

OUTDOOR WRITERS ASSOCIATION OF AMERICA

# OUTDOORS UNLIMITED

THE VOICE OF THE OUTDOORS

APRIL/MAY 2017



## THE ART OF THE INTERVIEW

HOW TO ASK QUESTIONS TO  
BRING A STORY TO LIFE | p. 5



Candidates for OWAA's Board of Directors answer questions, OWAA celebrates 90 years AND MORE.

# OUTDOORS UNLIMITED

APRIL/MAY 2017 | VOL. 78, NO. 2

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**ON THE COVER**

**BY PHILIP QUADE** | *Brook Bell belays from the top of the first pitch on Cardiac Arete in the Sentinel Valley near Lake Louise, Alberta in Canada. Photographer Philip Quade is a climber from Calgary, Alberta, Canada. His work has appeared in Grippid magazine and Rock and Ice magazine. View more of his photography in the portfolio starting on page 15. Visit his website at [www.philipquade.com](http://www.philipquade.com) and follow him on Instagram at [philip\\_quade](https://www.instagram.com/philip_quade) or on Twitter [@\\_quade](https://twitter.com/_quade).*

FROM THE EDITOR

# Happy birthday OWAA

**O**N APRIL 9, 1927, a small group of writers attending the Izaak Walton League of America convention in Chicago decided to form a professional organization for outdoor writers.

Their goals were to connect with colleagues and exchange ideas, experience and information, expand outdoor coverage in the national media, focus public attention on conservation issues and provide continuing education in the form of craft improvement.

The Outdoor Writers Association of America has changed dramatically in the 90 years since those 19 writers first formed it, as has the world.

Today, while we keep "writers" in our name, our ranks include people from all corners of outdoor communication. The media in which we work have changed — gone are film cameras and typewriters as video, blogs and podcasts define a new era of communication. Yet those founding principles have remained relevant and at the core of our mission. Nowhere is that more obvious than at our annual conference.

Our annual gathering, this year in Duluth, Minnesota, brings together our members from across North America. It's a rare chance to talk to editors, writers, producers or public relations specialists who work in your same specialty.

We'll also offer craft improvement sessions on using technology for working in the backcountry and the best way to make initial contact with an editor at your dream publication.

We'll discuss conservation issues like development near the Boundary Waters Canoe Area Wilderness and managing wolves.

And we hope that our members who work for the media will find outdoor stories to share with their audiences.

We're always looking ahead and our 90th anniversary is no exception, but

we are also taking time to reflect on the past.

Starting on page 10, five past presidents write about their time leading the organization. We'll also have a special reception for past presidents at the Duluth conference, a perfect time for people to gain more historical perspective about OWAA and also the outdoor communication industry.

There is always talk about growth and efforts to bring new communicators who represent an ever diversifying industry into our fold, but as we enter our 90th year, we at headquarters are also focused on our long-term and current members and how we can continue to make your membership in OWAA worthwhile.

Colleen Miniuk-Sperry, who has served as our interim executive director this winter, has started sharing member work on Facebook. If you haven't already, email her at [cms@owaa.org](mailto:cms@owaa.org) about your latest book, or share a link to an article, podcast or video you've recently published. Or send me a photograph you've recently captured for Feature Photo Friday on our Facebook page.

You've likely noticed that the magazine you're reading has a different look. Outdoors Unlimited underwent a full redesign this winter, thanks to the talented Allison Bye and a generous donation from our second vice president Paul Queneau, which helped fund the effort. I hope the fresh look of OU helps showcase the incredible work and wealth of knowledge our members share in its pages.

The timing makes it a perfect birthday gift for the organization. Happy birthday, OWAA. Here's to the next 90.

— *Kelsey Dayton is the editor of Outdoors Unlimited. Reach her at [editor@owaa.org](mailto:editor@owaa.org).*



## 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.



### NATIONAL HEADQUARTERS

615 Oak St., Ste. 201  
Missoula, MT 59801  
406-728-7434, Fax: 406-728-7445  
[info@owaa.org](mailto:info@owaa.org), [owaa.org](http://owaa.org)

### STAFF

Interim Executive Director: Colleen Miniuk-Sperry  
Membership & Conference Services Director: Jessica Seitz  
Outdoors Unlimited Editor: Kelsey Dayton  
Copy Editor: Bill Bowers

### PRESIDENT

Brett Prettyman, Utah

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### COUNSELS

Attorney: William Jay Powell, Missouri  
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# Adventure awaits in Duluth, Minnesota



Brett Prettyman spent 25 years as the outdoors/environmental editor at the Salt Lake Tribune before leaving to become the Intermountain communications director for Trout Unlimited. He lives in Salt Lake City. Email him at [brettoutdoors@yahoo.com](mailto:brettoutdoors@yahoo.com).

Brett Prettyman  
OWAA president

**T**HE FIRST THING I do when the location for a future OWAA conference is announced is ponder the possibilities for adventure. Sometimes figuring out what pre- or post-conference trip to plan is a challenge, but more often the options, at least for this angler who loves to hit new waters, are obvious.

Such is the case with the 2017 conference being held June 24-26 in Duluth, Minnesota. And it turns out it doesn't only work for anglers.

The OWAA board of directors gathered in Duluth in late January for the winter board meeting. Those who made it got a little taste, albeit a wintry one, of the plethora of options awaiting those who head for Minnesota this summer.

Four board members got a chance to fish through the ice for walleyes, pike and eelpout — all within view of the Duluth Entertainment Convention Center where our conference will be centered.

Fishing with guide Jared Houston and his staff was not off the charts, but we did manage to catch fish and the company was excellent. We were thankful temperatures were closer to freezing than zero.

Another group, joined by Michael Furtman, the local chair for the 2017 conference, cross-country skied to view petroglyphs in the Boundary Waters Canoe Area Wilderness. Steve Piragis with Piragis Northwoods Company helped lead the skiers, and OWAA member and Sportsmen for the Boundary Waters staffer Lukas Leaf made a spectacular lunch.

Yet another crew attending the OWAA winter board meeting got away for ice climbing and fat tire biking. The climbing was under the direction of the University of Minnesota Recreational Sports Outdoor Program. Hansi Johnson with the Minnesota Land Trust and Dave Grandmaison of The Duluth Experience led the biking outing.

If the winter field trips the board experienced while in Duluth are any indication, those making the trip this summer are in for a wonderful treat.

This, however, is not the first OWAA conference in Minnesota or even Duluth.



Bretty Prettyman fishes in the Boundary Waters Canoe Area Wilderness after the Rochester, Minnesota, conference in 2010. Photo: Mark Taylor

Back in 2010 the conference was held in Rochester, Minnesota. I took the opportunity while attending the conference to fulfill my lifelong dream of exploring the Boundary Waters.

Past president Mark Taylor and I took off with some locals for an epic four-day fishing, camping and portaging excursion. My shoulders still ache just thinking about all the paddling, but memories of catching toothy northern pike, chunky walleyes and monster smallmouth bass are embedded deep in my psyche.

If you are having a hard time deciding whether to attend the 2017 conference, consider the opportunities to not only learn how to be a better communicator through the great sessions Paul Queneau, our second vice president, is planning, but also the chance to see new places and make lifelong memories.

Special thanks to Stacy Oltmanns and Gene Shaw, as well as other staff from Visit Duluth, for the warm reception for our OWAA board meeting.

I hope to see you all in Duluth in June and hear about your Minnesota adventures. If you are looking for ideas, check out pages 12-14 or visit <http://owaa.org/2017-conference/>.

# The art of the interview

How to ask questions to bring a subject and story to life.

BY RICH LANDERS | SPOKANE, WASHINGTON

**I**NTerviewing is an intimate method of harvesting a person's experience, observations or expertise for a story. The kid who caught a state-record fish and the hiker who completed the Appalachian Trail in record time are initially just a few numbers and some background on a page.

Quotes and details, from the subject, as well as supporting characters, bring the story to life. Getting a person to talk and say something significant is an essential skill for a communicator.

Here are some of the interviewing insights I've honed in 40 years of outdoor journalism.

## DO YOUR RESEARCH.

Preparation makes the most of the time allotted for the interview.

When I landed the rare writer privilege to take Sandra Day O'Connor fishing in Idaho, I had time to prepare while being vetted by U.S. marshals. I read three of the books written by the first woman associate justice of the Supreme Court and numerous articles covering subjects from her interest in fishing to her reputation for casting the swing vote. The interviewing was done on the fly, but the research perked our conversation as we delivered Elk Hair Caddis patterns to St. Joe River cutthroats. What I'd learned in advance was laced through my story in the newspaper the next day.

## ASK SIMPLE QUESTIONS.

Nothing in a writer's interviewing toolbox is more important than a simple, stimulating, insightful and well-timed question or statement. "What do you mean?" can elicit clarification. "Take us through it" can lead to filling a story with perspective, drama and details.

Short questions are incredibly effective. You should always be ready to ask, "Give me an example." And don't confuse your subject by asking multiple questions at the same time. That offers the opportunity to avoid answering the more difficult one.

## PREPARE QUESTIONS, BUT STAY ADAPTABLE.

When Ted Nugent booked a gig in Spokane, I arranged for an interview in his dressing room before the concert — me, The Nuge and his gunsmith friend in the corner cleaning the rocker-bowhunter's two Glocks. An interview with the entertainer could range from political to titillating, and it did. I had a few questions prepared. In fact, to drum up interest, I asked readers

to send me questions they'd want to ask Nugent. With someone so gifted in gab and fond of controversy, my job came down to guiding the discussion and staying out of the line of fire.

Having a few questions jotted down in advance is a good idea, but be prepared to let others flow from conversation. If the subject gets on a roll in telling a story, inject only short questions, such as "How did that happen?" or "What did you do next?" to keep it moving. Fill in blanks later.

## PUT YOUR SUBJECT AT EASE.

Information doesn't always flow. It often needs to be coaxed from its hiding place. I've interviewed people who were self-conscious talking with friends nearby. On the other hand, I interviewed two teenage girls about their first backpacking trip and they fed off each other to bring out humor and details I'd never have wrung out of them one at a time. But if I don't get a good response talking to a person face-to-face, I'll often ask if I can give them a call on the phone to get more details.

## KEEP THE FOCUS ON YOUR SUBJECT.

Be conversational, but avoid injecting too much of yourself. Whether you're a freelance scribe for the local monthly tabloid or a star correspondent for "60 Minutes," your subject is the most important person in the room in a one-on-one interview.

Don't assume anything, and avoid trying to dazzle the interview subject with your brilliance or knowledge of a subject. In some cases, subjects might neglect to divulge important details if they think you already know everything.

## ASK HARD QUESTIONS.

Find the right time to ask tough questions. Asking something pointed at the wrong time can shut down the interview, or at least make the subject uptight. Save it for the end, if you have to. On the other hand, don't avoid asking the tough questions that readers want or need to know.

## LET THE INTERVIEW DANGLE.

Anglers who fish streams know that after they've swung a fly or lure, strikes can be stimulated by delaying the retrieve and letting the fly or lure dangle straight downstream for a few seconds or more. This applies to the interview. After you say thanks and set aside the notebook or turn off the recorder, keep the conversation going and listen. A trophy quote or insight could emerge in this moment of relaxation. •

— Rich Landers is the outdoors editor for *The Spokesman-Review* in Spokane, Washington. He's been an OWAA member for almost 40 years.



# Capturing the northern lights

BY ANDY LONG | EAGLE, IDAHO

**N**O PENCIL CAN DRAW IT, no colors can paint it and no words can describe the magnificence when it fills the sky with dancing colors. The aurora borealis, or northern lights, electrify the sky, creating a dazzling spectacle to witness, but a challenging phenomon to duly capture in photographs.

An exceptionally vibrant aurora borealis lights up the night sky near Wiseman, Alaska, and features tinges of yellow, a color not often seen in the northern lights.  
*Photo: Andy Long*



It's impossible to perfectly capture the northern lights in a photo because they move. But with planning and practice you can create stunning images of the colors blazing in the night sky. *Photo: Andy Long*

The first step is to find a good location to watch the light come alive in the sky. You can find tips in books and online. I recommend the website for the Geophysical Institute of the University of Alaska Fairbanks (<http://www.gi.alaska.edu/AuroraForecast>). It provides upcoming forecasts as well as maps to where and when the aurora will be visible. Some of the best places are Fairbanks, Alaska, Yellowknife, Northwest Territories or Whitehorse, Yukon Territory in Canada, or most places in Iceland.

Wherever you go, plan on standing in sub-zero temperatures for most of the night and pack accordingly. Boots with thick soles, wool or insulated ski pants, heavy jackets, cap and gloves are necessary.

You'll need a digital single-lens reflex camera that allows for a high ISO and a fast wide-angle lens. I use a 16-35 mm f/2.8 for shooting the aurora and have found this to be a very versatile lens.

Depending on the temperature, using a cable release keeps the camera still while pressing the shutter button. But if it's really cold, the delicate wires in a release can freeze and short. More reliable options are two-second timers, or a wireless remote.

An ISO of 2400 or 3200 works with new cameras, while those with older camera bodies should stick to 1200 or 1600. If you are working with a very old camera, you'll need to stick to 800 ISO to avoid too much noise in the image.

Depending on the ISO used and the brightness of the aurora, I usually start test shots between five and 15 seconds to see what shutter speed can best capture the colors, detail and movement of the lights. During very strong displays I have been able to shoot at around two seconds, which brings out some incredible details in the bands.

The unfortunate thing about photographing the northern lights is you can't capture the full movement as it is happening before your eyes. You'll need to remember that what your eye sees is not exactly what the resulting image will show. Some colors will be different and the shapes will not be exactly the same, as the lights can significantly move and dance in even the few seconds your shutter on your camera is open capturing the display.

Don't forget to sit back and simply enjoy the spectacle.

There is nothing like seeing the sky start dancing with shades of green, blue, purple and red. Let it mesmerize you. Set aside your camera — at least for moment. •

— *Andy Long is the author of "Photographing the Aurora Borealis," available on Amazon. For e-book versions and information on northern light photography workshops in Alaska and Iceland, visit [www.firstlighttours.com](http://www.firstlighttours.com).*



# Covering wildland firefighter discrimination and assault

BY TAYLOR WYLLIE | MISSOULA, MONTANA

When **Krista Langlois** set out in 2014 to report on Women in Wildland Fire boot camps, she thought her story would be a day-in-the-life type piece on the experience. She planned to cover the program created by Bequi Livingston, a former wildland firefighter who wanted to help women pursue the same line of work. Langlois started her reporting shortly after news broke of women firefighters suing the USDA over allegations of sexual harassment, discrimination and abuse from men in the agency, and the story shifted to document the struggles women face in such a male-dominated field and how the Forest Service has spent decades ignoring it. The freelancer shares what went into her year and a half reporting for the story that published in High Country News.

**Q** What did the story look like when you originally pitched it to your editors?

**A** When I pitched it to High Country News it was “let me go down to this boot camp and write like a two-page, first-person narrative about what it’s like to try to be a woman getting started in this very male-dominated field.” I thought the boot camp was going to be a lot more boot-campy. More people yelling in your face, and doing push-ups and that kind of thing. Everyone was super nice. They hiked and did a few push-ups and a few drills and stuff, but it ended up being a lot more tame than I envisioned it would be.

**Q** So the story changed quite a bit then?

**A** Yeah (laughs). That was also part of the reason it took so long from when I first wrote about the lawsuit in the fall of 2014. A year and a half later was when the story finally got published.



**Q** Can you walk me through these changes?

**A** After I started talking to some of these women and after it was revealed that women in the Grand Canyon and the Park Service had been facing harassment for decades and the Park Service hadn’t done anything about it and had been

aware of it, that’s when we started looking more at how the Forest Service had handled these allegations.

I never had to repitch it. I have a really great relationship with High Country News. It was continuously talking with multiple editors and making them aware of the twists and turns that the story was taking.

**Q** Was it difficult for you to find women to talk to?

**A** It really wasn’t. Most of the women I talked to had already come forward, they had already experienced the repercussions of that and the sort of reputation that comes along with it. They weren’t stoked to talk about it again, but they had already made the decision to come forward and be public figures about it.

There are so many other women out there, I think, who are sexually harassed, abused, intimidated, whatever, on the job and the majority of them probably never come forward. I didn’t talk to those people, and I imagine if I had they would’ve had a difficult time.

Continued on page 24

# Once gone, public land is hard to get back again

BY RICH PATTERSON | CEDAR RAPIDS, IOWA  
AND LARRY STONE | ELKADER, IOWA

**W**ANT TO BUY HUNTING property for less than 3 cents an acre? You'll need to go back to 1803 and buy about 530,000,000 acres to get that bargain price.

That's what the residents of New Jersey, Massachusetts, Delaware and 12 other states did when Thomas Jefferson completed the Louisiana Purchase. They coughed up the money to buy 827,000 square miles of distant Western land that doubled the size of the United States. No one knew exactly how much land was transferred from France to the U. S., so the per-acre cost isn't precise. But adjusted for inflation, we're still talking less than 50 cents an acre in today's economy.

What a deal! Yet some Eastern taxpayers complained about covering the bill to buy the vast, Western wilderness from the French. Only a few hardy explorers had ventured into the virtually uncharted expanse, which was the homeland of an unknown number of Native Americans.

That wilderness, which fascinated President Jefferson and captivated the "voyage of discovery" expedition led by Meriwether Lewis and William Clark, eventually was transformed into more than a dozen new states. Sadly, countless Native Americans were killed, displaced or forced onto reservations. But, the Louisiana Purchase now includes some of the most productive private agricultural land in the world, as well as public wild lands, rugged mountains, forests, prairies and coal and oil fields.

Our state, Iowa, became public land with the Louisiana Purchase, but soon federal policy called for privatizing land. Iowa's rich soil and gentle topography became available for homesteading, purchase, and land grants just as millions of immigrants poured into our country and native-born Americans moved West in droves. Iowa was opened to settlement in 1833. By 1900, most of the state's 36 million acres had been converted into 200,000 individual farms. In those 67 years — less than one human lifespan — Iowa's wildlife-rich public land was almost completely changed to private ownership.

Iowa has public recreational and open space land today, but just a smidgen. Fewer than 700,000 total acres are protected by local, state and federal agencies. Compare that with more than 1 million acres devoted to roads and road rights-of-way. Private farms and farmland cover more than 26 million acres — more than 70 percent of the state.

Most hunting takes place on private land, which is open for

general use only with the permission of benevolent landowners. Where there are public areas to hunt, hike and camp, almost all have had to be reacquired by the government after years in private ownership.

Linn County, Iowa, recently paid \$7.1 million to buy 485 acres of private land that will become public parkland. That's just a shade under \$15,000 an acre for land that had been public after the Louisiana Purchase, but which private individuals bought for a song during the 1800s push to privatize the state.

We Iowans, who many would say have sacrificed our own natural lands to be able to grow food, fiber and fuel that benefit others, now take for granted the privilege of recreating on natural lands elsewhere. Many of us travel west to national parks, forests and wildlife refuges where we leave dollars earned from our agricultural economy to boost the tourism economies of the places we visit. But we also cherish just the notion of knowing the land is out there, whether we actually set foot on it or not.

Now, with the political climate in Washington, D.C., and some Western states, the pendulum may be swinging back toward privatization. But our public lands are a precious part of our proud American heritage — too precious to abandon to private interests. Because of the foresight of our ancestors, the people of this country (the taxpayers) own millions of acres where they can hunt, fish, camp, hike, bird-watch, boat and just savor the resources they collectively own. To sell or give away those lands for the financial benefit of a few would be a scar on the face of democracy and a one-way street on the road to oligarchy.

• *Circle of Chiefs* articles are written by those who have received the *Jade of Chiefs Award* for conservation reporting and coverage. *The Jade of Chiefs* honorees are considered OWAA's conservation council. The article reflects the opinion of the author. If you'd like to add to the discussion, please send a letter to the editor.

— Rich Patterson is a fishery biologist who served as executive director of Dillon and Indian Creek Nature Center. He has been a freelance writer focusing on conservation and environmental issues since 1971.



— Following a 25-year career as an outdoor writer with *The Des Moines Register*, Larry Stone has spent another 20 years as an Iowa-based freelance conservation writer, photographer, blogger and lecturer.




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*But we also cherish just the notion of knowing the land is out there, whether we actually set foot on it or not.*

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# Five decades of OWAA

In honor of OWAA's 90th birthday, Outdoors Unlimited asked five past presidents, each representing a different decade, to talk about their year in office and what they hope for the organization in the future. To hear more from other past presidents, be sure to attend a special reception June 23, at the Holiday Inn & Suites in Duluth, Minnesota.

## MARK SOSIN

**Year of presidency:** I was officially president of OWAA in 1977-1978 and chairman of the board in 1978-1979. However, I actually served as president for 2½ years. Wally Taber served before me, but Wally went on an annual speaking tour from December to June and was out of contact most of that time. That left me as the top decision maker for that half year.



When I was chairman of the board, Pete Czura was elected president. Unfortunately, Pete was in poor health, so the role of the president once again fell to me.

### Defining moment(s) or accomplishment(s) of the year:

During my presidency, Ed Hanson, our executive director, called me early one morning to tell me that the building where we had an office was on fire and he was trying his best to save OWAA's membership records. In the background, I could hear the firemen tell Ed he had to leave the building or they would physically remove him. It was a long morning before Ed called back to tell me that most of our records had been saved.

During my term, Clare Conley, the editor of *Field & Stream*, was brought up on ethics charges and I chaired the board during those proceedings. Clare was found guilty and in his final public statement at the hearing he announced that I would never be able to sell a story again to *Field & Stream* or any other publication on which he was part of the staff. He kept that promise and, if Clare's

name was on the masthead, I wouldn't send a query.

### How has OWAA changed since your presidency?

Forty years ago when I served as president, most of the members focused on hunting or fishing. Today, our membership reflects a much more diverse group. Over those years, OWAA membership grew dramatically and then began to taper off and decline. Some of that loss reflected political problems, but there certainly are other reasons.

### What is your hope for the organization in the future?

The ongoing goal of OWAA has always been to increase membership. Over more years than I can count the approach has targeted the newcomer to the field. Most of the conference programs are tailored toward the beginner. Taking a broader view, we need to appeal to the veteran outdoor communicator as well, through specific conference programs and also with articles in *OU*.

## THAYNE SMITH

**Year of presidency:** 1987-1988

### Defining moment(s) or accomplishment(s) of the year:

The 1988 conference at Marco Island, Florida, was termed the "best ever" by many members. Joel Vance, the vice president, was program planner, working in concert with Kris Thoemke, our on-site chairman. They did an outstanding job.



My late wife, Joan, could not attend (we owned a monogram shop that demanded her full time), so two fine ladies — Marty Vance and the late Jackie Pfeiffer — good friends forever, came to my rescue and did a super job of assisting me at every turn.

My president's reception was a smash hit. With help from two employers (Lowrance Electronics and National Reporter Publications (now NatCom), I purchased two large Coleman coolers, had them filled with beef and pork barbecue (from my home town favorite restaurant) and shipped by air to the Marco Island Marriott. The hotel staff cooperated in serving and OWAA provided other needed foods and beverages. It was a fine party with a lot of gate crashers.

At the first board meeting, I moved that so-called "goodie bags" and expensive handout items from sponsors and corporate members be eliminated. The move was tabled, to be opened again, and approved, at the Des Moines, Iowa, conference a year later.

I tend to brag because I appointed Tom Huggler chairman of a fine "contest committee," asking that contest rules and regulations be revamped, improved and simplified. The group did an excellent job, largely removing sponsor names from contests and judging, and providing generalized categories for entrants. Mark LaBarbera also did yeoman duty on that committee. Both later served OWAA admirably as presidents.

### How has OWAA changed since your presidency?

OWAA in Jan. 1988 (my year at the helm) had 1,871 individual and 325 supporting members. All that changed after Spokane, Washington, with the NRA flap in 2004. Fortunately, I missed

**Continued on next page**

that meeting because of Joan's strokes, and have not attended since. I was not a happy camper, since I sponsored NRA's membership years before when Gary Anderson was its executive director. However, I chose not to resign, as many did. I still think of OWAA as fine organization, but doubt it will ever reach the heights of those earlier years.

### What is your hope for the organization in the future?

I can only wish the organization well in the future, that it will grow and prosper.

## TOM HUGGLER

**Year of presidency:** 1992-1993

### Defining moment(s) or accomplishment(s) of the year:

My presidential year began in June 1992 at the Bismarck, North Dakota, conference and ended in Portland, Oregon, 12 months later. My term as OWAA's 45th president coincided with its 65th anniversary. We experienced the growing budgetary pains that come with servicing a vibrant organization of 1,900 active members.

Sylvia Bashline, executive director, planned to retire in 1994 after a decade of leadership. Her early announcement set in motion the need for a blue ribbon steering committee to determine best practices for finding her replacement. I appointed former president Howard Bach as committee chair.

More than 30 other committees were active. Highlights included:

- Establishing the Restricted Endowment Fund.
- Approving major changes to our contest program.
- Adopting an OWAA mission statement.
- Formalizing the voluntary OWAA seal of approval and rating system for video productions.
- Moving forward with the new OWAA Center for Conservation and Environ-



mental Literacy at the Denver Public Library.

- Compiling a list of OWAA members available for speaking engagements.
- Beginning the practice of OWAA officers meeting with regional and state writer groups at our annual conference.

A disappointment was the failure of the member liaison committee to conduct exit interviews with departing members to learn why they left us and how to improve retention.

The year was not without friction. Board action in June to increase supporting member dues by 50 percent was pared to 20 percent in December. A movement to allow voting privileges for supporting members was denied.

### How has OWAA changed since your presidency?

OWAA is much smaller now, due largely to the ensuing NRA rift in 2004, the seeds of which were already growing during my term.

### What is your hope for the organization in the future?

Strength through numbers is the way forward. The theme of my Niagara Falls, New York, conference was "Broadening our Horizons," an effort to welcome other communicators (nature, environment, silent sports writers) into our fold. Twenty-five years later, the hope remains.

## BILL MONROE

**Year of presidency:** 2001-2002

### Defining moment(s) or accomplishment(s) of the year:

We began the year on a high note, as I recall, with my intention to move OWAA away from its dependence upon the outdoor industry and toward more individual independence. I realized it wasn't going to be possible within a year, but wanted to at least begin a push in that direction.

We also were on the cusp of a technological revolution that's still not over, and



I wanted to get us a bit ahead of the ball (after my presidency). That, of course, has largely happened, although we're still a bit behind in some areas...unfortunately, as many can imagine, I'm getting a bit too old to keep up with my own 5-year-old grandson, much less OWAA's diverse membership.

About in the middle of my year, Steve Wagner, our executive director, resigned to take a different job. He was a terrific director and I spent the rest of my term engineering a search, interviews and selection process, which ended with the hiring of Bill Geer. Bill also was a great ED, but lasted just a couple of years before Kevin Rhoades arrived.

I was happy to have seen, and been at the hub of, a smooth transition in our staff, but would like to have moved the original needle more.

That did eventually happen, I think, and I'm comfortable where things have gone.

### How has OWAA changed since your presidency?

As stated, we underwent some enormous shifts with the departure of much of the hunting crowd amid the NRA dust-up, but it was bound to have happened at some point. The tail simply couldn't wag the dog.

OWAA then became leaner, but retained its core values and rebuilt itself into a much broader organization with multiple disciplines, audiences and, especially, technology.

Today, I still see a leaner OWAA, but with strong inner dimensions and leadership. And it's not as lean as before.

The basic human needs to meet, mingle, exchange ideas, assist others, etc., are all entrenched in OWAA.

### What is your hope for the organization in the future?

That we remain at the heart of outdoor communication and be a fountainhead of ideas and vision in a time when more and more of our youth are being reared in an age of sound bites and quick video gratification.

That we make others aware of the inherent danger of global environmental ignorance. The outdoors will always be there...with us or against us.

**Continued on page 31**

# A fishing frenzy in Duluth

Cast for muskies, walleyes, lake trout crappies and smallmouth bass in rivers, lakes and Lake Superior.

BY SAM COOK | DULUTH, MINNESOTA

If you're coming to Duluth in June, pack your fishing gear. June is prime fishing time in the North Country, and there's so much opportunity for excellent angling in our neighborhood, you'll want to sample some of it.

The fishing comes in all styles — Lake Superior trolling is right on our doorstep with intimate trout streams dancing down to the big lake, inland waters full of walleyes and muskies, and crappies and world-class smallmouth fishing down the shore in Wisconsin.

Bring your spinning gear. Bring your fly-fishing gear. Hire a charter captain or an inland fishing guide.

Let's explore the possibilities:

## TROLLING LAKE SUPERIOR

A fleet of charter captains in Duluth and Superior stand ready to put you onto the great lake's hungry lake trout, king salmon and coho salmon. The recovery of the lake trout population after its decimation in the 1950s and 1960s is nothing short of remarkable. Now you've got a chance at a 20-pound lake trout and plenty of eating-size fish. Salmon don't run large in this deep, cold lake, but they know how to fight.

Thanks to the foresight of those who fought two decades ago to protect trophy smallmouth bass in Chequamegon Bay of Lake Superior near Ashland, Wisconsin, you have a chance to do battle with smallies more than 20 inches long. Cast to them on Bahamas-like flats with spinning or fly-fishing gear. Watch them come for your offering. Hang on.

## ST. LOUIS RIVER, DULUTH AND SUPERIOR

Every spring, several thousand walleyes come swimming up this brawny river, past ore docks and ocean-going ships, to spawn. Many of them hang around through much of the summer where anglers can get at them. Some walleyes run 30 inches, and the population is protected by a two-fish limit. Fish them with live bait rigs or troll with minnow imitations. Google "St. Louis River fishing guides" and find someone to put you onto these golden walleyes. The river is also home to big muskies.

Wait — there's more in the river. Prehistoric-looking sturgeon up to 65 inches long also roam the river. Tie into one of them and prepare to fight it for a while. You'll have to release any sturgeon you happen to catch, according to regulations, but you won't forget the fight.

## INLAND LAKES



Dave Nelson of Duluth prepares to release a chunky St. Louis River walleye. The St. Louis River flows through Duluth on its way to Lake Superior, offering excellent walleye angling. Photo: Sam Cook / Duluth News Tribune

Island Lake, a reservoir just north of Duluth, holds plenty of walleyes and is home to several fishing contests each year. Stocked muskies also patrol the lake, some into the 50-inch class. The best muskie action you're likely to find, however, will be on Lake Vermilion, about a two-hour drive north of Duluth. This sprawling lake — 40,000 acres, 365 islands, 1,200 miles of shoreline — offers some of the most dependable big-muskie action in the Northland. Experienced guides will help you find them. The lake also boasts excellent walleye and smallmouth

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A rider catches air at Spirit Mountain Recreation Center in Duluth. Duluth's mountain bike trail system offers something for every ability from beginner to advanced. Photo: Hansi Johnson

# Single-track paradise

Duluth has miles of award-winning mountain bike trails for all abilities.

BY HANSI JOHNSON  
THOMSON, MINNESOTA

**T**HERE ARE SIX IMBA Gold Level Ride Centers in the world. Duluth, Minnesota, is one of them.

Duluth is a small city built on a hill. It stretches 27 miles east to west on the rugged and rocky escarpment above that greatest of lakes — Lake Superior. Due to the boom and bust cycle of heavy industry, Duluth has a wealth of open space within its city limits that was once covered in factories and is now re-envisioned as parkland or corridors for recreation.

A decade ago a group of visionary off-road cyclists called The Cyclists of Gitchee Gumees realized the terrain and the interconnectedness of Duluth's green space could produce a legendary system of single-track trails.

That vision has become a reality. A plan to create 100 miles of linked off-road biking trails within Duluth's city limits is 90 percent complete. The most impressive of these trails is the Duluth Traverse. This is a point-to-point trail that connects all of the city's trail nodes like a string of pearls. Riders have the choice of riding the 50-mile length of the trail, or they

can bite off chunks and do circuits at the six existing trail centers.

Each of the trail centers has its own flavor. On the far west side, Mission Creek is incredibly smooth, flowy and fast. Brewer Park and Piedmont are built on the living stone of the "Duluth Complex" and offer more advanced and technical riding. Hartley Park and Lester Park are local haunts and offer a fine mix of both advanced and intermediate-level riding.

The Spirit Mountain Recreation Center is a ski hill that converts to a bike park in the summer. While the majority of

**Continued on next page**

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Duluth's world-class riding is more cross country based, Spirit Mountain is professionally created for the rider who likes things, how shall we say...more aggressive. Fueled by a modern high-speed ski lift, Spirit Mountain has downhill and flow trails for newer riders and much more advanced riders. It also has a full bike patrol, riding school and rental shop, so you can rent a bike and take a downhill lesson.

Following guiding principles helped developers make Duluth a mountain biking paradise.

It started with creating a high-quality trail experience. The Cyclists of Gitchee Gumees Shores partnered with the International Mountain Bike Association to plan the system and hired professional trail builders from across the country to design and build it. The system was purpose built with off-road cyclists and in mind. It also means the trail is built as sustainably as possible.

**WHERE TO RIDE**

Jump on the Duluth Traverse at Spirit Mountain (this is a beginner cross country trail) and use it to link east to Brewer Park. Once at Brewer Park there is a great option to do a loop and then return back to your starting point. This single ride showcases great views and offers a taste of the flowiest of the flow trails Duluth has to offer.

Polish off the ride with a huge plate of nachos at Spirit Mountain's Grand Ave. Chalet. Then head just minutes away to the Bent Paddle Brewery to quaff some of the good stuff Duluth is also brewing these days.

The system was also designed with the idea of "access for all." It's progressive in the idea that there are beginner experiences as well as options for advanced

riders. The system also accesses nearly all the major neighborhoods of Duluth. This proximity creates equity in access for residents throughout Duluth, regardless of race, income level or gender.

Duluth now has a 10-month riding season. There are about two months of the year where trails are closed due to freeze and thaw conditions. Locals ride all summer and fall and then all winter on fat bikes on groomed trails.

The best place to find information on Duluth's Mountain Biking is on the Cyclists of Gitchee Gumees Shores Website at [www.coggs.com](http://www.coggs.com) You can also check both the COGGS website and Facebook pages for current trail conditions. •

—Hansi Johnson is the Minnesota Land Trust's director of recreational lands. He lives in Thomson, Minnesota, with his wife Margaret and son Tae.



**Continued from page 12**

bass action. Two hours on a different vector from Duluth will put you near Grand Rapids, the epicenter of more than 1,000 lakes. Many of them, such as Big Winnibigoshish, offer terrific walleye fishing, and guides in the area know the waters well.

**CANOE-COUNTRY BOUNTY**

If you want a wilderness fishing experience, you'll find it two to three hours from Duluth in the million-acre Boundary Waters Canoe Area Wilderness. Motorboat use is limited in this federal wilderness, but outfitters can provide canoes and gear to get you to lakes teeming with walleyes, trophy smallmouth bass, northern pike and lake trout. You'll need a permit, and they go fast (get one at [recreation.gov](http://recreation.gov)). Primary access is from Crane Lake, Ely, Tofte and Grand Marais. You might just see one of Minnesota's estimated 4,000 moose while you're casting

or trolling.

**WISCONSIN'S BRULE RIVER**

Tucked in the Brule River State Forest about 45 minutes east of Duluth, the Bois Brule River is a premier, spring-fed trout stream flowing to Lake Superior. Presidents have fished here for the river's brook trout, rainbows and especially the big brown trout that sneak out to feed on warm summer nights. Guides will help you match the hatch. An evening on the Brule by canoe, casting in the dark for these wary trout, is a time-honored tradition. •

— Sam Cook has been the outdoors writer at the Duluth News Tribune since 1980. He writes about fishing, hunting, camping and a myriad of other outdoor activities.



CONNECT WITH COLLEAGUES  
CHECK OUT OWAA'S ONLINE DIRECTORY  
AT [OWAA.ORG/DIRECTORY](http://OWAA.ORG/DIRECTORY)

WALLTOPIA



**PHOTOGRAPHY  
BY PHILIP QUADE**

Claire Bukowski trains at Earth Treks Golden Climbing Center in Golden, Colorado.





TOP LEFT: Charlie Thompson works on a route called "Kaleidoscope" in the Red River Gorge in Kentucky.

TOP RIGHT: Sasha DiGiulian climbs "Espresso," a route in an area known as the Wasteland in Rifle Mountain Park in Colorado.

FAR LEFT: Libby Sauter climbs in Rifle, Colorado, during Rock and Ice magazine's annual photo camp.

LEFT: Sarah Williams works on a boulder called "Airwolf" in Indian Creek, Utah.

RIGHT: Jenn Carter traverses a boulder called "Titanic" in Squamish, British Columbia, Canada. Squamish is Canada's most famous climbing destination.

## NANCY COWAN

Nancy Cowan's interest in sled dogs led to years of writing publicity for races and clubs, freelance writing for northern dog publications and magazines and self-publishing six books of her own on the subject. Her writing about dogs and raptors working together in falconry won awards from the Dog Writers Association of America and New England Outdoor Writers Association. A master falconer and a licensed wildlife rehabilitator, in 2005 she established the New Hampshire School of Falconry, now an internationally known facility. She has consulted for conservation organizations and agencies. Her book "Peregrine Spring" made the New York Times Best Seller List in September. Cowan lives in Deering, New Hampshire, with her husband, falconer Jim Cowan, three pointing dogs, six falcons and five hawks.



## JASON KLASS

Jason Klass has been fly-fishing for bass, trout, salmon, lake trout, steelhead and various saltwater species since he was 15 years old. Originally from Western New York, he now resides in Colorado where he fishes for trout in the Rocky Mountains. In 2009, he became an early adopter of tenkara (a traditional form of Japanese fly-fishing that doesn't use a reel) and has authored the blog Tenkara Talk ever since. With more than 500 posts and 5,000 comments, it's one of the most active and authoritative resources for the modern tenkara angler. He's also an avid hiker, backpacker and snowshoer, and previously wrote the blog Gear Talk, which is still one of the most prolific websites on ultralight backpacking.



## LIAM DIEKMANN

Liam Diekmann is a junior at Bozeman High School in Bozeman, Montana. He is a member of the Bridger Ski Foundation competitive Nordic ski team. He enjoys writing about outdoor- and conservation-related topics, especially fishing. His father taught him how to fly-fish when he was 5 years old. In his spare time, when he isn't fishing or skiing, he enjoys photography. Diekmann plans to take a gap year after high school to write, fish and ski as much as he can. Following his gap year he plans to attend college to study conservation and environmental sciences.



## JACOB R. LUTES

At a young age, Jacob R. Lutes showed interest in following in his father's footsteps, hunting and fishing the territories of north-central Missouri. Once his family moved to a small farm just outside of town, his passion for the great outdoors was met by the venture of showing Angus cattle. From then on, summer vacations consisted of annual trips to the state fair and national Angus shows all over the country. Lutes went on to earn a degree in higher education, where he developed a passion for photography. He is currently a senior at Missouri Western State University studying photography. He is determined to find a way to overlap his passion for photography and the exploration of the great outdoors. He believes the next few years will be important stepping stones in his life and that his headstrong way of thinking and determination will lead him on a path that will change the lives of all whom he encounters.



## TYLER FRANTZ

Tyler Frantz is a hunter, angler and freelance communicator who lives for the outdoors. As comfortable in his favorite archery stand as he is in his home office, he strives to bring his writing, photography and videos to life so his audience can experience the thrill of the hunt along with him. A teacher by trade, Frantz takes great pride in providing a workingman's approach toward print and digital media, which resonates with his diverse readership. Sharing the outdoors with the public is his passion. He tallied exactly 205 published pieces last year in addition to his day job. He has won more than a dozen awards for his work from various writing organizations and harvested countless trophies, though his greatest prizes are his wife Erin and son Foster, with whom he lives on a hobby farm in Pennsylvania. Visit [www.naturalpursuitoutdoors.com](http://www.naturalpursuitoutdoors.com) for more information about Frantz.



## JEFF MOORE

Jeff Moore is an outdoor photographer who specializes in waterfowl hunting, gun dogs, decoys and wildfowl. You can see his work at [jeffmooreimages.net](http://jeffmooreimages.net). He delivers images depicting the inherent drama of the sport and a full understanding of those who hunt. They have appeared in a myriad of outdoor magazines. In 2016, his photograph of a retriever dragging a goose appeared in Ducks Unlimited magazine and was a finalist for the Black and White Spider International Photo Awards. In 2014, Sotheby's used his photos to sell one of the most expensive decoys ever. Moore's picture of an elder decoy was chosen for the cover of Robert Shaw's book "Bird Decoys of North America."



# Volunteer to give back to OWAA

Committee members needed, sign up now to serve in 2017-2018

BY PHIL BLOOM  
FORT WAYNE, INDIANA

ONCE SAW A SIGN hanging on the fence by a youth sports ball field. The sign's message stated: "Before you complain ... have you volunteered yet?"

There are a lot of reasons OWAA remains a strong organization. Volunteers head the list. While we value our headquarters staff, OWAA likely wouldn't survive without the commitment of members to serve as officers, directors, or on one of the many committees working to make it a better organization.

Our bylaws outline most of the committees that carry over from year to year — awards, board nominating, conference program, contests (EIC), craft improvement, development, education, ethics, finance, marketing, member recruitment, member services, national affairs and environment, sections, strategic planning

and more. The makeup of some committees is also established in the bylaws. For instance, the officer nominating committee is comprised of second-year board members, and you have to be a former OWAA president to be on the past presidents council.

But there's plenty of other work to be done. Important work. And you can help. Each year, the OWAA president-elect is tasked with populating the various committees and assigning them tasks. The committees are finalized and approved by the board of directors at the summer meeting.

So, this is a callout to OWAA members to volunteer for committee work that will begin in Duluth, Minnesota, in 2017 and end in Fort Wayne, Indiana, in 2018.

Volunteer work is rewarding. It not only helps keep the OWAA ball rolling, but also gives you the opportunity to become acquainted with other OWAA members and expand your network.

It also helps build a résumé of service should you someday decide to run for the Board of Directors or for one of the OWAA officer positions.

To get an idea of what's involved, visit the Members Area of OWAA's website and find the link to our bylaws. They're listed under Article IX.

If you see something that interests you, send me an email at philbloom.owaa@frontier.com.

Please, no axe grinding allowed. As Dr. Albert Schweitzer once said about volunteering: "Even if it is a little thing, do something for which there is no pay but the privilege of doing it. Remember, you don't live in a world all of your own."

— Phil Bloom, a member since 1991, is OWAA's vice-president. He'll take the helm as president this summer.



## MICHAEL R. SHEA

Michael R. Shea is a writer, editor and video producer with frequent work in Field & Stream, Petersen's Hunting, New Pioneer and American Frontiersman. He is a contributing editor at Field & Stream and previously served as the special projects editor for Field & Stream, and as a video editor for both Field & Stream and Outdoor Life. He also serves as the Atlantic Flyway migration editor for Ducks Unlimited. Behind the scenes, Shea creates regular corporate communications content, specializing in science, security and biotechnology. He is a graduate of the writing program at Columbia University with a master's degree in nonfiction. Prior to Columbia he was a staff reporter at the Modesto Bee and the Beaufort Gazette. When he's not tweaking sentences or cutting video, you can usually find him in a bow stand or duck blind or working his start-up hobby farm in central New York State.



## DAVID VAN WIE

David Van Wie is a writer, photographer and renaissance fly-fisherman who lives in New Gloucester, Maine. In addition to his monthly column in The Maine Sportsman, his writing has appeared in Northern Woodlands magazine and several newspapers. Van Wie was lead author of "The Confluence - A Collection of Essays, Art & Tall Tales about Fly-fishing and Friendship," published in 2016. After a 30-year career in environmental consulting and public policy, he now teaches environmental studies at the University of New England. He previously was director of the Maine Bureau of Land & Water Quality, and later served in the Maine House of Representatives where he was on the Utilities and Energy Committee. He has been married to Cheryl Bascomb for 32 years, and his son and daughter have grown and flown the coop. You can find out more on his website and blog at [www.watchyourbackcast.com](http://www.watchyourbackcast.com).



# Board candidates' profiles

Five OWAA members are running for three seats on OWAA's Board of Directors. The candidates, listed alphabetically below, were asked to submit short biographies, as well as answers to five questions approved by OWAA's Board Nominating Committee. Their responses have not been edited.

All active, senior active and life members are encouraged to vote by the May 1 deadline. Members received an email with a link to the online ballot April 1. Members who don't have an email listed in OWAA's database will receive a paper ballot by mail. Winners will be announced in *Outdoors Unlimited* and on the OWAA website. New board members will start their three-year terms on June 26, 2017, at the summer board meeting.

## JOHN KRUSE

**RESIDENCE:** Washington

**YEARS OF OWAA MEMBERSHIP:** Five

**CONFERENCES ATTENDED:** One

**COMMITTEES:** None

John Kruse is the host and producer of two weekly radio shows, *Northwestern Outdoors Radio* and *America Outdoors Radio*.

He has written articles for a number of fishing and hunting publications and is the author of "Great Places Washington", a guide to outdoor recreation in the Evergreen State. John lives in Central Washington with his wife, son and daughter.



**1. What are your qualifications for a position on the Board of Directors? Have you served in a decision-making position before?**

I have been an outdoors writer, photographer and outdoors radio broadcaster since 2001. I have been a member of the Northwest Outdoor Writer's Association for over 10 years and served two terms (a total of six years) as a board member. I continue to serve on the public relations and markets committees. I have also served as a board member and interim president of our local Red Cross chapter in North Central Washington and

## QUESTIONS

1. What are your qualifications for a position on the Board of Directors? Have you served in a decision-making position before?
2. Why are you running for the board and what do you hope to achieve if elected?
3. What do you think are the most important services OWAA offers to its members and how should we market those benefits to potential members?
4. The annual conference is OWAA's biggest outreach effort, yet many members rarely attend. How do we turn conference into a "can't miss" event and how do we ensure newer, younger members return after attending that first conference?
5. What is your vision for OWAA?

had the opportunity to serve with the Red Cross providing disaster relief in New Orleans in the wake of Hurricane Katrina. In addition to this I served a combined total of 30 years in the US Army as an officer and with the Wenatchee Police Department in Washington State as an officer, sergeant and captain.

**2. Why are you running for the board and what do you hope to achieve if**

**elected?**

I did not seek this nomination but would be honored to serve as a board member with an eye towards helping our organization and craft to the best of my abilities.

**3. What do you think are the most important services OWAA offers to its members and how should we market those benefits to potential members?**

Having attended my first conference last year, I believe that service is far and away the best one offered by OWAA as it offers not only the chance to generate stories, but also to improve your craft, learn about important conservation issues, and best of all, network with your fellow attendees! Other important services offered by OWAA include advocacy for the outdoors media (the permits on public lands issue comes to mind), market opportunities, and the content available in "Outdoors Unlimited" magazine. Last but not least, the discounts offered by OWAA for hotels, rental cars, supporting member discounts, etc. is a nice service and perhaps can be expanded.

**4. The annual conference is OWAA's biggest outreach effort, yet many members rarely attend. How do we turn conference into a "can't miss" event and how do we ensure newer, younger members return after attending that first conference?**

OWAA is doing a very good job of marketing our conferences through e-mail,

social media and in "Outdoors Unlimited". OWAA also provides a good variety of pre and post conference trips and a session agenda full of craft improvement, current event discussions, field trips, good food and vendor exhibits worth visiting. Marketing our scholarships through direct outreach to members is one thing we can do if we are not already and finding ways to save on air fare and hotel rooms is another option to make the trips more affordable for members (this could include alternate, less costly accommodations or a discount code with one or more airlines). Direct outreach to first time conference attendees and encouragement for them to return a second conference could also pay dividends.

### 5. What is your vision for OWAA?

Growth and Branding - I would like to see OWAA continue to grow, adding not only individual members but supporting members. I would also like to see OWAA branded to as much of the outdoors media as possible as the number one organization to belong to in North America so that membership, like our conferences, become "can't miss" opportunities.

## CAROL LYNDE

**RESIDENCE:** Arizona

**YEARS OF OWAA MEMBERSHIP:** 11

**CONFERENCES ATTENDED:** Two

**COMMITTEES:** None

Carol Lynde began her 30+ year career as a TV news photographer at KTVK in Phoenix. Her career also took her to Atlanta, Montana and

Denver before she returned to Arizona as a video producer for the Arizona Game and Fish Department in 2004. Carol also runs her own production company, Tall Paul Productions, specializing in wildlife and outdoor videos.

She has earned 21 Regional Emmys, six OWAA Excellence in Craft Awards and dozens of other broadcasting and film festival awards during her career.

**1. What are your qualifications for a position on the Board of Directors? Have you served in a decision-making position**



**before?**

I have spent the last 12 years as a video producer for the Arizona Game and Fish Department and before that 30 years as a television news videographer, producer and manager. I currently am the first Vice-President and Awards Chair of the Rocky Mountain Southwest Chapter of the National Academy of Television Art and Sciences. I also serve as one of the Chapter's trustees to the National Academy's board.

### 2. Why are you running for the board and what do you hope to achieve if elected?

I have been a member of OWAA since 2006 and have considered running for the board before, but honestly I didn't feel I had the time to properly devote to it until now. I hope my experience in television production in both the public and private sector will be an attribute to the board. I am passionate about wildlife conservation for all species, not only those that are hunted or fished.

### 3. What do you think are the most important services OWAA offers to its members and how should we market those benefits to potential members?

I think the most important services OWAA offers are the awards program, the annual conference and the Outdoors Unlimited magazine. When our conference is in a city with a university, such as the University of Minnesota in Duluth, OWAA could offer a "get to know us" session for their journalism students, who might not have considered the opportunities available in outdoors journalism. I also would like to see OWAA consider partnering on an event with other organizations, such as the International Wildlife Film Festival, which is also headquartered in Missoula, MT, to expand our reach to potential new members.

### 4. The annual conference is OWAA's biggest outreach effort, yet many members rarely attend. How do we turn conference into a "can't miss" event and how do we ensure newer, younger members return after attending that first conference?

I think the conference is already a great networking and learning opportunity for our members and I would highly encourage continuing and promoting those ideas. As a television professional, I would also like to see more sessions focused on

the use of video in our storytelling and how to compete in this instant communication world. It is an incredible challenge when the medium is changing almost faster than we can keep up. The National Park Service just celebrated its 100th anniversary, our upcoming conference will be our 90th annual, I think that kind of longevity is a great selling point to not only potential members, but to long time members as well.

### 5. What is your vision for OWAA?

I feel OWAA is an important asset for outdoor communicators and I would like to see it continue to mentor our members and serve as a go-to resource for those interested in our craft.

## ANN SIMPSON

**RESIDENCE:** Virginia

**YEARS OF OWAA MEMBERSHIP:** Five

**CONFERENCES ATTENDED:** Four

**COMMITTEES:** Education

Ann Simpson is a writer and photographer who along with her husband, Rob Simpson (also an OWAA member), live in the beautiful Shenandoah Valley in Virginia. A biologist, Ann has taught biology for nearly 25 years at Lord Fairfax Community College in Virginia. Ann is author and cophotographer of fourteen nature and wildlife books on the major U.S. National Parks. She has also been involved with state and national conservation issues.



### 1. What are your qualifications for a position on the Board of Directors? Have you served in a decision-making position before?

As co-owner of a photography business, decisions must be made on a daily basis. As department head for the science department at our community college that serves nearly 10,000 students, I have had the pleasure of leading some of the top minds in education in our state. I have also had to make decisions about job applicants that would determine their future, and this role is not something I

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take lightly. The best leader is one who maintains a professional attitude at all times, who really listens to their teammates suggestions and who genuinely cares about the welfare of each member of the team.

**2. Why are you running for the board and what do you hope to achieve if elected?**

My perspective on running for OWAA board is one of giving back to those who care about wildlife, nature, conservation and the environment. My passion is teaching others about the wonders of nature and spending time in the outdoors. Education is the key to protecting the environment that we know and love. We protect what we know and my goal is to work to identify and educate new members about the benefits of OWAA. I am committed to creating a valuable experience for all members.

**3. What do you think are the most important services OWAA offers to its members and how should we market those benefits to potential members?**

The opportunity to meet and learn from top communicators in the outdoor field is an incredibly valuable experience. As a diverse group of communicators, we all have talents that we can share with each other with a common goal of communicating our passion for wildlife and nature to others. I absolutely love teaching photography workshops at conferences to my fellow OWAA members. To hear someone walk away and say, "wow, I really learned something today that will help me in my job" is a great reward. It is this sharing of knowledge and talents that makes OWAA so valuable to its members. Outdoors Unlimited magazine is the voice of OWAA and is a respected commodity to entice potential members to join.

**4. The annual conference is OWAA's biggest outreach effort, yet many members rarely attend. How do we turn conference into a "can't miss" event and how do we ensure newer, younger members return after attending that first conference?**

When I attended my first conference in Lake Placid, I had no idea what to expect. I remember walking up to Colleen Miniuk-Sperry and telling her that I was

so glad to see another female there as I expected it to be nothing but guys. For veteran OWAA members the conferences are a wonderful time to catch up and spend time with good friends, but for a new person without much experience, coming into a room full of experts can be a bit unnerving. Mentoring is a terrific way to make sure others feel good about the conference and is paramount to making sure new members go away with the feeling that they want to return.

**5. What is your vision for OWAA?**

In any organization, focus on continuous improvement is the key to success. As a member of the Virginia Outdoor Writers Association (VOWA) and the Mason-Dixon Outdoor Writers Association (MDOWA), I realize that these state and regional associations play an important role in the field of outdoor communication. Collaborating with these organizations and advertising membership benefits may result in increased applications for OWAA membership. Another value of these state and regional organizations is the ability to identify and reach out to local colleges. Attracting novice outdoor communicators should be one of the top priorities for OWAA.

**MATT SOBERG**

**RESIDENCE:** Minnesota

**YEARS OF OWAA MEMBERSHIP:** Six

**CONFERENCES ATTENDED:** One

**COMMITTEES:** Member Recruitment Committee

Matt Soberg is the editor and director of communications for the Ruffed Grouse Society, a national conservation organization dedicated to preserving our sporting traditions by creating healthy forests for ruffed grouse, American woodcock and many other forest wildlife species. He publishes the Ruffed Grouse Society magazine, coordinates digital media and public relations and develops new-member campaigns for the organization. He earned his juris doctorate degree from the William Mitchell College of Law in St. Paul Minnesota in 2005 and currently resides in Brainerd,



Minnesota with his wife Anne, six-year-old son Liam and their two English setters.

**1. What are your qualifications for a position on the Board of Directors? Have you served in a decision-making position before?**

I earned my juris doctorate degree in 2005 and subsequently practiced law for six years prior to entering the outdoor media industry. In that capacity, I represented boards as clients including as general counsel for a hospital district governmental board with regular elections and the ability to levy. I also represented clients in civil lawsuits and legal challenges involving the county board decision-making process. I served as an officer for a county bar association, on an advisory board for a county-wide family law service, on a newspaper content advisory board and for a local church council.

**2. Why are you running for the board and what do you hope to achieve if elected?**

The OWAA is the voice for outdoor communicators. It is a progressive organization that has its finger on the pulse of relevant issues and makes a difference for the outdoor media industry when necessary. Since joining in 2011, I have significantly benefitted from my membership and opportunities for networking, mentorship and colleague relationships. I want to give back to the OWAA and believe my skills, experience and motivation are beneficial to the organization.

I am passionate about outdoor media, sporting traditions and conservation. I care about preserving the legacy of outdoor traditions for future generations. This mindset applies to the future of OWAA in terms of member recruitment, retention and reactivation. As editor and director of communications for a national conservation organization, I have experience with developing and implementing new member and renewal campaigns for a membership organization similar to OWAA.

**3. What do you think are the most important services OWAA offers to its members and how should we market those benefits to potential members?**

It is necessary to maintain the Outdoors Unlimited magazine as a high-quality publication and to promote it as the only source providing regular business updates and education to outdoor communicators. The OWAA Conference is an impressive event, and similar to the magazine, it is the premier educational source for the outdoor media industry. Significant potential exists to aggressively market these assets to new member candidates and even to current members to increase renewal percentages. Dedicated new-member marketing, conference attendance and renewal campaigns should be dedicated campaigns with budgets, mapped schedules, targeted demographics, incentives and strategic distribution through mail, email and social media channels. Analytics for all campaigns should be tracked for future decision-making purposes.

**4. The annual conference is OWAA's biggest outreach effort, yet many members rarely attend. How do we turn conference into a "can't miss" event and how do we ensure newer, younger members return after attending that first conference?**

For existing members, especially for those within close proximity to the conference location, aggressive and interactive marketing of the event may help increase attendance – this could include multiple mailings (if budget allows), multiple emails with engaging content, Outdoors Unlimited conference content, a committee making personal calls (obviously work intensive, however personal invites often impress more than passive mail or email), regular social media content and targeted social media ads/boosted posts, etc. For potential new members/attendees, OWAA could perform similar aggressive and targeted marketing to all regional outdoor communicators to increase awareness of the conference, content and entertainment through the same communications and marketing channels listed above.

**5. What is your vision for OWAA?**

The OWAA will continue to be the leader in the outdoor media industry by increasing its voice for outdoor communicators nationwide through member recruitment, retention and reactivation – the larger the voice, the more future influence OWAA will have to benefit

the outdoor media industry, to improve overall outdoor communications and to change legislation or policy as necessary to fulfill its mission.

## DANIELLE TAYLOR

**RESIDENCE:** Pennsylvania

**YEARS OF OWAA MEMBERSHIP:** Six

**CONFERENCES ATTENDED:** Two

**COMMITTEES:**  
Magazine section chair

Danielle Taylor is a freelance journalist whose work focuses primarily on outdoor recreation, conservation, public lands and travel. After several years as a magazine editor, most recently at the National Recreation and Park Association's Parks & Recreation magazine, she began freelancing full time in summer 2015 and has since written for Subaru Drive magazine, Blue Ridge Outdoors magazine, Rails to Trails magazine, Wonderful West Virginia magazine, Outdoors Unlimited magazine, MatadorNetwork.com, Alamo.com and other regional and national print and online publications. When she's not traveling on assignment, she lives in rural western Pennsylvania. Visit [www.adventureeditorial.com](http://www.adventureeditorial.com) for more information on her work, and feel free to follow her on Twitter @adventureedit and Facebook @adventureeditorial.



**1. What are your qualifications for a position on the Board of Directors? Have you served in a decision-making position before?**

My career as an outdoor journalist has included perspectives from both sides of the desk as a magazine editor and a freelance writer, and I've worked in a variety of print and online media while covering outdoor interests from across the U.S. and beyond, so I can personally identify with the viewpoints of a wide range of members and would do my best to keep their varied concerns in mind as their representative. If elected, my service to OWAA would be my first experience on a board of this type; however, I've worked as a management-level staff member at an association for park and recreation professionals, so I understand

the nitty-gritty of what's needed to keep an association running and serving its members' interests well.

**2. Why are you running for the board and what do you hope to achieve if elected?**

In the December/January issue of Outdoors Unlimited, current OWAA President Brett Prettyman addressed member concerns about the board's composition in terms of regional representation and gender as well as the association's presumed focus on issues impacting Western states. As a female from the mid-Atlantic, I can help maintain a balance on these fronts and provide a voice for portions of the membership that may feel the association could do a better job of meeting their needs.

If elected, two of my main goals will be to encourage more diversity in our membership in terms of race, gender, age, forms of media represented, topics covered, etc., and solicit more communication from our members on how the association can best help them excel in their work. Our profession is changing and the demographics of our audiences are changing as well, and we need to keep pace with what's happening around us to stay relevant and valuable for our field and our readers/viewers/listeners alike.

**3. What do you think are the most important services OWAA offers to its members and how should we market those benefits to potential members?**

I've benefited enormously from education sessions at conference as well as webinars, articles in OU, member discounts, etc., but some of the most valuable returns I've gotten from my membership fees have been excellent leads, connections and recommendations found through casual conversations with other members. Things like the online Member Spotlight that's available on the website for anyone to see could be a great way to highlight what each member can offer to help their fellow outdoor communicators. Direct marketing to relevant college programs and media outlets with info on member benefits could also help augment our membership with additional outdoor communicators enthusiastic about their work.

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**4. The annual conference is OWAA's biggest outreach effort, yet many members rarely attend. How do we turn conference into a "can't miss" event and how do we ensure newer, younger members return after attending that first conference?**

Direct contact is key. Perhaps we can encourage sponsors of new members to reach out personally and make the case for conference while assuring first-time attendees that they'll know someone there who can help them make those critical connections. Also, highlighting

ways to reduce costs (e.g., connecting members who wish to share rooms or ride together to split hotel or gas bills) can help potential first-timers justify the expense.

Afterward, personal follow-up from conference mentors immediately after the conference as well as when registration opens up for the next one could help encourage repeat attendance and continued participation.

**5. What is your vision for OWAA?**

Our profession has obviously changed a lot since OWAA was founded in 1927,

but our founding principles of supporting those who pursue meaningful, responsible, ethical coverage of outdoor issues haven't changed at all. As we enter our 90th year and move toward a century of this critical work, I hope we will embrace a wider range of members who share our passion for the outdoors and also seek to share its stories in whatever ways they choose to get their message across. Just as importantly, I hope our members who have been doing this work for decades will continue to share their wisdom with those of us who will continue to carry the torch. •

**Continued from page 8**

**Q** You say you realized Bequi was a character from the first time you spoke with her. How do you know when you've found somebody who can carry your story, as Bequi does?

**A** You just know. Some people are, some people are not. Some people speak very frankly and some people speak bureaucrat-ese. Some people are quote machines, and Bequi was one of them. It's kind of like a sixth sense that you develop as a journalist.

**Q** Was there any push-back from the Forest Service as you were reporting?

**A** Yes! I dealt with probably six different public information officers and I eventually, toward the end, found two who were really helpful, and were willing to get me what I needed even if it didn't make the Forest Service look good. The others earlier in the process pretty much just shut me out.

**Q** How long did it take you to find these two officers?

**A** I don't think I got in touch with either of them until 2016. That was part of the reason why this process took so long. I was getting shut down and I was not able to get the information that I needed, so then the whole reporting process sputtered to a stop for a while. Somehow I talked to somebody and they were like, you should talk to this person and then I got interviews with that person and so on.

**Q** Were you surprised by some of these women's stories and these statistics about sexual harassment and discrimination within federal agencies?

**A** Yeah, I had no idea. Like I say in the story, I don't think that every woman who works for public land management agencies, experiences these kinds of things.

Once you start, even just getting the data, and realizing that there are fewer women wildlife firefighters than in the U.S. military and because there are so few of them and they're dispatched to such remote places, the environment is ripe for this kind of abuse to happen.

I talked to somebody who made a really good point. She said people do horrible things everywhere, so it's not like male wildlife firefighters are a particularly terrible group of people. I think what happened in the Forest Service and what's happening in the Park Service, is that the system has broken down at the highest level. I guess it's not so surprising that women are sexually assaulted, what's more surprising is that the agencies did such a poor job of handling those allegations.

Read Langlois' story at <http://www.hcn.org/issues/48.9/trial-by-fire>. •

— Taylor Wyllie is a journalism student at the University of Montana and a former OWAA intern. Her work has appeared on Montana PBS, Montana Public Radio and in the Missoulian.

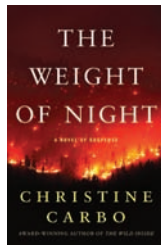


## THE WEIGHT OF NIGHT

**AUTHOR:** Christine Carbo

**INFO:** Atria books; paperback and e-book; 416 pages; \$16.

In a land sculpted by glaciers, the forest is on fire. Thick smoke chokes the mountain air and casts a twilight glow over the imposing mountains and vistas of Montana's Glacier National Park. When firefighters are called to dig fuel line breaks near a small town, a crewmember unearths a shallow grave with human remains.

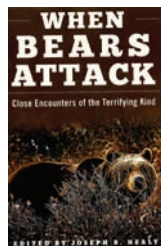


## WHEN BEARS ATTACK: CLOSE ENCOUNTERS OF THE TERRIFYING KIND

**EDITOR:** Joseph B. Healy

**INFO:** Skyhorse Publishing; paperback; 224 pages; \$14.99.

Bears are among nature's apex predators, gentle and magnificent to watch from a distance, fierce and unpredictable when aroused. If a bear is startled or frightened, it's often too late for humans to escape a dangerous, fearsome, or fatal bear encounter. In this collection, we gather the ultimate thrilling and frightening bear attack stories, including classic stories of the past few decades. Joseph B. Healy takes a closer look at some of the notable bear attacks of recent history in order to determine their causes, evaluate what happened and appreciate the raw power — and danger — of mother nature. He tells tales of hikers enjoying weekend camping trips as well as workers going about their daily routines. Follow along as the victims' lives are disrupted by bears, and see how survivors were forced to think and act in the moment to stay alive.



## THE YELLOW ENVELOPE: ONE GIFT, THREE RULES, AND A LIFE-CHANGING JOURNEY AROUND THE WORLD

**AUTHOR:** Kim Dinan

**INFO:** Sourcebooks; paperback; 368 pages; \$15.99.

Plagued by anxiety and panic attacks in her late twenties, Kim Dinan and her husband, Brian, decided to quit their jobs and set out on a trip around the world. They knew their lives were going to change. What they didn't count on is that they would be in a position to change the lives of the people they met on their journey. On the eve of their departure, the couple was given an unusual going-away gift from their friends Michele and Glenn: a yellow envelope containing a check for \$1,000 and three simple instructions for giving the money away to those they encountered during their travels.



## GAME BIRDS: A CELEBRATION OF NORTH AMERICAN UPLAND BIRDS

**AUTHOR:** Gary K. Kramer

**INFO:** Sweetgrass Books; hardcover; 256 pages; 384 color photographs; 26 range maps; \$58.

This book takes readers on a visual journey across North America in search of turkey, pheasant, quail, grouse, partridge, ptarmigan, prairie chickens and the game birds of Hawaii. If you are an avid hunter, a serious birder or an armchair reader, this book will provide you with range maps, natural history and conservation status and a photographic insight seldom revealed.



## A QUIXOTIC GUIDE TO KEY WEST & THE LOWER KEYS

**AUTHORS:** Karuna Eberl and Steve Alberts

**INFO:** Softcover and e-book; 288 pages; \$20.

Key West, a quirky tropical paradise, draws millions of visitors each year, who mostly miss out on the true spirit and hidden places of this eclectic destination. Irreverent, humorous and full of mostly pertinent information, the Quixotic guide is not only a comprehensive rundown of local tips for lodging, eating, drinking and attractions, but also an honest and unpredictable literary voyage, complete with obscure places, tall tales, drinking customs, life wisdoms and hard lessons. We even included a conch pocket translator, so visitors can properly communicate with the locals. In other words: it's a guide by locals to the wonders of the Keys, for everyone who likes the road less taken. Preorders at [quixotictravelguides.com](http://quixotictravelguides.com).



## TURKEY MEN

**AUTHOR:** Thomas R. Pero

**INFO:** Wind River Press; hardcover; 212 pages; \$49.95.

This new book profiles six extraordinary hunters who years ago set their sights on killing a wild turkey in the 49 states where the birds now thrive after reaching near extinction. "Turkey Men" features interviews with Jeff Budz and David J. Ellis of Florida, Tony Hudak of Noxen, Pennsylvania, Rob Keck of South Carolina, Clyde F. Neely of Texas and Randy Stafford of Louisiana. Impressive photos of these hunters document their devoted and adventurous quest for the United States Wild Turkey Super Slam.



## WIND RIVER VISITORS COUNCIL

# Visit authentic Wyoming on driving tour

**U**NCOVER ALL THE BEST of Wyoming in one road trip. The Circle the Continental Divide driving loop encompasses classic Wyoming wildlife, breathtaking mountain views, millions of acres of sagebrush interrupted only by stark red rock formations and prolific pronghorns. Dive into cowboy life, unrivaled mountains access, Oregon Trail and gold rush history and Native American culture, and emerge with a renewed spirit and a fresh story.

This loop itinerary was rated a “Best of the Road” trip by road map publisher Rand McNally. After hitting Yellowstone and Grand Teton National Parks, this route dives into authentic Wyoming in Wind River Country with wide-open spaces, rich culture and history.

From Yellowstone and Grand Teton, Highway 287/26 takes you south for a short detour to Jackson, then over the majestic Togwoottee (pronounced TOE-guh-tee) Pass, on the Centennial Scenic Byway. Keep an eye out for wildlife, and make a few stops to stretch your legs and hike through the pristine Shoshone National Forest to find waterfalls without crossing paths with another person.

Just 26 scenic miles from the southern entrance to Grand Teton and Yellowstone parks, you’ll enter Wind River Country. Stop in Dubois, for homemade pie and a picture with one of two giant jackalopes in town. Western and outdoor gear stores line wooden sidewalks. Dubois is home to the National Bighorn Sheep Interpretive Center, the largest wintering herd of Rocky Mountain bighorn sheep, ancient Sheepeater Indian petroglyphs and weekly swing-dance gatherings and rodeos adored by locals and dude ranch guests.

Continue south through the Wind River Indian Reservation—the only Indian reservation in Wyoming—and join hands with dancers for a song or two at biweekly dance events. Visit historical and cultural sites of national significance, such as Crowheart Butte and Fort Washakie, and learn the stories of the native people who call this place home.

Further along Highway 26, you’ll find the outdoor town of Lander, where you can climb world famous rock or perhaps try to explain the disappearing river of Sinks Canyon State Park.

Depart Lander on Highway 287/28 for historic South Pass City and Atlantic City to pan gold.

Return to Lander, then head to Riverton, Wyoming’s Rendezvous City, on Highway 789. If you time



The badlands near Dubois, Wyoming, are some of the spectacular sights you’ll see on the Circle the Continental Divide Driving Tour. The loop takes you from Yellowstone and Grand Teton National Parks into less discovered areas of Wyoming. *Photo: Bill Sincavage*

your travels right, you’ll be invited to participate in one of many annual gatherings and festivals like the 1838 Mountain Man Rendezvous, Riverton Rendezvous week or the Fremont County Fair before you hit the road again. From here, you’ll travel to Shoshoni, through Wind River Canyon Scenic Byway, to complete your loop into Cody, then back to the national parks and Jackson.

## There’s a Story Behind Our Seeds







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**800-873-3321**



**DONORS**

*December, January and February 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.*

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**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/>.*

**AUBRY BUZEK:** Texas Parks and Wildlife Department, 4200 Smith School Rd., Austin, TX 78744. (C) 512-389-8046, (W) 512-389-8046, (F) 512-389-8046, aubry.buzek@tpwd.texas.gov. Media communications specialist for Texas Parks and Wildlife Department press office. Focuses on inland fisheries communications. Skills: Q; Subject Matter: A; Sections: C. Approved for Active membership; sponsored by Steve Lightfoot.

**JAMES CLARK:** 1113A Masters Ln., Greenville, NC 27834. (H) 240-499-4820, (C) 240-499-4820, (W) 232-328-5790, jayclarkunc@gmail.com, <https://jayclarkportfolio.wordpress.com/>. Enrolled in a graduate program in technology and communication program at the University of North Carolina. Employed at East Carolina University as a communications strategist in the communications, marketing and public affairs department. Has been with the university for nine years and held the positions of graphic designer, photographer, director of design and interim chief of communications. Previously employed by the Izaak Walton League of America as creative director and shooting sports coordinator. While working there he was an active OWAA member and attended several conferences. Has gone back to school to expand his skillset and learn about new methods of communication and strategy. Working in higher education has been very rewarding, but would like to reconnect with outdoor communicators. Approved for Student membership; sponsored by Laura Ruel.

**SAM COOK:** Duluth (Minn.) News Tribune, 424 W. First St., Duluth, MN 55802. (C) 218-348-5181, (W) 218-723-5332, scook@duluthnews.com, <http://www.duluthnewstribune.com>. Outdoor writer for the Duluth News Tribune since 1980, which produces a three- to four-page outdoor section each Sunday. Writes

a weekly column that appears on Fridays. Covers hunting, fishing, camping, canoeing, kayaking, mountain biking, fat-biking, hawk and songbird migration, hiking, surfing, stand-up paddleboarding, etc., primarily in northeast Minnesota and northwest Wisconsin. Author of six books. Has traveled to North and South Dakota, Montana, Alaska and Canada for assignments. Has written about travels to Central America, Mexico, Kenya and the North Pole. (Phyllis) Skills: BLNSV; Subject Matter: ACGMO; Sections: NP. Approved for Active membership; sponsored by Michael Furtman.

**TYLER FRANTZ:** 24 Cardinal Ln., Annville, PA 17003. (H) 717-838-1795, (C) 570-640-1990, tfnaturalpursuit@gmail.com, <http://www.naturalpursuitoutdoors.com>. Founder of Natural Pursuit Outdoors, an online outdoor media website featuring weekly blogs and videos. Sunday outdoor page columnist, Lebanon Daily News. Author, "Pennsylvania Deer Hunting Through the Pages of Game News." Regular contributing freelancer. Freelance credits include Pennsylvania Game News, Pennsylvania Outdoor News, [Bowhunting.com](http://Bowhunting.com), [MidwestWhitetail.com](http://MidwestWhitetail.com), Quality Whitetails magazine, Pennsylvania Angler & Boater Magazine, Lebanon Daily News, Pottsville Republican Herald, (Shamokin) News-Item, The (Hanover) Evening Sun, Wilkes-Barre Citizens' Voice, Chambersburg Public Opinion, OutdoorNews.com "Keystone State of Mind" blog, BucktailOutdoors.com, On Target Magazine, Pennsylvania Trout magazine, BaitFisherman.com and Natural Pursuit Outdoors blog. (Erin) Skills: BCDLNOSVW; Subject Matter: ACDEFGIKLOQRST; Sections: CMN-PV. Approved for Active membership; sponsored by Mark S. Taylor.

**JACOB HOFER:** Wide Open Spaces, 1262 County Road 1150 N., Henry, IL 61537. (C) 309-238-7545, js-hofer@wiu.edu, <http://wideopenspaces.com/author/jake-hofer>. Full-time student studying law enforcement and justice administration along with a minor in marketing. Hunting has always been a true passion. Fortunate to have a family that raised white-tailed deer, which offered more opportunities to learn about the much desired trophy white-tailed buck. The

Continued on next page

desire for hunting big bucks sparked when he was 8 years old harvesting his first 8-point buck with his dad. Since then, he has been trying to find ways to share success of other hunters increasing their odds of getting more opportunities to harvest the elusive mature white-tailed buck. Contributing writer since February 2015, Wide Open Spaces. Social media influencer since 2013, creating various large accounts accumulating over 250,000 followers across Facebook, Twitter, Instagram and Snapchat. Generated millions of impressions per month across multiple platforms. Consulted with brands and agencies to explore brand strategy and tailored content creation. Conducted efficient profile overhauls for clients to increase reach and credibility. Vice President, WIU National Wild Turkey Federation. Skills: DOS; Subject Matter: C; Sections: C. Approved for Student membership.

**JASON HOUSER:** 1510 IL Rte. 121, Greenup, IL 62428. (H) 217-218-1505, hunter\_fisherman@hotmail.com, <http://jasonhouseroutdoors.com>. Full-time freelance outdoor writer with more than 600 published articles. Host of "Wicked Wild Outdoors TV" on the Hunt Channel. Author of two trapping books. (Lotte) Skills: BCTW; Subject Matter: ACFIT; Sections: MV. Approved for Active membership; sponsored by Jill Rohrbach.

**JASON KLASS:** Tenkara Talk, 13702 W. 64th Dr., Arvada, CO 80004. (H) 303-803-2740, (C) 303-803-2740, (W) 303-803-2740, jmklass@gmail.com, <http://tenkaratalk.com>. Former fly-fishing guide and casting instructor based in Colorado. He was an early adopter of tenkara in the West and has been fishing the method for a variety of species since. Runs the blog Tenkara Talk. Skills: CDO; Subject Matter: ABG. Approved for Active membership; sponsored by Tom Sadler.

**JACOB LUTES:** 4531 Faraon St., Apt. 6, St. Joseph, MO 64506. (H) 816-752-0823, (C) 816-752-0823, jlutes@missouriwestern.edu. Full-time staff for Missouri Western State University and a part-time student working on a degree in recreation sports management. Has his own photography business and has sold photography to MWSU campus life and athletics. A recent photo was also used as an NFL draft photo in 2016. Skills:

SV; Subject Matter: ACDEFGJKLM-NOPQRSTU; Sections: CP. Approved for Student membership; sponsored by Linda Oakleaf.

**JEFF MOORE:** [jeffmooreimages.net](http://jeffmooreimages.net), 3902 N. Central Park Ave., Chicago, IL 60618. (H) 847-421-5692, (C) 847-421-5692, jeff@jeffmooreimages.net. Photographer specializing in waterfowling. Labrador retrievers, waterfowl hunting and waterfowl in nature comprise most of his work. His work has appeared in Ducks Unlimited magazine, North American Retriever and Illinois Outdoor. His work has won numerous awards including the 2016 Communication Arts Photo Annual and Best of Show in Illinois Outdoor. (Anja) Skills: M; Subject Matter: C; Sections: P. Approved for Active membership; sponsored by Phil Bloom.

**JIM SCHLOSSER:** Barbary Coast Productions, 1859 Fifth Ave., San Rafael, CA 94901. (H) 415-485-6728, (C) 415-258-9505, (W) 415-258-9505, [barbarycoastprod@comcast.net](mailto:barbarycoastprod@comcast.net), <http://barbarycoastproductions.com>. Best known in the production industry for his work with Scripps - Fine Living TV Network, CBS, NBC and The Outdoor Life Network. He came up through the ranks as an actor in Hollywood, and in the process, learned the business from both sides of the lens. As producer, director and cameraman, sometimes all-in-one, he has taken crews around the world to 17 different countries and nearly every state across the United States, successfully producing more than 750 segments over and in the water, on some of the most incredible and beautiful Class IV-V rivers, oceans, bays and lakes. Production assignments have included New Zealand, at the America's Cup challenge series sailing regatta, the Tour de France in 2003 and 2004, the Raid Gauloises Adventure Race in Vietnam, a three-week rafting trip on one of the five most difficult rivers in the world, the Rio Futaleufu in northern Patagonia. Foresight and creativity in all cases were requirements, not options. (Laurene) Skills: EMOTV; Subject Matter: ABCGJKLMNORST; Sections: V. Approved for Active membership; sponsored by Thomas Stienstra.

**MICHAEL SHEA:** Field & Stream, 217 Peter Rd., Willseyville, NY 13864. (H) 607-659-7031, (C) 917-455-3400, (W) 607-659-7031, [michaelshea@hotmail.com](mailto:michaelshea@hotmail.com).

<http://michaelshea.com>. Contributing editor, Field & Stream. Atlantic flyway migration editor, Ducks Unlimited. Previously served as the special projects editor at Field & Stream and the video editor for both Field & Stream and Outdoor Life. His work has also appeared in Petersen's Hunting, American Waterfowl, New Pioneer and American Frontiersman. (Rocio Nunez Shea) Skills: EMOSVW; Subject Matter: CDEFGKLOPQRST; Sections: MP. Approved for Active membership; sponsored by Joseph Albanese.

**DERREK STEWART:** [TheBBZ.com](http://TheBBZ.com), 205 Ruth Ave., Venice, CA 90291. (H) 310-399-1608, (C) 310-367-1147, (W) 310-399-1608, (F) 310-399-1608, [landscapes.dstewart@verizon.net](mailto:landscapes.dstewart@verizon.net), <http://thebbz.com/content?tag=Derrek+Stewart>. Writer at large, photojournalist and 50 percent owner of [TheBBZ.com](http://TheBBZ.com). The BBZ, an acronym for Big Bass Zone, is a fishing website with its roots in freshwater bass fishing but covers all aspects of angling, both freshwater and saltwater, and is dedicated to helping anglers learn to catch more and bigger fish. Has 10 years of continuous content with the BBZ, including 98 articles in 2016. Has published fishing articles in the U.S., Canada and South Africa. Seminar speaker, Southern California Bass Clubs, specializing in swimbait and big bait angling. His passion for writing and teaching stems from his desire to give back to the fishing community. Skills: ACILOSW; Subject Matter: AB; Sections: CMPV. Approved for Active membership; sponsored by Tim Mead.

**DAVID VAN WIE:** 5 Starlight Dr., New Gloucester, ME 04260. (H) 207-272-2482, (C) 207-272-2482, (W) 207-272-2482, [davidvw@maine.rr.com](mailto:davidvw@maine.rr.com), <http://www.watchyourbackcast.com>. Has lived in a small Maine town for more than 30 years, enjoying many outdoor sports and activities on the rivers, lakes and coast of Maine, as well as the Adirondacks and White Mountains with his wife. Works as a writer, photographer and environmental studies adjunct faculty member at the University of New England, after 30 years working as an environmental professional in government, business and consulting. Instigator and lead author of "The Confluence - A Collection of Essays, Art

Continued on next page

& Tall Tales about Fly-fishing & Friendship,” written with six close friends from college about their more than 20 years of fishing adventures in the backcountry of northern New Hampshire. Monthly columnist for The Maine Sportsman. Credits in Northern Woodlands, Interface Business News and several newspapers. Working on a couple of new book projects as well. Photography focuses on outdoor activities, nature and the built environment. Enjoys shooting interesting structures and portraits of outdoor statues. Also photographs sporting events, family gatherings and outdoor adventures, such as fishing or outfitter trips. Has been active in the community for the past three decades, including serving on various boards. Served a term in the Maine House of Representatives where he was on the Utilities and Energy Committee. Also served as the director of the Bureau of Land and Water Quality at Maine Department of Environmental Protection. (Cheryl Bascomb) Skills: BCLN; Subject Matter: ACGLMNOR-SU; Sections: MP. Approved for Active membership; sponsored by Tom Sadler.

**TIM WASSBERG:** MRV: The Buzz, 7676-B Peters Rd., Plantation, FL 33324. (C) 805-886-5746, (W) 954-583-3900, tim@mrvthebuzz.com, <http://mrvthebuzz.com>. Editor-in-chief of MRV: The Buzz which highlights destinations, festivals, attractions, food and wine, history, culture, etc. that are of interest to the outdoor enthusiast and active traveler. Served as producer, interviewer and critic for The Inside Reel as well as programmer and managing editor for Sirk TV, a national cable and college network. Graduate of NYU's Tisch School of the Arts with bachelor's in film and TV production, and film theory and criticism. Wrote monthly features and profiles as contributing editor for the most read gaming magazine in the country, Casino Player, for nearly 15 years, focusing on production shows, new venues and established entertainers. He has also written articles for magazines such as MovieMaker, Moving Pictures Magazine, Written By, Create! Magazine, Valley Scene Magazine, Dvox Magazine and Conde Nast Traveler UK in his 25 years of professional experience. Skills: ESW; Subject Matter: ABCDFGHJKLMNQRSTU; Sections:

M. Approved for Active membership; sponsored by Katie McKalip.

**RANDY ZUNIGA:** 8708 Jefferson Ave., La Mesa, CA 91941. (C) 619-245-5234, rand0816@aol.com. Writer with several articles published this year in UltraRunning Magazine and Seattle Backpackers Magazine. Skills: OW; Subject Matter: GL; Sections: MN. Approved for Active membership; sponsored by Kris Millgate.

## REINSTATED MEMBERS

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

**DAN BERTALAN:** Into the Outdoors Education Network, (Active) 6260 Onwentsia Trail, Oregon, WI 53575. (C) 608-512-9596, danb@discovermediaworks.com, <http://www.intotheoutdoors.org>. Director of production for the multiple Emmy-winning Into the Outdoors Education Network that uses a combination of broadcast television in seven states with 22 stations and online classroom films and curriculum that empower our next generation to think critically about their role to shape the future of all “earthlings” who share planet earth. (Cindy) Skills: BIT; Subject Matter: AFORS; Sections: V.

**PAT D. MURRAY:** (Active) 6919 Port West Dr., Ste. 100, Houston, TX 77024. (W) 713-626-4222, pdmurray@joincca.org. (P.J.)

**DAVID O'FARRELL:** (Active) Box 11, Tagish, YT Y0B1T0 Canada. (H) 867-399-3791, ofarrell.dr@gmail.com, [www.grizzlycreekklodge.com](http://www.grizzlycreekklodge.com). Made his living guiding game hunters, anglers and trappers for the last 30 years. In addition to guiding full time, he writes for a wide variety of outdoor publications in both the United States and Canada. Staff writer, Trap and Trail Magazine. Father of three, he and his wife Reggie own Grizzly Creek Lodge in the remote southeast corner of the Yukon Territory. (Reggie) Skills: COW; Subject Matter: ACDFGIP; Sections: M.

**EMRAN PISHVAI:** (Associate) 6336 Yaquina Bay Rd., Newport, OR 97365.

(H) 541-574-0060, (C) 541-272-2453, (W) 541-272-2453, (F) 541-574-0060, outdoorsciwriter@gmail.com. Cooperative effort with Leupold, Remington and Weatherby for cougar and elk fall rifle hunts. Inventor for Thompson/Center (prototype in progress). Limited custom fishing rod builder. Book in progress about steelhead and salmon fishing in the Pacific Northwest. (Jeri)

## CREDENTIAL REVIEWS

*The following members have successfully passed a review of their member credentials.*

Matthew Dunlap  
Matthew Reilly

## 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/>.*

**ARGO XTV:** 220 Bergey Ct., New Hamburg, Ontario N3A2J5 Canada. Contact: Matt Chandler, media relations specialist. (W) 416-996-8726, mchandler@odg.com, <http://www.argoxtv.com>. ARGO Xtreme Terrain Vehicles (XTV) and custom utility packages have been manufactured since 1967. ARGO markets its products through a network of independent dealers and distributors located throughout the United States and Canada and through distributors representing dealers in Europe, Russia, South America, the Middle East, Asia and other international markets. ARGO's unique durability, safety and versatility are driven by the renowned engineering capability of its parent company, Ontario Drive & Gear Ltd. (ODG). Since 1962, ODG has manufactured quality precision gears and transmissions. Supporter Resources: GIP.

**MARINE FISH CONSERVATION NETWORK:** 3033 Wilson Blvd. Ste. 700, Arlington, VA 22201. Contact: Robert Vandermark, director. (W) 703-842-0680, rvandermark@conservefish.org, <http://conservefish.org>. Secondary contact: Tom Sadler, deputy director,

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tsadler@conservefish.org. The Marine Fish Conservation Network is a coalition of commercial and recreational fishing associations, regional and national conservation groups, aquaria and marine science organizations committed to sustaining fish populations, healthy marine ecosystems and fishing communities. Our goal is to maintain and strengthen the conservation and management objectives of the Magnuson-Stevens Fishery Conservation and Management Act. We are committed to ending overfishing, rebuilding fish populations and fostering a fisheries management system that protects vibrant marine ecosystems and the thriving local communities that depend on them. Supporter Resources: C.

#### **SIGNATURE PRODUCTS GROUP:**

1490 North 2200 West, Salt Lake City, UT 84116. Contact: Steve McGrath, director of marketing and public relations. (W) 801-433-5585, smcgrath@spg-company.com, <http://spgoutdoors.com>. Driven by a passion for the outdoors, Signature Products Group manufactures and distributes licensed merchandise for the top outdoor brands. We create products with the quality and authenticity you've come to expect in your ever-changing lifestyle. We've been designing and developing genuine licensed products from the time we opened our doors in 2001 and since have expanded our product lines to continue to build stronger partnerships with the brands. Through this dedication, we have earned the right to use their most valuable asset, their name and brand. Supporter Resources: GIP.

#### **TERRA NOVA EQUIPMENT LTD.:**

Summit House, Unit B Salcombe Ct., Salcombe Rd., Alfreton, Derbyshire DE557EG United Kingdom. Contact: Carolyn Budding, director. (W) 177-383-7382, carolynb@terra-nova.co.uk, <http://www.terra-nova.co.uk>. Terra Nova Equipment Ltd. has a long history of producing some of the world's best outdoor gear. Our "best in class" design ethos drives an ambition to develop and use some of the best components and materials available. The company has three brands including Terra Nova, which has its history in mountain tents including the iconic Quasar tent. The last decade has seen the brand established as a leader in the design and development of extremely light-

weight gear, including the lightest tents in the world, tarps, bivis, packs, sleeping bags and trekking poles. Our second brand, Wild Country, develops camping products (backpacking and weekend tents, sleeping bags and mats) designed for customers seeking the perfect combination of reliability, simplicity of use and great value. Its third brand is Extremities, for which products were originally developed in the 1980s to fill a gap in the market for dedicated clothing accessories that protected the extremities of the body in the worst possible conditions. Early styles included the first GORE-TEX taped mitt. Extremities is a clothing accessories specialist, and over the last 30 years its gloves, hats, socks and gaiters have evolved to provide a wider selection of styles suitable from outdoor activities from mountaineers, hikers, runners, hunters, anglers and anyone looking for stylish everyday accessories that perform. Supporter Resources: GIP.

### **REINSTATED SUPPORTING GROUPS, AGENCIES AND BUSINESSES**

*Reinstated 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/>.*

#### **ARKANSAS DEPARTMENT OF PARKS AND TOURISM:**

One Capital Mall, Little Rock, AR 72201. Contact: Leah DiPietro, communications manager. (W) 501-682-7606, (Toll Free) 800-NATURAL, (F) 501-682-2523, leah.dipietro@arkansas.gov, <http://www.arkansas.com>. Secondary contact: Mary Osteen, public information technician, mary.osteen@arkansas.gov, 501-682-7602. Arkansas Department of Parks & Tourism is the state agency that promotes tourism in Arkansas and manages the Arkansas state park system. Supporter Resources: DIO.

**BASS PRO SHOPS:** 2500 E. Kearney, Springfield, MO 65898. Contact: Katie Mitchell, communications manager. (W) 417-873-5618, kamitchell@basspro.com, [www.basspro.com](http://www.basspro.com). Secondary contact: Jack Wlezien, communications director, jjwlezien@basspro.com, Mary

Mardis, communications coordinator, mdmardis@basspro.com. Bass Pro Shops is a leading destination retailer offering outdoor gear and apparel in an immersive setting. Founded in 1972 when avid young angler Johnny Morris began selling tackle out of his father's liquor store in Springfield, Missouri, today 102 retail and marine centers host 120 million people annually. Bass Pro Shops also operates White River Marine Group, offering an unsurpassed collection of industry-leading boat brands, and Big Cedar Lodge, America's premier wilderness resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is known as a national leader in protecting habitat and introducing families to the outdoors and has been named by Forbes as "one of America's Best Employers." Supporter Resources: CGIP.

**B'N'M POLE COMPANY:** 1224 N. Eshman A, P.O. Box 231, West Point, MS 39773. Contact: Jack Wells, president. (W) 662-494-5092, (F) 662-494-7211, jack@bnmpoles.com, [www.bnmpoles.com](http://www.bnmpoles.com). Manufactures crappie, bream poles, reels and crappie rods. Direct consumer inquiries to OWAA department at above address and phone. Supporter Resources: IP.

**DAIWA CORPORATION:** P.O. Box 6600, Cypress, CA 90630. Contact: Curt Arakawa, marketing manager. (W) 562-375-6800, (F) 800-653-2492, curt@daiwa.com, <http://www.daiwa.com>. World's largest rod and reel manufacturer. Comprehensive lineup of species-specific tackle for quarry from bluegill to offshore big game.

**FLORIDA KEYS AND KEY WEST:** c/o Newman PR 2140 S. Dixie Hwy., Ste. 203, Miami, FL 33133. Contact: Andy Newman, media relations director. (W) 305-461-3300, (Toll Free) 800-ASK-KEYS, (F) 305-461-3311, andy@newmanpr.com, [www.fl-keys.com/media](http://www.fl-keys.com/media). Provides public relations support for the Florida Keys including Key Largo, Islamorada, Marathon, Big Pine Key and Key West. Direct consumer inquiries to P.O. Box 1147, Key West, FL 33141; 800-FLA-KEYS. Supporter Resources: CIO.

**MINNESOTA DEER HUNTERS ASSOCIATION:** 460 Peterson Rd.,

Continued on next page

Grand Rapids, MN 55744. Contact: Craig Engwall, executive director. (W) 218-327-1103, (Toll Free) 800-450-3337, MN Only, (F) 218-327-1347, [craig.engwall@mndeerhunters.com](mailto:craig.engwall@mndeerhunters.com), <http://www.mndeerhunters.com>. Non-profit conservation and wildlife organization. The united voice of the Minnesota deer hunter, Minnesota Deer Hunters Association is dedicated to achieving the best possible deer herd and promoting quality deer hunting. Quarterly magazine, *Whitetales*, sent January, April, July and October.

**STAR BRITE:** 4041 SW 47th Ave., Ft. Lauderdale, FL 33314. Contact: Bill Lindsey, vice president of marketing. (Toll Free) 800-327-8583, (F) 954-587-2813, [blindsey@starbrite.com](mailto:blindsey@starbrite.com), [www.starbrite.com](http://www.starbrite.com). Offers a complete line of marine and RV maintenance and repair products. Direct consumer inquiries to consumer affairs at above address and phone.

**TIOGA COUNTY VISITORS BUREAU:** 2053 Rte. 660, Wellsboro, PA 16901. Contact: Lori Copp, executive director. (W) 570-724-0635, (Toll Free) 888-846-4228, (F) 570-723-1016, [lcopp@epix.net](mailto:lcopp@epix.net), <http://www.visittiogapa.com>. Our mission is to promote and facilitate the

delivery of tourism and related activities with the reputation of serving Tioga County as the guardians of the quality of life its citizens enjoy and active standards of the natural resources that make it an attractive destination.

**UMAREX USA:** 7700 Chad Colley Blvd., Ft. Smith, AZ 72916. Contact: Bradley Burgin, marketing specialist. (W) 479-646-4210, ext. 282, (F) 479-646-4206, [bradley.burgin@umarexusa.com](mailto:bradley.burgin@umarexusa.com), [www.umarexusa.com](http://www.umarexusa.com). Secondary contact: Justin Biddle, director of marketing, [justin.biddle@umarexusa.com](mailto:justin.biddle@umarexusa.com). Umarex USA is zeroed in on replica airguns encompassing everything needed to enjoy the sport of airgun hunting, precision target shooting and airsoft games. Umarex sells and services a broad line of airguns including air pistols, pellet rifles, airsoft and paintball guns, as well as blank-firing signal pistols. Our replica CO2 pistols and powerful air rifles represent brands such as Walther, Colt, Beretta, Hämerli, Smith & Wesson, Ruger, Magnum Research, RWS Air Rifles, H&K, Tactical Force, Browning, Diana and Elite Force airsoft rifles. We also offer exactly matched airgun accessories, scopes and optics, pellet, BB, airsoft and blank ammunition, tactical airsoft guns, airsoft

ammo and paintball training systems. The Umarex USA service department can refurbish, tune or repair your Umarex airguns and tactical airsoft rifles in a very short period of time. Be sure to browse our new airguns and check out our airgun videos at [UmarexUSA.com](http://UmarexUSA.com). Supporter Resources: DGI.

**WILD SHEEP FOUNDATION:** 1285 Sheridan Ave. Ste. 260, Cody, WY 82414. Contact: Gray Thornton, president and CEO. (W) 307-527-6261, (F) 307-527-7117, [gthornton@wildsheepfoundation.org](mailto:gthornton@wildsheepfoundation.org), <http://wildsheepfoundation.org>. Promotes international wildlife conservation and hunters' rights, using wild sheep as its flagship species.

**YAMAHA MARINE:** 1270 Chastain Rd., Kennesaw, GA 30144. Contact: Martin Peters, communication manager. (W) 770-420-5829, (F) 770-420-6165, [martin\\_peters@yamaha-motor.com](mailto:martin_peters@yamaha-motor.com), [www.yamaha-motor.com](http://www.yamaha-motor.com). Manufactures and distributes outboard motors, 2-hp through 300-hp models, including four-stroke, high-pressure, direct-injection models and jet drive outboards, accessories and rigging components, and Century fishing boats and Skeeter boats. Direct consumer inquiries to Yamaha Marine, 800-88-YAMAHA. •

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## BILL GRAHAM

**Year of presidency:** 2013-2014

**Defining moment(s) or accomplishment(s) of the year:**

I was the last third vice president before that post was eliminated, and I tend to think of my time on the executive committee in terms of all four years, rather than just one. In a group effort by staff and officers, we managed a transition between executive directors and stayed on budget.

I am very proud of having played a key role in planning the Fairbanks, Alaska, conference, a success that brought new members and a major jolt of energy into OWAA. The energy carried over into excellent conferences in Lake Placid, New York, and McAllen, Texas.



During challenging times, I brought a calm hand to the board and helped recruit some excellent officers and board members who have greatly benefited OWAA. During those years, I also chaired an ad hoc diversity committee that had some success in reaching out to people of color in the outdoor field.

**How has OWAA changed since your presidency?**

I see more variety in how our members communicate and what they are covering, which is good. The OWAA staff and board members are adapting to media and marketing trends that continue to get more splintered and complex, making their job more challenging.

**What is your hope for the organization in the future?**

I hope OWAA continues to attract the kindred spirits among communicators and supporters. They are people who treasure the outdoors and want to be among the best in explaining nature's value to individuals and America. And I hope we someday make improvements in our ability to communicate with, and involve, diverse ethnic and cultural groups. I hope annual conferences continue to make OWAA feel like an adventuresome family. •



## OUTDOOR WRITERS ASSOCIATION OF AMERICA

615 Oak St., Ste. 201  
 Missoula, MT 59801  
 406-728-7434, Fax: 406-728-7445  
 info@owaa.org, owaa.org

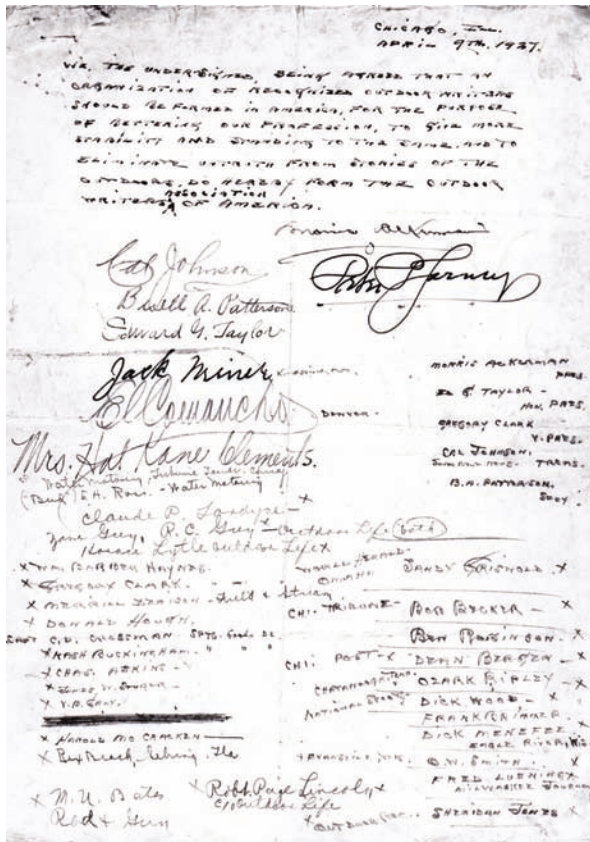
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OWAA's founding members' signatures on the organization's bill. It reads: "We the undersigned, being agreed that an organization of recognized outdoor writers should be formed in America, for the purpose of bettering our profession, to give more stability and standing to the same, and to eliminate untruths from stories of the outdoors, do hereby form the Outdoor Writers Association of America." Photo: OWAA Archives

# Celebrating 90 years of OWAA



Kendrick Kimball of the *Detroit News* and Lou Klewer of the *Toledo Blade* discuss the day's happenings at OWAA's 1951 conference in Escanaba, Michigan. Photo: *Field & Stream*



George Harrison, Jim Bashline and Dan Saults examine their efforts in "America's Great Outdoors," during the 1976 conference in Snowmass, Colorado. Photo: OWAA Archives