

The Blade

2010 Pre-Conference Issue

March - April 2010

The Official Publication of the Hoosier Outdoor Writers



"Early Spring Bassin' on Patoka Lake", photo by HOW member Tom Berg



Hoosier Outdoor Writers

The Hoosier Outdoor Writers was formed in 1969 and has brought together many diverse groups and individuals with shared interests. The Hoosier Outdoor Writers, known among its members as HOW, is a group of dedicated media professionals who are keenly interested in the wise use of natural resources in the Hoosier State.

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Dave Hoffman – 2011
Ben Shadley – 2011
Eric Stallsmith – 2011

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President's Message

by Bryan Poynter

**One touch of nature makes the whole world kin.
-Shakespeare *Trollus and Cressida***

I am writing this as I am watching the beautiful spring blossoms explode in what seems like an overnight sensation. The morels are sure to be underfoot and the tom turkeys will soon be doing their spring dances in the woodlots across the state. It seems that only a few short weeks ago we were shoveling snow and scraping the ice from our car windows.

There is so much to look forward to this year! Most importantly to our Hoosier Outdoor Writers will be the Annual Meeting and Conference to be held at the Inn of the Four Winds in Bloomington, IN May 14-16. This will be a dramatic departure from our tradition of a late winter gathering in Indianapolis. However, the conference committee has worked diligently to respond to your request to move the event to a more palatable setting than a conference in Indianapolis in the middle of winter.

Our annual gathering has worked well for our members over the years but it is time for a change. This new venue will provide increased opportunities for camaraderie and collegial spirit as well as fulfilling content in our sessions, opportunities to spend time on the water, recognize the great member submissions in our Awards-In-Craft competition, hear a world-recognized keynote speaker, and of course...the ever-popular raffle! A little of the old and plenty of new. It is now up to you to make it a priority to get to Bloomington! Spread the word and be ambassadors for this event to make it work.

All of the details are contained elsewhere in this newsletter, but I wanted to thank the Indiana Hunter Education Association for their support and underwriting our keynote speaker and one of our seminar leaders Dr. Randall Eaton. Without their vision and contribution to support our endeavor this would not be feasible. As outdoor writers we search for topics and content that your audiences want to see or hear. The Indiana Hunter Education Association is a 501(c)3 non-profit organization with a mission to support our law enforcement division. Indiana would not be able to provide the quality hunter education to nearly 20,000 Hoosiers every year without their support and hands-on involvement of nearly 900 volunteer instructors.

They recognized the value of Dr. Eaton's message and were thrilled to co-sponsor this portion of our annual meeting. As outdoor writers, you owe it to yourself to educate those whom you influence as to their value to our outdoor heritage. We thank them!

As this will be my final President's Report, I wanted to thank all of my friends and all of those who have worked to make this year progressive for our organization. We all owe a debt to outgoing Chair Brent Wheat and Secretary/Treasurer and Executive Director Tom Berg and those who serve on our Board! They are great writers and good stewards of our organization. Finally, I look forward to working with John Maxwell as he assumes leadership of HOW and I'm most appreciative of his hard work in planning this 2010 Annual Meeting.

See you somewhere in the Indiana outdoors this year!

The Hoosier Outdoor Writers

New Members, Past Presidents & Memorial Section

HOW extends a warm welcome to our growing ranks of outdoor communicators.

(See page 16 for a list of new HOW Supporting Members)

Memorial to Deceased HOW Members

Those Who Have Gone Before Us:

Jack Alkire – President of HOW 1979
Bill Beeman – Executive Director
Ed Blann
Charlie Brown
Gary Carden
Jim “Moose” Carden – President 1982/83
George Carey
John Case
Bill Church – President of HOW 1972
Jack “Big Jake” Cooper
Mark Cottingham
Jerry Criss
Dick Forbes
Dale Griffith
Fred Heckman
Jack Kerins
Mike Lyle – President of HOW 1981
Ralph “Cork” McHargue – President 1976
Bob Nesbit
Jack Parry
Harry Renfro
“Bayou” Bill Scifres – President of HOW
George Seketa
Al Spiers
Robert “Doc” Stunkard
Butch Tackett
Joe West

Past Presidents of HOW

“Bayou” Bill Scifres	1969
“Bayou” Bill Scifres	1970
“Bayou” Bill Scifres	1971
Bill Church	1972
Rick Bramwell	1973
Jack Ennis	1974
Phil Junker	1975
Ralph McHargue	1976
Tom Glancy	1977
Bob Rubin	1978
Jack Alkire	1979
Louie Stout	1980
Mike Lyle	1981
Jim “Moose” Carden	1982
Jim “Moose” Carden	1983
John Davis	1984
John Davis	1985
Ray Harper	1986
Ray Harper	1987
Ray Dickerson	1988
“Bayou” Bill Scifres	1989
“Bayou” Bill Scifres	1990
“Bayou” Bill Scifres	1991
Jack Spaulding	1992
Jack Spaulding	1993
John Rawlings	1994
Phil Bloom	1995
Marty Jaranowski	1996
John Martino	1997
Mike Schoonveld	1998
Jack Spaulding	1999
Jack Spaulding	2000
Sharon Wiggins	2001
Phil Junker	2002
Larry Crecelius	2003
Bryan Poynter	2004
Phil Bloom	2005
Brian Smith	2006
Brian Smith	2007
Brent Wheat	2008
Bryan Poynter	2009

2010 HOW Conference Preview

As you probably know by now, the 2010 HOW Conference is scheduled for the weekend of May 14-16, 2010. The main meeting will take place on Saturday, May 15th, and it marks the beginning of a new era for the Hoosier Outdoor Writers. Rather than having a traditional one-day conference during the winter, we have moved towards a multi-day gathering during one of the warmer months. This should prove to be very popular for our members and we are confident that attendance will soar this year and in the future.

This year the conference will be held at the Fourwinds Resort on Lake Monroe near Bloomington. There is a map and directions in this issue, along with a registration form. Be sure to register in advance, and do it soon!

For those HOW members who are interested, we will be holding our annual HOW Fun Shoot on Friday afternoon, May 14th. We will meet at the Presnell Plantation near Morgantown at 1:00pm (north of Lake Monroe). We will take a tour of the property and then shoot a round of sporting clays. See page 8 for more information.

On Friday evening, we will gather at the Fourwinds Resort and Marina for a sunset boat cruise on Lake Monroe (weather permitting). The cruise promises to be very relaxing and entertaining, and several spouses of HOW members have indicated that they will be joining us. We are also planning a bit of a cocktail party on the boat, so come thirsty!

The annual meeting itself will take place on Saturday, May 15th. HOW members who can't make it Friday night or stay until Sunday should feel free to come for the meeting on Saturday. A lot of people will be coming on Saturday only.

John Maxwell, Bryan Poynter and Tom Berg have been working hard to recruit speakers for the breakout sessions, and they have lined-up a great slate for us. Our Keynote Speaker will be Dr. Randall Eaton, an internationally-known lecturer, author, researcher, educator and conservationist. He will discuss youth hunting and recruitment, and explain his views on hunting as a rite of passage for boys in their journey to manhood. He will shed a little light on why it opens their hearts and profoundly connects them to nature. Dr. Eaton is a moving speaker and you won't want to miss his message. HOW would like to thank the Indiana Hunter Education Association for sponsoring Dr. Eaton's lecture. Please see their website (www.inhea.com) for more information on IHEA.

We will also have several other speakers and presenters. Dave Kittaka, the District 5 Fisheries Biologist for the DNR, will make a presentation on the hybrid striped bass (wiper) and walleye programs at Lake Monroe and provide plenty of info on the recent radio-tracking studies there. Dean Shadley and John Goss will talk about the Indiana Sportsmen's Roundtable and current conservation and legislative issues affecting Hoosier outdoorsmen and conservationists. Eric Stallsmith will lead a discussion on social media topics for outdoor communicators (Facebook, etc). If you have ever wondered how you can make the internet work for you, Eric can help!

One new feature this year will be an indoor/outdoor learning session. A representative from Poor Boy's Lures (LaGrange, IN) will conduct a seminar on using soft plastic lures for bass. After a how-to discussion indoors, all interested attendees can move outside to the lakefront for hands-on demonstrations where they can try the techniques for themselves. (continued next page)

The annual conference has traditionally been a time to renew old friendships and make new ones, but it is also a time to honor the achievements of our members with the annual Awards-In-Craft contests. This year we will award prizes for outstanding writing, photography and broadcast media. A special thank-you goes out to Toyota Motor Sales, USA as this year's contest sponsor.

THE ANNUAL HOW RAFFLE

The annual HOW Raffle is shaping-up to be another great one. Last year we had a record number of companies (58 in total) that contributed products or services to the raffle. This year we have already received donations from more than 47 contributing companies, and quite a few more have indicated that they will still be sending outdoors-related products. Since there is still three weeks to go before the conference, the number of contributing companies will be sure to grow.

The annual raffle is the highlight of the meeting for some of our members, and they won't be disappointed this year. For those who can't wait for the big day to hear what we will be raffling off, here is a partial list that should convince you to bring along a little extra cash:

There will be a new 12-gauge Remington shotgun (complete with a case of ammunition), a very nice CVA muzzleloader rifle, a Benjamin .22 caliber air rifle with scope, a guided pheasant/chukar hunt at Flatrock Hunting Preserve, fishing rods, fishing reels, hunting calls, shooting supplies, lots of fishing lures, fishing/hunting outerwear, premium sunglasses, lanterns, camp stoves, hunting gear, tents, sleeping bags, waterproof binoculars, knives, coolers, boating accessories, icefishing gear, a lure-making kit and a top-quality gun vise system. And that's just a sample!

So make sure you attend this year's conference and buy plenty of raffle tickets. You can't win if you don't play, and winners must be present! Good luck!

THE SUNDAY FREE-FOR-ALL

HOW members who stay for the activities on Sunday should find plenty to do. Basically, Sunday is a day that is set aside to do whatever you want. If you would like to go fishing, we will be able to help you wet a line. If you want to go shopping at nearby Nashville or Bloomington, we can point you in the right direction. Hiking, nature preserves, Hoosier National Forest, local wineries and more are right on our doorstep.

For the fishermen in the crowd, we are planning a Fun Fishing Derby that promises to bring a lot of laughs. The angler that catches and photographs the biggest fish and smallest fish will receive some sort of recognition. We don't know what sort of recognition yet, but it will be fun.

Those members who are bringing their own boats should be aware that a DNR Lake Permit is required for all boats launched on Lake Monroe. The fee is \$20 per year for motorized craft and \$5 per year for non-motorized craft. You may either buy the permit at the gate or get it in advance. It is also available online through the DNR e-store at <https://estore.dnr.state.in.us/>.



**The conference registration form is on the following page. Send it in today!
All registration forms must be received by Friday, May 7th at the LATEST!**

Hoosier Outdoor Writers Annual Conference Registration



Fourwinds Resort on Lake Monroe, Bloomington, IN – May 14-16, 2010

This registration form is for the Annual Meeting on Saturday, May 15th
(8:00am – 4:30pm)

Information to appear on badge:

Name: _____

Title: _____

Contact information:

Mailing Address: _____

City or Town: _____ **State:** _____ **Zip:** _____

Email Address: _____

Phone Number: _____

Are you a first-time HOW conference attendee? _____

Conference Registration Fee per person:

HOW Members (and spouses): \$25.00 X (number attending) = _____

Non-HOW Members: \$30.00 X (number attending) = _____

Conference fee includes continental breakfast and buffet lunch on May 15th.

Please print this application and mail it along with your check for each person attending (make checks payable to “Hoosier Outdoor Writers”) to:

**Tom Berg
HOW Conference
2142 Nondorf Street
Dyer, IN 46311-1829**

Registration forms and payment must be received by May 7th at the LATEST.

Questions? Email all conference questions to Tom Berg: thomas.berg@comcast.net

HOW Fun Shoot

It has been a tradition for many years now that the annual HOW conference actually starts on Friday – with the HOW Fun Shoot. Up until this year, the event was usually held at the Indianapolis Gun Club on the northeast side of Indy in February. This year will be different. There will be no snow on the ground, and jackets will be strictly optional. That may encourage more of our members to come out and join the fun!

This year's shoot will take place on Friday afternoon, May 14th. We will meet at the Presnell Plantation near Morgantown, IN. We will meet at 1:00pm and tour the premises with our hosts. After the tour, we will shoot a round of sporting clays and enjoy the great outdoors. This will be a great chance to get together and renew old friendships, while spending quality time outside at the shooting range.



Photo by Tom Berg

You will need to bring your own gun this year, but you won't need any shotgun shells. Linda Powell from Remington Arms has graciously offered to supply the ammunition for the shoot once again, so HOW members who are interested in shooting will only need to show up with their smiling faces! Thanks again, Linda!

Mike Schoonveld is the event organizer, so contact him to let him know that you plan to attend. He will need to know whether you will be shooting a 12GA or a 20GA shotgun so that he can order the proper shells. Call him at 219-819-0000 or send him an email at mike@bronature.com. He can also give you additional details and directions.

Once we are done shooting, we will head south for the Fourwinds Resort on Lake Monroe and get ready for an evening of fun before the annual meeting on Saturday morning.

The Presnell Plantation offers youth groups, disabled veterans, the terminally ill and others the chance to enjoy outdoor experiences that they might not get otherwise. This will provide excellent story fodder, so bring your camera, too!

PRESNELL
Plantation

Keynote Speaker Dr. Randall L. Eaton

Dr. Randall L. Eaton holds an international reputation in animal behavior, human evolution and wildlife conservation. He also has made contributions to history of science, philosophy, environmental ethics, mythology, men's studies and prehistoric art. He has held faculty positions in zoology, psychology, wildlife and humanities at several universities including U. Washington and U. Georgia, and held adjunct appointments at Evergreen State, UCLA, Oregon State and U. Alberta. He has published 115 articles in refereed journals including *Science*, *Evolution* and *J. Wildlife Management*, and his popular communications have appeared in *Sports Illustrated*, *Magical Blend* and *Utne Reader*. He has authored or edited 15 books, two of which received national awards. His film, "The Sacred Hunt," received 11 awards, and another of his productions, "Orca: The Sacred Whale," won first place among natural history broadcasts in 2000. Randall befriended wild orca whales in British Columbia, and discovered the first "talking" whale, a beluga that accurately imitated human speech and made every possible effort to communicate with humans. He was awarded a Sacred Pipe in the Cherokee tradition and has spent much time learning from the Lakota.

Randall was a leader in the protection of spotted cats from illicit poaching for the fur trade, and in the global protection of whales. He was at the center of a revision in zoo philosophy and goals to naturalism. He founded and edited an interdisciplinary journal, *Carnivore*, the editorial board of which included Nobel laureate Niko Tinbergen and Harvard's Edward O. Wilson. His scientific work in sociobiology resulted in an invitation to apply for a tenured position at Harvard. He has conducted programs and published with Pulitzer prize-winning poet Gary Snyder, Paul Shepard and Richard Nelson. In 2000, he was Conservationist Lecturer of the Year at North Carolina State, in 2002 the "Distinguished Visiting Scholar" at U. Alberta, and in 2007 the annual "Brooks Lecturer" at West Virginia University. He has lectured on sixty campuses in North America and delivered keynote addresses at major conservation conferences throughout North America and Europe.

A speech he gave was broadcast by CBS TV National News, and he has been interviewed on Fox TV National News, PBS TV's NOVA, CBS Radio National News, NPR, CBC and BBC Radio News worldwide. A frequent guest on radio and TV programs, Randall has been interviewed in the *Washington Post*, *LA Times*, *NY Times*, *Sports Illustrated* and *Saturday Review* among others.



He lectures widely, teaches workshops with Jon Young on cultural mentoring and the sacred hunt, and he mentors teens and adults in hunting. He has two sons, Robb and Drake. The pine forest he planted as a boy in central Illinois prospers.

Learn more at www.randalleaton.com.

HOOSIER OUTDOOR WRITERS

Annual Meeting on May 15, 2010
Fourwinds Resort on Lake Monroe
Bloomington, Indiana

TENTATIVE MEETING SCHEDULE

8:30-9:30am

Registration, continental breakfast, social time.

1:00-1:10pm

Break.

9:00-9:30am

HOW Board of Directors meeting.

1:10-1:40pm

Seminar by Dr. Randall Eaton: "How To Get More Kids Out There". Strategies and programs that will promote youth recruitment.

9:30-9:45am

Opening remarks by outgoing President Bryan Poynter and briefing about the day's schedule and meeting. Bloomington CVB will also welcome HOW members.

1:40-2:00pm

HOW Awards-In-Craft presentation.

9:45-10:45am

Presentation #1: DNR biologist Dave Kittaka discusses the Lake Monroe hybrid striped bass (wiper) and walleye programs (wiper radio-tracking, walleye status).

2:00-3:30pm

Presentation #4: Poor Boy's Lures seminar on soft plastic lures for bass. Inside seminar and then move outdoors for demonstrations on the water.

10:45-11:00am

Presentation #2: John Goss from IWF speaks on conservation/legislative issues.

3:30-4:00pm

Presentation #5: Eric Stallsmith leads a discussion on social media for outdoor communicators (Facebook, etc).

11:00-11:15am

Presentation #3: Dean Shadley speaks on Indiana Sportsmen's Roundtable, IWF.

4:00pm

HOW raffle.

11:15-11:30am

Business meeting - Slate of new officers.

5:00pm

Meeting adjourns.

11:30-12:30pm

Luncheon and social time for members.

6:00pm

Dinner on your own for those staying until Sunday.

12:15-1:00pm

Keynote Speech by Dr. Randall Eaton: "What You Need To Know About Youth Hunting".

7:00pm

Evening fishing outing at the dam for those interested.

Directions to the Fourwinds Resort and Marina:

From Indianapolis: Take Interstate 465 to the SR37 South exit (Harding Street Exit). Take 37 South approximately 50 miles to Bloomington.

On the south side of Bloomington, turn left on W. Dillman Road. Go east for 1.6 miles until the road intersects with S. Fairfax Road/Salem Pike Road. Take a right on S. Fairfax Road and about 5 miles up this road you will see the resort on the left.

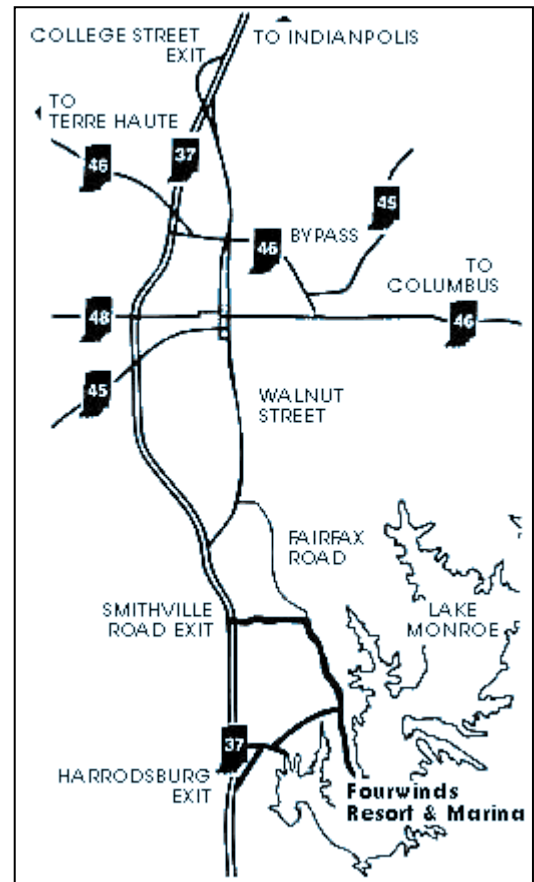
From South of Monroe Lake: Take SR37 north to the Monroe Reservoir/Harrodsburg Exit. This exit will veer to the right, but stay on this road once you get off of 37. The road will go up a hill and at the top of the hill turn left on S. Strain Ridge Road. Take S. Strain Ridge Road until it becomes E. Pointe Road. Turn right at the intersection with S. Fairfax Road/Salem Pike Road. Take S. Fairfax Road straight to the Fairfax State Recreation Area and you will see the resort on the left.

State Recreation Area Entrance:

The Fourwinds Resort is located inside the Fairfax State Recreation Area. When you enter this state property, there will be an attendant who will want to collect fees for the state. **HOW members will not be required to pay the gate entrance fee if you tell them you are attending the HOW conference.** For those members that are bringing their own boats to the conference, please be advised that a DNR Lake permit sticker is required on Lake Monroe. For details, see page 6. The resort is straight ahead on the left, just past the public beach area.

Reality Check:

Caution: This map and directions to the Fourwinds Resort was taken from the internet. As always, do a reality check when mapping out your course. Road closures, construction projects and inaccurate internet information may affect the accuracy of these directions. Please plan accordingly!



The 2010 HOW Awards-In-Craft Contest

**The Hoosier Outdoor Writers
would like to thank**

TOYOTA MOTOR SALES

**as the official sponsor of the
2010 Awards-In-Craft Contests**



HOW Member News

Brandon Butler named Indiana Outdoor Communicator of the Year

HOW member Brandon Butler from Bloomington was recently awarded the Indiana Bowhunter Association's 2009 Outdoor Communicator of the Year award. He received it from IBA president Tim Lebbe at the Indiana Bowhunter Association's Banquet on February 27, 2010. Congratulations!



Butler Finds New Job at Battenfeld Technologies, Inc.

Battenfeld Technologies, the industry leading manufacturer of consumer shooting, reloading, gunsmithing and gun cleaning supplies, is pleased to announce Brandon Butler has joined their staff as Marketing Manager.

"We're excited to have Brandon on board. We expect his sales, marketing and communication experience to be of great value to our company," said Jim Gianladis, Vice President of Marketing and Product.

Brandon spent the last two years with the Indiana Department of Natural Resources as a public affairs specialist, and staff writer for *Outdoor Indiana* magazine. Prior to that, he spent a number of years in the pharmaceutical industry. Brandon holds a bachelor's degree in organizational leadership from Purdue University and a master's degree in organizational leadership from Gonzaga University.

"I feel extremely fortunate to join such a progressive, innovative company that is dedicated to producing top quality products and offering superior customer service. I look forward to serving our customers and supporting our industry, while working to grow Battenfeld's market share," Brandon Butler said.

Battenfeld Technologies produces innovative, top quality products under brand names consumers recognize and trust: Caldwell, Tipton, Wheeler Engineering, Fajen, Adams & Bennett, Frankfort Arsenal, Miles Gilbert and Past.

Contact: Brandon Butler, (573) 447-5991, bbutler@battenfeldtechnologies.com

Membership Changes and New Email Addresses

The following HOW individual members have reported that they have new email addresses. Please make a note of them:

Phil Junker: outdoorscribe@yahoo.com

Tag Nobbe: tag@tagnobbe.com

Bryan Poynter: bryan.poynter@cassidyurley.com

Mike Seeling: trexxdad@gmail.com

If your email address or other contact information changes, please notify HOW Executive Director Tom Berg at thomas.berg@comcast.net or by mail at 2142 Nondorf Street, Dyer, IN 46311 as soon as possible. You won't receive important HOW updates if we don't have your current contact info!



Lisa Metheny Finds Success While Stalking Turkeys

HOW member Lisa Metheny from Terre Haute traveled to Oklahoma in early April to do a little turkey hunting. To be more specific, she was intent on bagging an Oklahoma Rio Grande turkey. Judging from the photo at left, it looks like she had a banner day.

“Here is a photo of the two Rio's that I took last week while hunting with Hunter Specialties and Benelli in Oklahoma. I had the great pleasure of shooting my birds with the new Benelli Vinci 12 gauge,” she said.

Great photo. Keep up the good work, Lisa!

Dean Shadley Proves His Flyfishing Prowess in Florida

Long-time HOW member Dean Shadley spent a lot of time in Florida this past winter, and he spent a good percentage of it out on the water pursuing a variety of fish.

“We fished in the Keys and caught a lot of nice spanish mackerel,” he said. The photo at right shows Dean with one of his flyrod-caught mackerel. A very nice fish!



HOW Lake Michigan Outing

We are currently working on putting together an impromptu Lake Michigan outing for May 7th and May 8th. There is not much time between now and the outing, and we apologize for the lack of advance notice, but the trip is open to all HOW members who are interested in heading north to the big lake. It will be just like the outing that we had last year. Members that arrive on Friday afternoon will have a chance to get on a boat and do some salmon fishing of their own that day (there's a great story opportunity right there), and then the next day get on another boat and cover a second story on a fishing outing for disadvantaged children (more story prospects!).

We will be working with Indiana's North Coast Charter Association on this outing, since they will be hosting a group of disadvantaged children (chronically ill, handicapped, etc) for a day of fishing on Lake Michigan. The captains are planning to put only 1 or 2 kids on each boat to make sure that they catch lots of fish, so there is room for members of the working press to be on the boat and cover the story.



The main event with the children will be held on Saturday, May 8th. HOW members who are planning to do some fishing of their own should arrive shortly before noon on Friday. We will meet at Pastrick Marina in East Chicago, which is accessed via Cline Avenue (off of I80/94).

After fishing on Friday afternoon, we will spend the night, and then get on a boat with the kids Saturday morning. The nearshore salmon fishing has been a bit unpredictable for the past couple of weeks – limits are caught one day and then the next the fish are hard to find. Hopefully the fish will cooperate and give the kids a thrill!

We are also working with the South Shore Convention & Visitors Authority (formerly the Lake County CVB), and they have agreed to arrange complimentary hotel rooms for Friday evening for those HOW members that elect to come to cover the event. Breakfast and lunch will be provided to all participants at the Indiana Harbor Yacht Club.

Although we are planning for there to be minimal cost for members to attend, we are borrowing one of OWAA's practices concerning trips like this. There will be no registration fee, but we will require a check for \$25 from each member to be used as earnest money (payable to HOW). If you show up, we will destroy the check. If you don't show up for some reason (you changed your mind, your goldfish died, you forgot, etc), then we'll cash the check and give the money to the participating captains. After all, they are donating their time and gasoline for this outing.

You will need to sign up for the outing by emailing Mike Schoonveld (mike@bronature.com) or Tom Berg (thomas.berg@comcast.net) by May 3rd (the sooner the better). Tell us that you want to attend and that you are dropping a check in the mail. Directions to Pastrick Marina will be provided to anyone who needs them. We had a fun time last year – we hope to see you there!

HOW Supporting Member News

These pages are devoted to the loyal supporting members of the Hoosier Outdoor Writers. Brief descriptions of new products, award-winning products and press releases are listed here. HOW members interested in reading more can visit the supporting member websites or call or email the company contact for more information.

Membership Changes and New Email Addresses

HOW Supporting member **Indiana Conservation Afield Magazine** has changed its name to **Indiana Conservation Officer Magazine**. ICO is the official publication of the Indiana Conservation Officer's Organization, and the new editor is Max Winchell (mwinchell@dnr.in.gov). The circulation manager is Darren Reed (dpr92@embarqmail.com).



HOW Supporting member **Orange County CVB** has a new contact person in their office: Misty Weisensteiner (misty@visitfrenchlickwestbaden.com).

The following companies have recently joined HOW as Supporting members (Sponsor: Tom Berg). Please make a note of them and support them in your work whenever possible:

Acli-Mate Mountain Sports Drink: Contact: Mark Pike, mark@acli-mate.com
Battenfeld Technologies: Contact: Brandon Butler, bbutler@battenfeldtechnologies.com
Brunton: Contact: Matt Crawford, matt_crawford@madriver.com
Crosman: Contact: Laura Evans, levans@crosman.com
Hunt's Photo and Video: Contact: Gary Farber, digitalguygary@wbhunt.com
MyTopo: Contact: Paige Darden, paige@mytopo.com
Ono's Trading Company: Contact: Chris Nelson, chris@onostradingcompany.com
Savage Arms: Contact: Bill Dermody, bdermody@savagearms.com
SHE Apparel: Contact: Shannon Salyer, shannon@chevalier-adv.com
Toyota Motor Sales USA: Contact: Curt McAllister, curt_mcallister@toyota.com
West Marine: Contact: Liz McComb, elizm@westmarine.com
White Flyer Targets: Contact: Phil Murray, pmurray@reagentchemical.com

(Supporting Member News continued on next page)

Flying Fisherman Sunglasses Are Nearly Indestructible

Flying Fisherman® Introduces XLT For 25th Anniversary Titanium Frame and RhinoLens™ Combo Virtually Indestructible

Islamorada, Florida Keys. The XLT is the newest direction in polarized eyewear for the Flying Fisherman® design team. Weighing in at an amazingly light .5 ounces, “you don’t even know you’re wearing sunglasses!” said a company spokesperson. The temples can be tied in a knot and the polycarbonate RhinoLenses™ lenses are shatterproof...a perfect balance of protection, performance and style -- and perfect for all day hard core angler comfort. Add the Flying Fisherman® AcuTint™ lens coloring system to the mix, and you have what it takes to eliminate glare and provide high-definition color contrast without distorting natural colors, resulting in sharper optics and enhanced ability to spot fish and other structure. The XLT’s 8-base lenses are a generous 65mm for extended peripheral coverage, and temple tips are drilled to accommodate its removable, floating lanyard. A micro-fiber lens cloth and hard case are also included. Frame/lens colors include gunmetal/smoke with silver mirror, dark copper/amber with silver mirror and gunmetal vermilion with silver mirror.



For more information about this and other Flying Fisherman products, please contact Linda Sheldon at 800-335-9347 or Linda@flyingfisherman.com or check their website: www.flyingfisherman.com.

Eagle Claw Powerlight Rod/Reel Combos Provide High Performance

Denver, Colorado. For years, Powerlight rods were a mainstay of the Eagle Claw® fishing rod line. In 2010, Powerlight has been re-engineered to once again take its position at the top of the Eagle Claw® brand in performance, quality and value. Available in 13 models of individual rods and 4 new combos, there is a Powerlight rod for every freshwater angler. Each rod has a backbone of IM-7 Graphite that delivers unsurpassed performance and feel. There is a newly-designed cork handle which complements the beautiful finish of each rod and will perform like new during all of your fishing adventures. Powerlight spinning rods are available in 1-pc ultralight actions, 2-pc light, medium and medium-heavy actions and even in 4-pc medium fast fly models that make travel easy.

For more information about this and other Eagle Claw products, please contact Al Noraker at 720-941-8752 or send him an email note at anoraker@eagleclaw.com.



You may also check their website: www.eagleclaw.com.

HOW's Supporting Member Websites

3M Scientific Anglers - www.scientificanglers.com
Alpen Optics - www.alpenoutdoor.com
ATK Ammunition – www.atk.com
B'n'M Pole Company - www.bnmpoles.com
Bass Pro Shops - www.basspro.com
Bill Lewis Lures – www.Rat-L-Trap.com
Birchwood Casey - www.birchwoodcasey.com
Blackpowder Products, Inc. - www.bpiguns.com
Buck Knives - www.buckknives.com
Bundy Ducks – www.bundyducks.com
Bushnell – www.bushnell.com
Cabela's, Inc. – www.cabelas.com
Camp Chef – www.campchef.com
Clam Corporation – www.clamcorp.com
Coleman Company - www.coleman.com
Creative Outdoor Products - www.hunterdan.com
Crimson Trace - www.crimsontrace.com
CTI Industries – www.zipvac.com
Danner Boots - www.danner.com
DeLorme, Inc. - www.delorme.com
Eagle Claw – www.eagleclaw.com
Edgecraft Corp – www.edgecraft.com
Environ-Metal, Inc. – www.hevishot.com
Flambeau – www.flambeauoutdoors.com
Flatrock Hunting Preserve - www.flatrockhunting.com
Flying Fisherman – www.flyingfisherman.com
Frabill – www.frabill.com
Freedom Group - www.freedom-group.com
G.Loomis - www.gloomis.com
Great American Tool Co. – www.greatamericantool.com
Hart Productions - www.hartproductions.com
Heatmax – www.heatmax.com
Hoosier Trapper Supply - www.hoosiertrappersupply.com
Horton Mfg Company - www.crossbow.com
HT Enterprises – www.icefish.com
Hunter's Specialties – www.hunterspec.com
Indiana Conservation Officer Magazine - www.icoo.com
Indiana Outdoor News - www.indianaoutdoornews.net
Kwikee Kwiver Co. - www.kwikeekwiver.com
L&S Bait Co. – www.mirrolure.com
LaCrosse Footwear - www.lacrossefootwear.com
Lamiglas – www.lamiglas.com
Leupold - www.leupold.com
Lightfield Ammunition – www.lightfieldslugs.com
Lodge Manufacturing – www.lodgemfg.com
Maptech - www.maptech.com
Mathews – www.mathewsinc.com
Midway USA - www.midwayusa.com
Mossy Oak – www.mossyoak.com
Muzzy Products Corp. – www.muzzy.com
Off Shore Tackle Co. – www.offshoretackle.com
Optronics, Inc. – www.optronicsinc.com
Orange County - www.historicsouthernindiana.com
Otis Technology – www.otisgun.com
Outdoor Promotions - www.crappieusa.com
Plano Molding Company - www.planomolding.com
Poor Boy's/Lurecraft – www.lurecraft.com
Pradco Fishing – www.lurenet.com
Primos Hunting Calls – www.primos.com
Pure Fishing - www.purefishing.com
Quaker Boy, Inc. - www.quakerboygamecalls.com
Ranger Boat Company - www.rangerboats.com
Reef Runner Lures - www.reefrunner.com
Renfro Productions – www.renfroproductions.com
Rocky Brands – www.rockyboots.com
Sebile Lures – www.sebileusa.com
Shimano - www.shimano.com
Snosuit – www.snosuit.com
South Shore CVA - www.southshorecva.com
Star Brite – www.starbrite.com
Strikemaster Corporation – www.strikemaster.com
Taylor Brands – www.taylorbrandsllc.com
ThermaCELL – www.thermacell.com
Tri-Tronics, Inc. – www.tritronics.com
TTI-Blakemore Fishing – www.ttiblakemore.com
Vexilar – www.vexilar.com
Vortex Optics – www.vortexoptics.com
W.R. Case & Sons Cutlery – www.wrcase.com
WaveSpin Reels – www.wavespinreel.com
Wildlife Research Center – www.wildlife.com

HOW members are encouraged to contact our supporting members' websites for general information and answers to product and service questions.

Hoosier Outdoor Writers

Application For New Membership

(Check Desired Classification below)

- \$30 _____ Active
- \$25 _____ Associate
- \$50 _____ Supporting
- \$15 _____ Active Student
- \$10 _____ Associate Student

Personal Information:

Name: _____
Company (Supporting members only): _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
Email: _____

Professional Information:

Employer (if outdoor-related): _____ Position: _____
Business Address: _____
Business Phone: _____

1. Describe your work in the outdoor field: Full Time _____ Part Time _____

2. Check your field(s) of outdoor work:

_____ Newspapers	_____ Magazine	_____ Photography
_____ Books	_____ Radio	_____ Lectures
_____ Television	_____ Teaching	_____ Trade Journals
_____ Artist	_____ Public relations	_____ Government Info - Ed
_____ Other (Specify): _____		

3. Are you paid for your outdoor work? Yes _____ No _____

4. Your work is published or disseminated: Daily ____; Weekly ____; Monthly ____; ____ times a year

Attach samples or other proof of your work in the outdoor field: newspaper clips, letters from station managers attesting to frequency of radio or TV broadcasts, lecture schedule or publicity clips, photo clips or artistic prints, title of latest book, masthead of trade journal showing your position, etc.

Send completed application and article copies to: **Tom Berg, 2142 Nondorf Street, Dyer, IN 46311.**

I have read the principles and membership requirements of the Hoosier Outdoor Writers and would like to enroll in the classification checked above.

Signature: _____

Sponsor: _____

Who We Are

The Hoosier Outdoor Writers was formed in 1969 and has brought together many diverse groups and individuals with shared interests. The Hoosier Outdoor Writers, known among its members as HOW, is a group of dedicated media professionals who are keenly interested in the wise use of natural resources in the Hoosier State.

What We Do

These are the purposes of HOW:

1. To improve ourselves in the art, skill and effectiveness of our craft, and to increase knowledge and understanding of the whole state.
2. To help insure the wisest and best conservation of Indiana's resources, and the most wide-spread fair use of Indiana's recreational potential.
3. To provide a vehicle for bringing together and joining in common cause all Hoosiers who by profession, hobby or interest are devoted to the outdoors.
4. Conduct an annual Awards-In-Craft Contest among its members. The award winners are announced each year at HOW's annual conference.

What We Stand For

These are what we strive to accomplish:

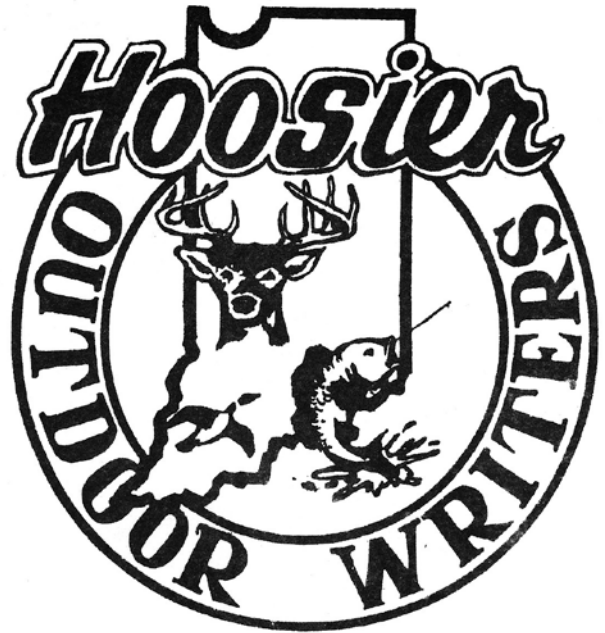
1. To give the profession of outdoor writing/reporting greater recognition and understanding, even higher standards and enlarged scope.
2. To encourage and enforce high standards of professional ethics.
3. To strive always for the truth, accuracy, clarity and completeness in the dissemination of outdoor information.
4. To help friends and fight the foes of wisely conserved Indiana resources.

Membership Requirements

Membership is open to anyone who meets one of the following:

1. Active

Members are those regularly engaged in the paid dissemination of outdoor-oriented information via newspapers, radio, television, magazines, trade journals, books, photographs, art, lectures, or other fitting media. (Basic guidelines of "regularity" of dissemination are: 20 newspaper articles, photos or broadcasts a year; two national or four regional



magazines or specialty journal articles a year, or one book, 10 lectures, or 20 bona fide outdoor news releases a year.)

The legal advisor for the association shall be an active member without meeting the basic guidelines.

2. Associate

Members are those who have a strong direct interest in the outdoors, either professional or personal, such as conservationists of all kinds; public employees in outdoor fields; educators teaching related subjects; certain sportsmen and retail-level dealers in outdoor goods, equipment or facilities.

3. Supporting

Members are those engaged in major commercial efforts directly related to the outdoors, such as manufacturers, distributors, service providers, manufacturers' representatives, or advertising agencies serving any of these.

4. Active Student

Members are those between the ages of 18 and 24 years who are bona fide college students with a major in journalism, communications, or natural resources sciences.

5. Associate Student

Members are those who are students who have an active interest in the outdoors in the areas of hunting, fishing, ecology, or in preserving the environment in general.

Calendar of Events

- AGLOW Spring Mega Media Event:** May 4-7, 2010
(www.aglow.info)
Branson, MO
- HOW Lake Michigan Outing** May 7-8, 2010
Patrick Marina, Lake Michigan
East Chicago, IN
- HOW Annual Conference:** May 14-16, 2010
Fourwinds Resort, Lake Monroe
Bloomington, IN
- OWAA Annual Conference:** June 10-13, 2010
(www.owaa.org)
Rochester, MN
- POMA Annual Conference:** August 11-14, 2010
(www.professionalooutdoormedia.org)
LaPorte, IN
- AGLOW Annual Conference:** September 12-16, 2010
(www.aglow.info)
Ashland, WI

HOW members may submit upcoming events, along with dates, locations and other details to the newsletter editor at: thomas.berg@comcast.net for possible inclusion in future issues of The Blade.