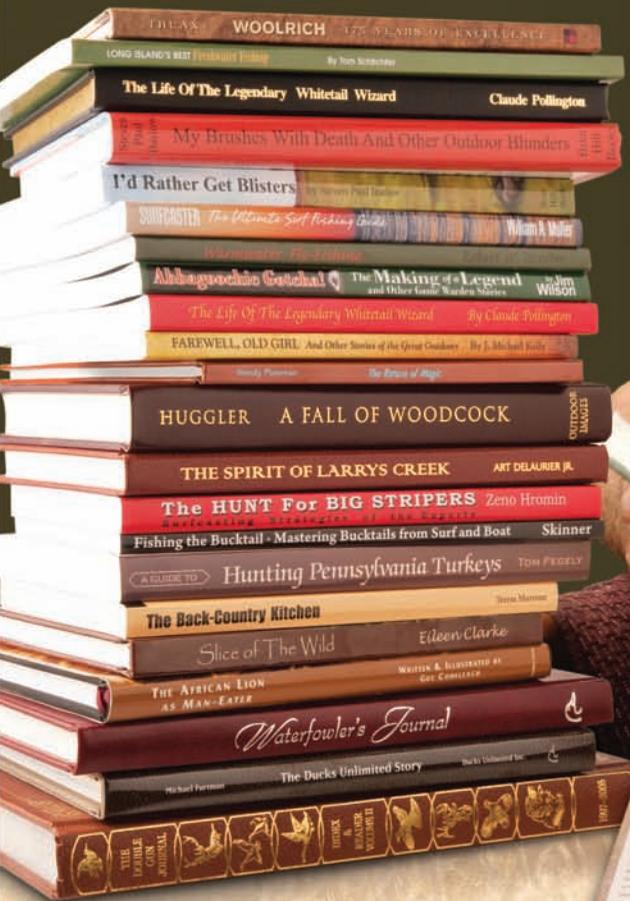
#### REINSTATED SUPPORTING GROUPS, AGENCIES AND BUSINESSES

**W. R. Case & Sons Cutlery Co.**, 50 Owens Way, Bradford, PA 16701. Contact: FJ Feightner, communications manager. (W) 814-368-4123, [ffeightner@wrcase.com](mailto:ffeightner@wrcase.com), [www.wrcase.com](http://www.wrcase.com). Since 1889, W.R. Case & Sons Cutlery Company has been an American manufacturer of premium, hand-crafted knives. Based in Bradford, Pennsylvania, Case's offerings cover a wide range of product categories, from traditional folding pocketknives and fixed blade sporting knives to limited production commemorative and collectables. Case's longevity and brand-loyal consumers are testaments to the hard working artisans that continue to make Case an industry leader. Case's commitment to product quality is evident in the 125 pairs of hands and 160 manufacturing processes that it takes to create just one knife. A unique tang stamp dating system used since the very early days of its history has made the Case brand one of the world's favorite collectable brands. The Case Collectors Club, with 19,000 active members, is the largest known knife collecting association in the world. Case is owned by Zippo Manufacturing Company, makers of the world famous Zippo windproof lighter. Supporter Resources: GIP.

#### DECEASED MEMBERS

**James T. Smith** ■

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## Thank you to our Excellence in Craft Contest judges

### **BLOG**

\*Tony Dolle  
Kate Kyker  
Marcus Schneck  
Shane Townsend

### **BOOK/E-BOOK**

\*Phil Bloom  
Chip Gross  
Mike McKenna  
Bill Powell

### **CHILDREN'S STORY IN A NEWSPAPER, MAGAZINE OR WEB PRODUCT**

\*Mary Nickum  
John Nickum  
Catherine Reynolds  
Elaine Westphal

### **COLUMN**

\*Louie Bond  
Kelsey Dayton  
Paula DelGuidice  
Russell Roe

### **ILLUSTRATION/GRAPHIC**

\*Colleen Miniuk-Sperry  
Erin Hiatt  
Blair Jones  
Lindsay McCauley

### **MAGAZINE/E-ZINE**

\*Phil Bloom  
Dawn Faught  
Mark Freeman  
John Mazurkiewicz  
Tim Mead  
Shawn Perich  
Christine Peterson  
Paul Queneau  
Kevin Rhoades  
Brandon Shuler  
Ty Stockton

### **NEWSPAPER/NEWS WEBSITE**

\*Mark Taylor  
Gail Jokerst  
Ellen Horowitz  
Tony Dolle  
Jim Low  
Stephen Kirkpatrick  
Marlo Kirkpatrick  
Bobby Whitehead  
Paula DelGuidice  
Mike Zlotnicki  
Phil Bloom

### **PHOTOGRAPHY**

\*Sam Caldwell  
Tom Berg  
Ed Breen  
Guy Coheleach  
Jim Foster

Carol Kugler  
John Maxwell  
Pat Murray  
Frank Oliver  
Brent Wheat

### **RADIO/PODCAST**

\*Marty Malin  
Chip Gross  
Art Malin  
Albino Walker

### **TELEVISION/VIDEO/WEBCAST**

\*Lisa Ballard  
Chris Batin  
Dave Carlson  
Jerry Chiappetta  
Walter Dinkins  
Brian Jennings  
Cindy Jones  
Robert J. Koenke  
Andy Ray Lightbody  
Grant McOmie  
Vicki Mountz  
Tim Smith  
Phil Vaughn  
Jim Westlake  
Kevin Wilson  
Brad Zahar

\* Indicates chief judge.