

TOWA

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

TOWA PRESIDENT'S REPORT

Camaraderie, Craft Improvement & Social Time on Tap for TOWA Conference

By Bob Lusk, President

Greetings TOWA members! It's that time of year. Your board has been busy, preparing for the upcoming conference in Port Aransas. David Sikes and TJ Greaney have an excellent program lined up. Check it out.

If you haven't made reservations, do it now. Don't wait.

As President of TOWA, I want to create urgency for you to attend this conference. I know times are tough. But, in tough times, we take action.

Sure, there will be camaraderie. Always is. Yes, there will be craft improvement. Will there be good story ideas? Absolutely. But, there are several especially important sessions. Our outdoor communications world is changing. Old School has graduated. New school is being created, at our keyboards. If you want to get ahead in this game, new ideas must be embraced. Come to this conference and you'll have audiences with experts from cutting edge retail executives to cyberspace experts to an editor who is convinced our styles of writing won't pass on ... they'll pass up. We'll be especially interested to hear about that.

Social time? Yep; longtime member Sam Caldwell has revived the Liar's Den. Spin your best yarns with Sam. Take a look at the program for this year's conference, aptly named "Reaching New Horizons: The Industry of the Outdoors."

Your Executive Director Larry LeBlanc takes care of something TOWA every day. Be sure and let him know how much he is appreciated.

Chairman of the Board John Goodspeed has been riding herd on the board and has communicated all aspects of TOWA business to each of us on a regular basis. There are lots of behind the scenes activity that you probably won't hear of. Jonette Childs, our dear Jonette. That lady brings things together, almost magically. Ralph Winingham is a walking book of by-laws. That's extremely helpful. Our core group, the board of directors, is united to bring the best that TOWA can offer.

Now, it's your turn. Please register and make every effort to come to the conference.

We need auction items. What can you do, what can you offer for the auction? Let me know what you have available and let's see if we can raise a few dollars for the organization.

Outgoing Board Member Mike Price is chairman of the nominating committee. If you have a nominee for the board, let Mike know. If you want to serve on the committee, drop him a note.

TOWA stands for a common bond. You are an important part of that bond.

We'll see you in Port A.



The creativity of our TOWA members as displayed by this T-shirt design by member Sam Caldwell is being called upon once again by the TOWA Board in an effort to develop a new logo for the organization. Any ideas, suggestions, comments, observations or proposed designs may be passed along to any board member. The effort will be discussed in detail during the general membership meeting at the annual conference in Port Aransas. Photo by Ralph Winingham

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TOWA News is published monthly for the Texas Outdoor Writers Association by Ralph Winingham. Layout by SusanEbertink, sebert@suddenlink.net. Contributors are urged to submit material by the 15th of each month. For advertising information, contact Ralph Winingham at (210) 764-2450 or rwiningham@att.net. TOWA News is emailed to members and mailed first class from San Antonio.

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.



TEXAS OUTDOOR NEWS

TP&W State of the Gulf: America's Sea Video Documentary to Air in February

AUSTIN — The one-hour video documentary "The State of the Gulf: America's Sea" will air in late February on all Texas public television stations, taking a broad look at the Gulf of Mexico almost a year after the Deepwater Horizon oil spill.

The program will air at 8 p.m. central time, Feb. 24 on most Public Broadcasting Service stations in Texas, with KUHT in Houston running it the following weekend. It is the fifth in an award-winning series of water resource documentaries produced by Texas Parks & Wildlife Department and broadcast in partnership with PBS stations.

"America's Sea" will explore the rich diversity of the Gulf, its flora and fauna, geology and hydrology. The program will weigh the variety of eco-system services the Gulf provides to people and the various forces that threaten it, from hypoxia zones to hurricanes and oil spills. Critical habitats such as marshes and seagrasses will be examined, along with water quality and climate change. Viewers will also see how pragmatic regulation and active fisheries management has protected and enhanced marine resources for a sustainable future.

The opening segment of the documentary, "Burden of Bounty," gives an overview of the Gulf, its ecology and economy. The next segment, "Eyes of the Storms," covers Hurricane Ike and earlier storms. The third segment showcases managing fisheries for the future, using redfish as a case study. Segment four, "What's in the Water" looks at problems like dead zones and red tide. The fifth segment, "Climate of Changes," features experts discussing sea level rise. The program concludes with "Action for the Oceans," showing viewers ways to help protect the Gulf.

The water documentary and 2010's awareness initiative were made possible thanks to support from non-profits, private companies and other organizations.

Major sponsorship comes from the Friends of Harte Research Institute, Guadalupe-Blanco River Authority and the San Antonio Bay Foundation. The Nature Conservancy and Apache Corporation provided patron level support, and additional support was provided by Ducks Unlimited, Wells Fargo, San Antonio River Authority, Texas Commission on Environmental Quality, Texas Monthly, Texas Parks and Wildlife Foundation and the Texas Wildlife Association.

The program is part of a broader TP&W conservation awareness initiative begun in 2002 with a series of special water resource issues of Texas Parks & Wildlife magazine. The special issues have run each July, building to a 10-year anniversary water issue coming in July 2011. The initiative also includes radio, Internet and other components.

In addition to the PBS broadcast, segments from the show will also be posted on the department's official YouTube Channel, its main Facebook fan page and via other social media.

PBS TV stations based in Dallas, Lubbock, Amarillo, Corpus Christi, Midland-Odessa, Harlingen, Killeen, Waco and Austin will air the documentary at 8 p.m. Feb. 24. Stations in College Station and El Paso will air the program at 9 p.m. that evening. KUHT-TV in Houston will air it at 3 p.m. Feb. 26 and 4 p.m. Feb. 27.



Photo by Lee Smith © Texas Parks and Wildlife Department

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:

**Executive Director Larry J. LeBlanc, 904 W. Montgomery, Ste. 4, #363, Willis, TX 77378.
For more information, Office (936) 445-9348 (Cell) (936) 524-0761 or email towa@suddenlink.net.**

TOWA 2011 Conference Schedule

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

“Reaching New Horizons: The Industry of the Outdoors.”

Our objective at this conference is to broaden the knowledge and opportunities of our members, and to introduce them to ideas and revenue streams they may have overlooked.

Thursday (Feb. 24)

- 1 p.m. TOWA Board Meeting.
- 1-5 p.m. Registration in Lobby.
- 6-7 p.m. Welcome reception courtesy of the Port Aransas Chamber of Commerce for VIP Birders and TOWA members at the Art Center for the Islands.
- 7-8:30p.m. Port Aransas Boatmen Fish Fry and Mixer at the Port Aransas Community Center/Museum. Presentation of \$500 check from the TOWA Youth Scholarship and Outdoor Education Fund to the Boatmen Youth Scholarship Fund.

Friday (Feb. 25)

- 7:30-8 a.m. New Member Orientation.
- 8-9 a.m. Breakfast (On your own). Welcome address by President Bob Lusk. (Early Bird Registration Winner to be announced).
 Guest speakers: The Texas Freshwater Fishing Hall of Fame
- 9 a.m. to 5 p.m. Registration in Lobby.
- 9:15-10:15 a.m. Chevy and Toyota vehicle review at hotel parking lot.
- 10:30-11:30 a.m. David Garlock, Senior Lecturer, Journalism & Magazine Sequence Head. “Why magazines will not die and the best writing is NOT online”
- Noon-1 p.m. Lunch Sponsored by Galveston Island Convention and Visitors Bureau. Speaker Leah Boyd on “Galveston 2011.”
- 1:30-2:30 p.m. Table Panel Discussion, “I wrote Mine” – Tweed Scott, Texas in Her Own Words; Kendall Hemphill, The Buck Never Got Here; Gail Woerner, History of the Rodeo Clown; and others.
- 2:45-3:45 p.m. Marika Flatt, Social Media and Me, “Promoting myself in cyberspace.”
- 5 p.m. Supporting Members meeting. Chad Gay, chairman.
- 5:30 p.m. Mixer and social hour.
- 6:30 p.m. Dinner - Speaker Jennifer Mull, Backwoods Retail Stores, on “The outdoors adventures of a CEO.”
- 7:30 p.m. Dirty Dozen Live Auction.
- Hospitality Suite Join members in the TOWA Hospitality Suite after all regular conference activities each night for conversation and the infamous “Liars Contest”.

Saturday (Feb. 26)

- 8-9 a.m. Breakfast Sponsored by Corpus Christi Convention and Visitor’s Bureau. Speaker Michelle Horine.
- 9 a.m. to 2 p.m. Registration in Lobby.
- 9:15-10:15 a.m. Texas Parks and Wildlife Department Roundtable with TP&W staff including Gary Saul, Inland Fisheries; Robin Riechers, Coastal Fisheries; Clayton Wolf, Wildlife I; Gene McCarty, Legislative/Executive issues; Brent Leisure, State Parks; Nancy Herron, Children in Nature initiative and regional collaborative efforts; and Larry Young, Law Enforcement.
- 10:30-11:30 a.m. Table Panel Discussion, Texas Water: Andy Sansom with the River System Institute and Texas State University; and Ricky Linex with the Natural Resource Conservation Service.
- Noon-1 p.m. Lunch Sponsored by Toyota. Lunch speaker: Dallas Safari Club Executive Director Ben Carter.
- 1:15-2:15 p.m. Alan McGraw, mayor of Round Rock on “Motivating the city outdoors.”
- 2:30-4 p.m. Break Out and Card Swap: Room set with all vendors and supporting members. Free soda and coffee. Casting contest .
- 4-4:30 p.m. Annual TOWA Membership Meeting
- 5:30 p.m. Mixer Sponsored by Texas Hill Country Wineries. Host Katy Jane Bothum.
- 6:30 p.m. Dinner and EIC Awards presentation with recognition of other TOWA award winners at Port Royal Restaurant sponsored by Chevrolet. Silent Auction.
- Hospitality Suite Join members in the TOWA Hospitality Suite after all regular conference activities each night for conversation and the infamous “Liars Contest”.

Sunday (Feb. 27)

- 8 a.m. - Breakfast treats, coffee: Prayer Meeting.
- 10 a.m. – TOWA Board Meeting

(Maps and information on activity locations will be available at the registration table during registration hours or by calling TJ Greaney at (512) 789-3838 or David Sikes at (361) 813-3474.)

POMA Launches National Discussion on Sale & Purchase of Creative Content

JOHNSTOWN, PA – The Professional Outdoor Media Association has launched “The Hexagon Dilemma,” a national discussion about the sale and purchase of creative content and intellectual property and specifically the ongoing use of all-rights contracts.



The online discussion among content creators and buyers of creative content will culminate at the POMA National Rights Summit during the organization’s Annual Business Conference in Ogden, Utah, Aug. 11, 2011.

“The purpose of this open discussion and rights summit is to stimulate conversation between content creators, including writers, photographers, broadcasters and videographers, and the entities that purchase creative works,” said POMA Chairman Bill Miller.

“POMA is hearing of more and more all-rights contracts being offered. All-rights contracts are a deep concern among content creators, but are touted as ‘essential for survival in today’s business environment,’ among content buyers,” Miller said.

“We’re asking professionals on all sides of this issue to enter into a productive and honest discussion, find answers to a myriad of questions and explore solutions that serve and benefit both sides.”

During the POMA National Rights Summit, groups of journalists, content buyers, media company executives and legal specialists will present their input and brainstorm solutions that could be adopted nationwide. The brainstorming session will be followed by a presentation of suggestions by each group.

POMA has reached out to numerous creative groups and associations, including American Society of Media Photographers, Association of Journalists and Authors and regional and state outdoor journalists’ organizations, as well as literary and copyright legal experts requesting their participation in the online discussion and at the National Rights Summit.

To engage in the online discussion, visit the POMA website (www.professionalooutdoormedia.org). If you’re already a POMA member or have a guest login account, simply log in and click on the 2011 Rights Summit link to join the discussion. If you do not have a POMA account, register for a guest account to join the discussion.

Further information is available from Laurie Lee Dovey, executive director, at (814) 525-6989 or at lldovey@professionalooutdoormedia.org.

TEXAS OUTDOOR NEWS

SEMINARS ON THE WEB TO BE OFFERED BY TEXAS AGRILIFE EXTENSION SERVICE AND TWA

Texas AgriLife Extension Service and Texas Wildlife Association are co-sponsoring lunch-based webinars every third Thursday of the month throughout 2011 to provide sound, science-based wildlife management options from experts in various fields.

To participate, all that is needed is a modern computer with a quality Internet connection and during your lunch you can point your browser to <http://forestrywebinars.net>, click on the “Wildlife for Lunch” link in the upcoming webinars section and follow the instructions. Each web-based seminar is fully interactive and allows you to engage the experts, make comments and ask questions during the course of the presentation.

ForestryWebinars.net is made possible through the partnership with Texas Agrilife Extension Service; North Carolina State University Extension Forestry; and the Southern Regional Extension Forestry Office.

Dates of the sessions, which will be conducted from noon to 1 p.m. Central Standard Time, are as follows:

- February 17 – Nutrition: The Pros and Cons of Supplemental Feed, Dave Hewitt
- March 24 – Waterfowl Management, Jim Cathey
- April 21 – Aquatic Weed Control, Billy Higginbotham
- May 19 – Dove Management, Dale Rollins
- June 16 – Texas Deer Lease, Judon Fambrough
- July 21 – Riparian Management, Sky Lewey
- August 18 – Conducting a Deer Survey, Jim Gallagher
- September 22 – Scoring Deer Using Computer Software, Bronson Strickland
- October 20 – Aging Deer on the Hoof, David Brimager
- November 17 – Factors Affecting the Efficiency of Intensive Deer Management, Randy DeYoung
- December 15 – Managing Wildlife & Nature Tourism Enterprises, Miles Phillips

If you have not yet participated in an Elluminate webinar, you may visit www.illuminate.com/support for instructions on setting up your computer. This step should be completed at least 24 hours in advance of a webinar. If you have any hardware or software issues, you can call Elluminate Support at (866) 388-8674 for assistance.

Remington Arms Seeks Press Relations Manager

REMINGTON ARMS, one of the leading manufacturer and seller of sporting firearms, ammunition and accessories in the country, has an opening for a press relations manager.

The selected individual will be responsible for leading the short and long term strategic direction and managing the day-to-day press relations responsibilities for the Freedom Group family of companies. Among the primary responsibilities are:

- Must have a working knowledge of shooting and hunting sports and an extensive knowledge of product lines.
- Build and maintain relationships with key editors and writers as well as key industry personnel.
- Manage press release development process (product and corporate).
- Participate in major trade and consumer shows.
- Recommend and develop story lines for editors and writers.
- Manage the development of events calendar (hunts/corporate) with writers and producers that showcase Remington products.
- Represent the company in several writers' organizations and various shows.
- Represent Remington products on TV and Radio shows and video appearances.
- Responsible for managing and directing PR Consultant/Agency.
- Manage product requests from writers and producers.
- Manage test and evaluation of company products by the media.
- Track Remington and competitive product coverage in the media.
- Forecast, track and manage PR budget.
- Responsible for recruiting, managing and developing direct reports

The requirements listed below are representative of the knowledge, skill, and ability required. Reasonable accommodations

may be made to enable individuals with disabilities to perform the essential functions.

- Bachelor's degree from a four-year college or university
- Minimum of five years related PR experience
- Journalist and writing skills required.
- Knowledge of hunting and shooting required.
- Ability to read, analyzes, and interprets common scientific and technical journals, financial reports and legal documents.
- Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community.
- Ability to write speeches and articles for publication that conform to prescribed style and format.
- Ability to effectively present information to top management, public groups, and boards of directors.
- Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference and volume.
- Ability to apply concepts of basic algebra and geometry.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form.
- Knowledge of Microsoft Office Word Processing software.

Freedom Group Family of Companies is committed to its policy of equal employment opportunity and fully utilizing all human resources.

Remington offers a competitive benefits and compensation package and relocation assistance will be provided.

Further information is available at www.remington.com.

Linda Powell Joins Mossberg Team as Media Relations Director



NORTH HAVEN, CT – TOWA Supporting Member Linda Powell has been appointed as director of Media Relations at Mossberg. Powell brings 15 years of industry experience

and is an accomplished hunter, traveling across the country and to destinations around the world.

Her favorite passions remain bear, elk and turkey hunting but more importantly, she enjoys sharing her adventures with industry professionals and media partners. She is also passionate about mentoring new hunters.

Powell previously worked for the Freedom Group Family

of Companies as their manager of Press Relations serving Remington, Marlin, H&R, Bushmaster, DPMS and Dakota Arms.

A Life Member of the Rocky Mountain Elk Foundation and current RMEF Board Member; Endowment Member of the National Rifle Association; member of the Boone and Crockett Club and Safari Club International as well as being recognized by the National Association of Professional Women, Powell shares important conservation qualities with Mossberg.

Tom Taylor, vice president of Sales and Marketing said: "We are extremely pleased to have Linda Powell join our team. Linda has extensive knowledge of the firearms industry, shooting sports and hunting.

"She also understands the value the Mossberg family places on conservation, innovation and technology, and keeping the media and public informed. Her real-world experience and industry relationships will provide significant value to Mossberg as we head into a new decade."

Powell can be reached at lpowell@mossberg.com or by calling (203) 230-5349.

Larry Weishuhn's "A Hunter's Life" Debuts on Sportsman Channel This Summer

NEW BERLIN, WI – The Sportsman Channel has announced that Larry Weishuhn, known as "Mr. Whitetail," will be presenting a new series, "A Hunter's Life," starting this summer.

The show will chronicle Weishuhn's life as a hunter, from a youngster hunting squirrels to a present day wildlife icon. Produced by Magnum Global Media, the series will air during Sportsman Channel's "Big Game Wednesdays" at 10 p.m. ET starting this summer.

"To have an icon like Weishuhn on our network with a brand new series says multitudes about where Sportsman Channel is headed in 2011," said Gavin Harvey, Sportsman Channel chief executive officer. "We seek out the best of the best and are building our primetime weeknight blocks with non-stop hardcore hunting action. This announcement is on the heels of many others coming on board Sportsman this summer and we are proud of the network's growth and success."

This premiere series will showcase Weishuhn's life as a biologist, conservationist and hunter and will dive into the next chapter in his life. Beyond hunting just whitetail, Weishuhn will take on other big game species as well, such as moose, bear and elk. The show's creators promise an upbeat show with more action on the ground and less chatting to the screen.

The show will also hold a few surprises for viewers.

"We'll do things on this show that have never been done before on outdoor television. Some of it will shock, some will be interesting and we aren't 'flagging' it to our viewers," Weishuhn said.

In addition, Weishuhn is hosting a second show premiering on the network in January 2012 titled "Outfitters Rating TV with Larry Weishuhn."

That show will also air during Sportsman Channel's "Big Game Wednesdays" at 10:00 pm ET. The show's creators say even more surprises are up their sleeves for this show and they are thrilled to have Weishuhn on the network for 52 weeks with these two programs.

"I am excited to be on Sportsman Channel and chose the network because we see it as the future of our industry. Plus, we like the other programs they are bringing on board. They are making a strong case as the place to be on TV," Weishuhn said.

Before Weishuhn was a well-known author and TV personality, he worked as a wildlife biologist for the Texas Parks & Wildlife Department for several years. He worked at several ranches in Texas and Colorado while pursuing a writing career.

According to Weishuhn, the moniker, "Mr. Whitetail," was created by well-known outdoor writer, J.

Wayne Fears, who was Weishuhn's writing mentor. His works have been published in *Deer & Deer Hunting*, *North American Hunter*, *Shooting Times*, *Handgunning*, *Petersen's Hunting*, and numerous others.

He's also a published book author with, "Pear Flat Philosophies," published by Safari Press, as well as "Trailing the Hunter's Moon," published by Stoeger Publications. The latter book won Best of Gold Book in the category of Adventure and Recreation in 2003 by *ForeWord Magazine*, winning over hundreds of books worldwide. Most recently, Larry is the show host for *Winchester's World of Whitetail* and *T/C Pro-Hunter's Journal* and appears on several other shows.

To learn more about Weishuhn, visit www.larryweishuhn.com. More information on the Sportsman Channel is available at www.thesportsmanchannel.com.



Larry Weishuhn, who worked as a wildlife biologist with the Texas Parks and Wildlife Department prior to becoming a well-known author and television personality, will be presenting a new series on the Sportsman Channel beginning in summer 2011.

Nominations Sought for Texas Freshwater Fishing Hall of Fame

ATHENS – Individuals or organizations that have made a lasting contribution to freshwater fishing in Texas may be nominated through February 28 for induction into the Texas Freshwater Fishing Hall of Fame.

Nominations may be made in the categories of industry, angler or media. The nominee must be a Texan or Texas organization. Individuals may be either living or deceased.

One nominee will be chosen by an independent selection committee and formally inducted during the annual Hall of Fame banquet at the Texas Freshwater Fisheries Center in



Albert S. (Buddy) Bradley; Photo © Buddy Bradley

Athens.

Prior inductees include Floyd Mabry, Jackie Hewlett, R.D. Hull, Bob Kemp, Nick Crème, Charlie Inman, Sugar Ferris, Leonard Ranne, Earl Golding, Kathy Magers, the Sabine River

Authority, Skeeter Boats, Michael (“Shorty”) Powers, Ray Murski, Albert S. Bradley, Richard M. Hart, William B. (“Doc”) Shelton, Charlie Pack, Paul Hinton, Edward Bond and Philip Durocher.

Nomination forms and instructions are available on the Texas Parks and Wildlife Department web site or by calling (903) 670-2228.

Texas 2011 Wildlife Forever State-Fish Art Contest Seeks Entries

ATHENS – Student artists across Texas take notice: It’s time to start preparing your entries for the 2011 Wildlife Forever State-Fish Art Contest.

The contest is open to all students in public, private or home schools and requires submission of a one-page essay and a drawing of an officially recognized state fish. Entry deadline is March 31.

Contest rules, guidelines and entry information can be found at www.tpwd.state.tx.us/fishart.

Support for the Texas division of the contest is provided by the Toyota Texas Bass Classic, which makes it possible for the top three Texas entries in each grade level to win cash prizes.

First place in grades 10-12 wins \$1,000; second place

\$750; third place \$500. Prizes in the 4-6 and 7-9 grade levels are \$100 for first; \$75 for second; \$50 for third.

Additional support for the contest is provided by Strike King Lures, the William E. Armentrout Foundation and Friends of the Texas Freshwater Fisheries Center.

One outstanding piece of artwork each year is selected for the Art of Conservation Award, and a commemorative stamp featuring the artwork is produced for sale. Proceeds from sales of the stamp are used to fund conservation projects.

In 2010, a drawing of a steelhead trout by Liberty High School senior Anh Thu Do was selected as the Art of Conservation winner. The 2011 winner will be unveiled at the national expo to be held at the Texas Freshwater Fisheries Center June 25.

Educators who wish to have their students enter the contest can download the free “State-Fish Art Contest Lesson Plan” at www.statefishart.com. The interdisciplinary curriculum includes lessons and activities, a species identification section profiling each state fish, a glossary and student worksheets.

Located in Brooklyn Center, MN, Wildlife Forever is a non-profit multi-species conservation organization dedicated to conserving America’s wildlife heritage. Working at the grassroots level, Wildlife Forever has funded conservation projects in all 50 states, committing millions of dollars to “on-the-ground” efforts. Wildlife Forever supports habitat restoration and enhancement, land acquisition, research and management of fish and wildlife populations.

The media contact is Zoe Ann Stinchcomb at (903) 670-2238 or zoeann.stinchcomb@tpwd.state.tx.us.

CALENDAR

Feb. 24-26 – The 53rd annual TOWA conference will be held at the Port Royal Ocean Resort and Conference Center in Port Aransas, the site of the 2009 conference. Hotel information is available at (800) 242-1034 or at www.port-royal.com.

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Feb. 26 – Deadline for paying TOWA annual dues in order to be eligible to submit entries in the 2012 Excellence in Craft competition. Contact Executive Director Larry LeBlanc at ljeblanc@suddenlink.net.

July 19-21 – The 84th annual Outdoor Writers Association of America will be held at the Snowbird Ski and Summer Resort, Salt Lake City, UT. Details available at www.owaa.org.

Aug. 10-13 – The Professional Outdoor Media Association business conference will be held at Ogden, UT. Details available at www.professionalooutdoormedia.org.