

TOWA

The Official Publication of the **Texas Outdoor Writers Association**

UPDATE ON 2011 TOWA ANNUAL CONFERENCE

Merry Christmas to All!

15th Annual Whooping Crane Festival to Coincide with TOWA Conference

PORT ARANSAS – Every February, Port Aransas showcases its rare and famous winter neighbors, whooping cranes, with this year's event taking place at the same time as the TOWA annual conference.

The 15th annual Whooping Crane Festival from Feb. 24-27, 2011, is open to avid or amateur birders, families interested in learning about birds, photographers, and anyone that loves all things nature related

Festival-goers will be able to travel by boat to the Aransas Wildlife Refuge, which is the wintering

home of the spectacular endangered whooping cranes. U.S. Fish and Wildlife Service officials anticipate a record population as the cranes return to their winter home.

These surviving cranes are all descendants of the last 15 remaining migratory flock of cranes in the world that were found wintering in Texas in 1941. Whooping cranes are one of the rarest and tallest birds in North America with the adult male approaching five feet in height. Males are slightly larger than females.

The four-day festival attracts hundreds of birding enthusiasts each year and features world-renowned speakers, birding experts, boating excursions, as well as guided bird and nature bus tours. Exhibits, interactive workshops and seminars, a charming children's art exhibit and free nature-related "Bird's Nest" trade show will also take place.

In addition, visitors will be offered the opportunity to see and experience a plethora of additional wildlife including white and brown pelicans, roseate spoonbills, cinnamon teal and even alligators.

Keynote speaker will be Dr. George Archibald, an award-winning conservationist and co-founder of the International Crane Foundation and known globally as the world's leading scientific authority on cranes. The United Nations placed him on the Global 500 Roll of Honor for Environmental Achievement.

Other seminar topics will include the secret lives of purple martins, dragon fly identification and characteristics.

The International Crane Foundation will also be holding their annual board meeting during the

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Whooping Crane Photo Courtesy of Texas Parks & Wildlife

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TOWA was formed in 1958 as a professional/social organization for those who communicate about hunting, fishing and other outdoor pursuits, as well as those in business and industry connected with the outdoors.



The TOWA Newsletter is proudly sponsored by Gulf States Toyota. For information, go to www.buyatoyota.com.



2011 TOWA ANNUAL CONFERENCE

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TOWA Board Member T.J. Greaney takes a turn around the swimming pool at the Port Royal Ocean Resort & Conference Center during the 2009 conference to test out a Hobie Mirage Drive Kayak and fishing gear as part of the fishing break-out session. He did not catch any fish in the cement pond, but the supporting members appreciated his efforts. TOWA members will have the opportunity to check out a variety of products on display by supporting members at the 2011 conference set for Feb. 24-26. Photo by Ralph Winingham

festival in Port Aransas, and a special session on Saturday afternoon open to all registrants will feature the vast research and conservation on the whooping cranes.

The foundation works worldwide to conserve cranes and the wetland and grassland ecosystems on which they depend; and is dedicated to providing experience, knowledge and inspiration to involve people in resolving threats to these ecosystems.

The Coastal Bend of Texas, where the lower Gulf Coast bends into a long crescent, is one the birdiest places in Texas and boasts more than 150 nature and birding sites.

Port Aransas was named the "2010 America's Birdiest Small Coastal City."

Located at the convergence of the migration superhighways, the Mississippi and Central flyways, the area including Port Aransas and Mustang Island are the perfect place to view hundreds of different bird species as they stop and refuel before heading north or south.

Many species stay and winter in Port Aransas. From the natural wetlands, inlets and miles of beaches and dunes, to the rock jetties, piers and boats, the area offers dozens of perfect vantage points to view all the birds that call Port Aransas and Mustang Island "The Nest of Texas."

Early registration for festival events will begin on Dec. 1, with further information available at www.whoopingcranefestival.org.

DIRECTORY INFORMATION UPDATES

The new TOWA member directories will be ready and distributed in your Conference Packet at the registration desk at the Conference.

Update your information on the website directory and that information is automatically sent to me so I can make the necessary changes to the new printed directory. If for some reason you cannot access the online directory, please email me and I will check and reset your USERNAME and PASSWORD.

If you would prefer me to make the changes for you this year then type up the changes as a MSWORD document and email the changes to me prior to December 15, 2010 and I will make the changes.

Thank you,
Larry J. LeBlanc
Executive Director

TOWA 2011 Conference

*Feb. 24, 25 & 26, 2011 – Port Royal Ocean Resort & Conference Center – Port Aransas, Texas
Hotel Address: 6317 State Hwy 361, Port Aransas, Texas 78373*

PAYMENT INFORMATION

CHECK: If paying by check, please make check payable to TOWA. Enter check number here: _____

CREDIT CARD: If paying by credit card, enter Mastercard, VISA, Discover, Credit or Debit Card Information Below

Credit Card Number _____ Month _____ Year _____ Expiration Date _____

Customer Name _____

BILLING INFORMATION:

Street Address _____

City _____ State _____ Zip _____

MEAL INFORMATION FOR THE 53RD ANNUAL CONFERENCE

MEAL INFORMATION: (# of persons)

Thursday Reception (free) _____

Friday Breakfast _____

Friday Lunch _____

Friday Dinner _____

Saturday Breakfast _____

Saturday Lunch _____

Saturday Awards Banquet _____

Guest meal fee for other than a spouse is \$15.00 for breakfast, \$20.00 for lunch and \$30.00 per dinner for each additional person, payable at registration.

TOTAL MEALS _____

RETURN THIS FORM ALONG WITH YOUR PAYMENT TO:

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For more information, Office (936) 445-9348 (Cell) (936) 524-0761 or email towa@suddenlink.net.**

POMA Announces Program Changes for Annual Business Conference

JOHNSTOWN, PA — The Professional Outdoor Media Association has announced several additions and changes to events for manufacturers and associations at the organization's annual business conference. The changes provide more opportunities for industry professionals to connect with the media. They will be integrated at POMA's 2011 Annual Business Conference in Ogden, Utah, Aug. 10-13, 2011.

"In addition to offering new opportunities for companies to network with the media, the changes will save many money and time," said Pete Brownell, POMA Corporate Partner board member. "Two of the elements that make POMA unique are its focus on listening to members need s and meeting them and maintaining the flexibility to change or incorporate programs quickly. The changes are a perfect example."

Some of the new opportunities include:

See It, Use It, a two-day event that incorporates a half-day indoor product display and content gathering event with a full day of interactive product testing opportunities. At the latter, seven venues allow product manufacturers to put their products in the hands of the media

Issues & Answers informational press conference, which allow organizations such as the American Sportfishing Association, Congressional Sportsmen's Foundation, National Shooting Sports Foundation, National Wild Turkey Federation and others to present information on critical issues facing the traditional outdoor sports industry

Another important alteration is in scheduling. Product Showcase (See It) and Interactive Field Day (Use It) are scheduled on back-to-back days. This allows corporate attendees to get into and out of the conference quickly and economically when schedules are tight.

For complete details on POMA's 2011 Annual Business Conference visit the website at www.professionalooutdoormedia.org or contact POMA at (814) 254-4719. The media contact is Laurie Lee Dovey, executive director, at lldovey@professionalooutdoormedia.org or (814) 525-6989.



TEXAS OUTDOOR NEWS

Corpus Christi Conservationist to Receive Dallas Safari Club Award

DALLAS — DAN PEDROTTI, A TENACIOUS CONSERVATIONIST, wild sheep hunter and geologist from Corpus Christi has been selected by Dallas Safari Club to receive its prestigious 2011 Peter Hathaway Capstick Hunting Heritage Award.

Pedrotti will be honored Jan. 8, 2011, at the Dallas Safari Club's Convention and Sporting Expo in Dallas.

The club, a TOWA member, and the Dallas Ecological Foundation present the Capstick Award in recognition of exemplary leadership in conservation, education, hunting, humanitarian causes, research, permanent endowments and charitable giving.

Along with his many volunteer roles and accomplishments, Pedrotti also is the founder of American Wildlife Conservation Partners.

"We believe the founding of AWCP is one of the most important conservation accomplishments in the last 10-20 years," said Ben Carter, DSC executive director. "AWCP has huge influence on national outdoor policy and resource decisions because it represents approximately 7 million people. It gives outdoorsmen and women a unified voice and political strength that no single organization can match."

In addition, Pedrotti's list of accomplishments includes:

- Founding member and past president of the Texas Bighorn Society.
- Past president of Boone and Crockett Club and Wild Sheep Foundation.
- Active member of the DSC, National Rifle Association, International Sheep Hunters Association, Arizona Desert Bighorn Society, Safari Club International, Sportsman's Club of

Texas, Texas Wildlife Association, Ducks Unlimited, Shikar-Safari Club, Rocky Mountain Elk Foundation, Coastal Conservation Association, Texas Nature Conservancy and others.

- Fundraiser and physical laborer in building rearing pens for wild sheep restoration projects in Texas, Nevada and Arizona.

An avid sheep hunter, Pedrotti has taken 15 species of wild sheep around the world.

Born in Del Rio, Pedrotti is a graduate of Texas A&M University; a former fighter pilot in the U.S. Air Force; co-founder of Suemaur Exploration Co. and Cinco Drilling Co.; and is president of Suemaur Nouveau Energy Co. He is an active volunteer in numerous civic and professional service organizations. Pedrotti and wife Carolyn have four children and nine grandchildren.

The Capstick Award is named for the well-known American author whose defense of hunting and conservation made him a household name. Previous recipients include the late Harry Tennison of Fort Worth; the late Baron Bertrand des Clers of France; President Theodore Roosevelt (posthumously); Dr. Ian Player of Kwa-Zulu Natal, South Africa; the Boone and Crockett Club; and Hubert Thummler of Mexico City.

About 32,000 people are expected at the DSC Convention and Sporting Expo, Jan. 6-9. The event, featuring an expo hall with more than 1,200 exhibits plus seminars, auctions, entertainment and awards, is the primary fundraiser for the club's mission to conserve wildlife and wilderness lands, educate youth and the general public, and to promote and protect the rights and interests of hunters worldwide. The public is welcome to attend.

For more information, visit www.biggame.org.

NSSF Study Finds Pool of Hunters in America Exceeds Expectations

A new study funded by the National Shooting Sports Foundation and carried out by Southwick Associates has found that the pool of American hunters is much larger than previously thought.

This discovery can lead to major conservation and economic benefits. If many “casual hunters” (hunters that do not purchase a hunting license on an annual basis) can be converted into annual license buyers, a major benefit would be realized.

This report estimates that 21.8 million Americans hunted at least once over the past five years. Previous estimates have shown more than 14 million youth and adults hunt each year, but not all hunters take to the field every year. Conducted in partnership with 17 state wildlife agencies, the study assessed license sales patterns and found

that 78 percent of the U.S. hunters who bought a license in a given year also purchased one again the following year. By examining purchasing patterns over

“We know there are many types of hunters with a wide range of interests. This study reveals who our hunters are beyond the usual demographic descriptions.”

— Jim Curcuruto, NSSF

multiple years, it was determined that for every two hunters in the field this

year, one is taking the year off.

“Considering hunters’ contribute over \$1 billion every year to wildlife conservation via licenses and excise taxes, if half of the hunters who lapsed this year actually bought a license, conservation dollars would have increased by \$97 million,” reported Rob Southwick, president of Southwick Associates.

“This estimate doesn’t even include the extra dollars possible from increased hunters’ excise taxes. Considering the limited government dollars allocated for wildlife and the tremendous impact hunters provide to rural communities, increased efforts to boost hunter numbers would make smart conservation and economic sense.”

The NSSF study monitored license-buying patterns over multiple years, producing results for various segments of hunters, and described the lifestyles, habits and demographics of various segments of the hunting community.

“We know there are many types of hunters with a wide range of interests. This study reveals who our hunters are beyond the usual demographic descriptions. We now have a better idea of hunters’ regional purchasing habits, recreational choices and overall lifestyle preferences,” said Jim Curcuruto, director of Research and Analysis for NSSF.

“The results will be used to strengthen existing hunting participation programs and develop new programs designed to convert the casual hunter into an annual license buyer. Savvy industry marketing and communications professionals will use these data to enhance their advertising efforts,” he said.

A summary of the study results can be downloaded for free at: <http://www.nssf.org/PDF/HuntingLicTrends-NatlRpt.pdf>. For more on NSSF information, log on to www.nssf.org or call Southwick at rob@southwickassociates.com.



Mitzie Wiess and her twin sons, Cody and Louie V enjoy duck hunting together on a regular basis.

Hunter Outdoor Communications to Provide PR Services to Blue Ryno Foundation

HUNTER OUTDOOR COMMUNICATIONS has been selected to provide public relations and marketing services for the Blue Ryno Foundation, a nonprofit public-benefit corporation organized exclusively for charitable purposes to provide support, facilities and services to critically ill children and their families.

Founded in 2005 by former professional baseball player Ryan Klesko, the Blue Ryno Foundation's mission is to enlighten the lives of critically ill children and assist their families in times of distress through a variety of means, including financial support, access to medical and administrative facilities and services, and through the continued love and support of the foundation and its staff. The Foundation is based in Southern California. "I started the foundation so that I could help as many families as possible and help improve the lives of these brave children and families experiencing the grim reality of a terminal diagnosis," Klesko said. "One of my main inspirations is my buddy Kyle Speer, who always thought of others and wanted to put a smile on their

face while fighting Leukemia." To read more about Speer's inspiring story visit www.bluernofoundation.org.



Blue Ryno
FOUNDATION

The Blue Ryno Foundation helps hundreds of terminally ill children and their families each year through generous donations from individuals and corporations," said Karen Lutto, president of Hunter Outdoor Communications. "We hope that through our communication efforts, more people will become aware of the Foundation and want to help by making tax-deductible contributions."

Lutto, a TOWA supporting member, has a great deal of experience with non-profit organizations. She was a founding member of the Richmond Chapter of the St. Jude's Children's Hospital, and she has handled the public relations efforts for Prevent Blindness, Virginia; Flying Doctors; the Anti-Reflective Council; and many others.

Hunter Outdoor Communications is a full-service public relations company representing such premium outdoor brands as The BLOCK archery targets, Ghost Quiver, GlenDel Buck, Hi Mountain Seasonings, Hunter Safety System, IQ Bowsights, Rack1 Whitetail Hunting System, Rage Broadheads, Steyr Arms (Steyr, Merkel and Anschutz sporting), Down-N-Dirty Outdoors and Vero Vellini. HOC is headquartered in Boerne with a satellite office in Richmond, VA.

For more information, or to make a donation, write to: The Blue Ryno Foundation, P.O. Box 1986, La Jolla, CA 92038; or call (858) 458-0635. You can also visit the website at www.bluernofoundation.org. Lutto can be reached at (830) 755-4308 or at karen@hunteroc.com.



Dirty Dozen & Silent Auction Items Sought to Support TOWA Youth Scholarship

SHARING THE OUTDOORS WITH FRIENDS AND FAMILY is what this holiday season is all about and TOWA members are encouraged to consider sharing their bounty this year through contributions to the TOWA Dirty Dozen and Silent auctions.

Should anyone find an extra knife, backpack, cleaning kit or even another tie under their Christmas tree this year, donating that outdoor gear to the auctions will help support the annual TOWA Dan Klepper Memorial Youth Scholarship and Outdoor Education Fund.

Each year, the fund provides a \$1,500 scholarship to a youngster pursuing an education in an outdoor related field and also supports various other outdoor youth projects. The fund was

established in honor of Klepper, a former TOWA president and long-time *San Antonio Express-News* Outdoor Editor, to encourage youngsters to enjoy the outdoors and help promote our industry.

Auction Meister T.J. Greaney is coordinating the auctions and is welcoming contributions of any items of any size or value from both active and supporting members.

All donated items will be auctioned at the TOWA conference to be held Feb. 24-26 at the Port Royal Ocean Resort and Conference Center in Port Aransas. Contributions are tax-deductible as TOWA is a 501-(c)(3) organization.

For more information on how to donate items, no matter how large or small, contact Greaney at tj@countrylinemagazine.com.

Old Boot's Hot Cocoa Pudding Cake Recipe Offered as Holiday Treat

By Ralph Winingham, Newsletter Editor

Christmas time has always been about sharing, at least when it comes to food, in the Winingham family and that tradition is something that I have tried to carry on during the holidays as editor of the TOWA newsletter.

This year I offer the following story and recipe from my cookbook "Revenge of Old Boots & Bacon Grease" for those who would like to whip up a very tasty dessert that is a cold weather favorite.

Enjoy the holidays and let's get cooking!

Growing up in rural Nebraska when our Dad worked as a river rat on the Missouri River, our family normally had little access to medical facilities during most of our younger years.

Fortunately, there were few times of serious illness or injury that required major medical attention. Like most country folk, we relied on home remedies to handle the minor maladies.

I remember that every time one of us youngsters would develop a cold or flu, Mom would make us a steaming cup of hot chocolate to help sooth our sore throat. I know there is no medicinal value to hot chocolate, but that hot, sweet concoction sure did seem to help.

That home remedy worked better than the time she took my brother Wade and me to the neighborhood doctor after a 10-pound block and tackle fell from the barn roof as we were trying to hoist up a deer. Wade's upper lip was gashed open by the edge of the block and my right arm went numb when I was hit on the top of my shoulder.

The "doctor" sewed up Wade's lip with a needle that was

about four inches long and he just grabbed and pulled on my shoulder and pronounced, "Don't think anything is broken there." I almost passed out from the pain.

Mom swears that the neighbor really was a doctor, but we both believe he was actually a veterinarian. It's lucky neither one of us had a broken leg.

The following recipe is in memory of the hot chocolate treatments. This cake is very moist, tastes like homemade hot chocolate and should be served hot topped with a little ice cream.

HOT COCOA PUDDING CAKE

- 1/2 cup cocoa, sifted**
- 1 1/4 cups sugar**
- 1 can (12 ounces) evaporated milk**
- 2 cups self-rising flour, sifted**
- 1 1/2 sticks butter**
- 30 Hershey's Kisses (dark chocolate works best)**
- 2 cups hot water**
- 1 cup chopped pecans**

Mix together cocoa and sugar until well blended. Stir in evaporated milk, then add flour. Melt butter in a small sauce pan over low heat, gradually adding Hershey's Kisses until they are melted and well mixed in the butter. Pour melted butter and chocolate into cocoa mixture and stir until well mixed. Add hot water and stir until all lumps are dissolved. Stir in most of the pecans, reserving a few to sprinkle on top of the cake batter after it is poured into a buttered 9-by-13-inch baking pan. Bake at 400 degrees for about 45 minutes or until a toothpick inserted in the cake comes out clean.



TOWA member Sally Ann Black (formerly Moffett) and her dog, Kelly, on a recent Baffin Bay duck hunt

CALENDAR

Dec. 1 – Deadline for submitting all entries in the TOWA Excellence in Craft competition, with the winner to be announced Feb. 26, 2011 at the TOWA awards banquet. Contact EIC Chairman Kendal Hemphill at (325) 347-6440 or at jeep@verizon.net for more information.

Dec. 15 – Deadline for submitting applicants for the TOWA Dan Klepper Memorial Scholarship. For more information, contact Scholarship Co-Chairs Judy Mills at offtheroad.mills@earthlink.net or Marianne Odom at marianneofom27@hotmail.com.

Jan. 6-9, 2011 – Annual Dallas Safari Club Convention and Sporting Expo to be held at the Dallas Convention Center. Further information is available at www.biggame.org.

Feb. 24-26, 2011 – The 53rd annual TOWA conference, at the Port Royal Ocean Resort and Conference Center in Port Aransas. Hotel information is available at (800) 242-1034 or at www.port-royal.com.