

TOWA

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

TOWA PRESIDENT'S REPORT

Members Sharing Ideas, Thoughts and Time Will Help TOWA Thrive

By Bob Lusk

Greetings TOWA members! Geez, what a summer! I'm reminded of 1980 ... record heat like we had not seen in years. As a fisheries biologist and lake management consultant, I'm seeing things this summer not seen in three decades of taking care of private waters. Explosive, invasive underwater vegetation growth where it ordinarily grows in peace...fish trying to survive in water hotter than a bath. Ponds evaporating much, much faster than normal. More fish kills than average years. Wildfires, displaced game, the need to feed animals and haul water.

To me, it's all about change. Change is imminent. Biologically, when a natural disaster such as drought piles on top of fires, fish kills and things we consider abnormal, the stage is set for a rebound. From a biology way of thinking, nature cannot possibly stay the same. It always changes. Some changes are dramatic while others aren't. As humans, we have a liking toward simple, slower changes, not the dramatic turnabouts we're living today.

That's the bad news. The good? That word "rebound". When the rains come, which they will, and the temperatures drop, which they will, nature will show its splendor again ... in the ways we prefer. That rebound will be big, I predict.

Speaking of change, your TOWA Board of Directors is set to meet Sept. 11 in New Braunfels, site of the 2012 conference. This board is a dynamic group of people, not always agreeing, but always thoughtful. As a member, part of your duty is to communicate with your board members to make sure your thoughts and ideas are represented. Drop us a note, share your thoughts and ideas. Do it right away so there's time to add it to the agenda.

And, save the date for next year's conference. Feb. 23-26, 2012 at the Courtyard by Marriott River Village on IH 35 in New Braunfels. The conference program committee will be turning up the gas to bring another outstanding opportunity for all of us next spring.

Lastly, please step forward and volunteer to help. We all have



TOWA President Bob Lusk

strengths to bring to the organization. Years ago, during those weird teen times, my dad taught something that took years to make its way past the thickness of my skull. "Everyone does what they can ... if they want to."

Some people can write a check. Some can write a story. Some can catch fish, some can produce videos. Everyone can do something ... if we want to. That seems to be the hard part; the "want to." So, my challenge to the membership is this: The TOWA will only be as good as we collectively want it to be.

What do you want to do?

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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.



2012 TOWA CONFERENCE UPDATE

So Much To Do and See Awaits Us In New Braunfels

By Jonette Childs, Conference Site Selection Chairwoman

There are so many attractions waiting for visitors to the New Braunfels area that it is no wonder the city is one of the top vacation destinations in Texas. I want to tell you about a few of these attractions that you might want to visit before, during or after the TOWA 53rd annual conference Feb. 23-26, 2012.

The Natural Bridge Wildlife Ranch covers 400 acres and provides four miles of paved roads where guests drive through to observe the natural behavior of more than 500 animals from 40 exotic, native and endangered animal species from all over the world. The natural, free-roaming environment is home to two southern white rhinos, North American buffalo, reticulated giraffes, kangaroos, zebras, wildebeests and many other unique animals. A Madagascar exhibit features ring-tailed lemurs. What a fantastic photo op for those TOWA members who make time to take this tour.

It may be too chilly to tube, but it's a beautiful time to take in the gorgeous scenery that even in the winter months is breathtaking along the city's two rivers. The Comal River begins at the springs in Landa Park and joins with the Guadalupe River not far downstream. The Comal is the shortest river in the state of Texas.

There are so many different places to eat in the city that it will make your head spin. There are restaurants offering everything from authentic German food to gourmet dining. I suggest that you take some time checking the city's dining facilities on the Internet. If not you'll surely have a difficult time deciding which ones to try once you've arrived.

Shopping is world-class with quaint shops lining the historic downtown district. The part of the city is also home to many historical attractions including The Sophienburg Museum, Conservation Plaza, Heritage Village and New Braunfels Railroad Museum.

Not far down the road at Gruene, in addition to the historic Gruene Hall, you'll find more unique shops and tempting places to eat.

The area offers some excellent freshwater fishing opportunities along the Guadalupe River. In fact, the Texas Parks & Wildlife Department trout releases will probably still be occurring when our group arrives in the area. Lake McQueeney and Canyon Lake are both within an easy drive. Plan to pack your gear for a little freshwater fishing.

Think about scheduling a few extra days for this trip and spend some time fishing or just scouting about New Braunfels and the surrounding areas. To book pre- or post-conference adventures contact Nina Eastman at the New Braunfels Chamber of Commerce at (830) 608-2812 or visit www.nbjumpin.com.



ABOVE LEFT: The relaxing bar at the Courtyard by Marriott River Village in New Braunfels; ABOVE: One of the areas where seminars and learning sessions will be held at the Courtyard by Marriott River Village in New Braunfels is both spacious and comfortable; LEFT: The Landa Park locomotive that travels around scenic Landa Park.

TOWA Excellence in Craft Contest Guidelines Provided for 2012 Entries

By Kendal Hemphill, EIC Chairman

Excellence in Craft Chairman Kendal Hemphill is reminding all members that it is time to start thinking about their entries for the 2012 Excellence in Craft contest.

The following are the guidelines and submission form for entries in the annual contest, with winners to be announced at the Feb. 25, 2012, awards banquet in New Braunfels.

Members should be aware that the streamlined entry categories will be used again this year in order to provide a better showcase for the best works of our members.

Members submitting entries are being asked to make sure that their forms are taped to the clasplless side of envelopes and that in most categories, two copies be included.

Feel free to contact Hemphill at (325) 347-6440 or by email at jeep@verizon.net if you have any questions about the contest.

EXCELLENCE IN CRAFT CONTEST RULES AND GUIDELINES

- 1. Entries must be postmarked by Dec. 1, 2011.** Entries postmarked after that date will be returned unopened.
 - 2. Each member is limited to no more than two entries per category.** The same entry may be submitted in more than one category. The Over 25,000 circulation and Under 25,000 circulation division has been eliminated in all categories except for Outdoor Publications. See each category for details.
 - 3. Entries must have been published, distributed or broadcast in Texas between Oct. 15, 2010, and Nov. 15, 2011.**
 - 4. Each entry must be accompanied by an official 2011 TOWA EIC entry form.** Legible photocopies of the 2011 form are acceptable. Forms must be taped to the front side of the envelope.
 - 5. EIC officials will take measures to ensure that all entries are available to be picked up at the conference, but will not be responsible for loss.** Those entries not picked up at the conference will be destroyed.
 - 6. Judges will be knowledgeable in the field they are asked to judge; as professionals, there will be no reason to delete bylines or names.**
 - 7. The EIC chairman will be the sole judge of any dispute or question concerning the competition.**
 - 8. Winners will be announced at the annual conference. All judges' decisions are final.**
 - 9. Each entry must be submitted in a separate manila envelope.** Two copies (one original and one photocopy is acceptable) of each entry in the writing categories must be submitted with one completed copy of the entry form. Send tear sheets, not complete publications. Note about Internet work: If an article has not been published and paid for, or used as a paid-for image in an Internet publication, it does not qualify. If work appeared on an Internet site, a printout of the web page will suffice as a tear sheet. Both copies of the printed material will be submitted in a clasp envelope, with the entry form taped to the front of the envelope. Clearly identify the category of each entry. Photos, books, tapes, DVDs and CDs should also be placed in a clasp envelope with the entry form taped to the clasp less side of the envelope. Identify each entry so that it may be identified if it is separated from the form. Only one copy of photography, radio and video entries is required. Photos should not be mounted. Photography entries must have a tear sheet attached showing the photo in print. Note about Internet work: If a photograph has not been published and paid for as a magazine image, or used as a paid-for image in an Internet publication, it does not qualify. The same qualification is true of illustrations. If work appeared on an Internet site, a printout of the web page will suffice as a tear sheet.
- Send a \$10 entry fee for each individual submission.** Make all checks or money orders payable to TOWA. Do not send cash. You can include the fee for all entries on one check. If a check is not included with your entry package, the package will be returned to you marked, "Not valid for judging."
- CASH AWARDS:** A \$200 check will be awarded to first place winners in all categories; a \$50 check will be awarded to the second place winner; and a \$25 check will be awarded to the third place winner. Honorable mention recipients will continue to receive a certificate of their achievement.

TOWA Excellence in Craft Contest Categories

PHOTOS: Attach clipping or tear sheet showing photo in print. The distinction between color and black & white photos has been eliminated. Photos should not be mounted and cannot be more than 11x14 inches in total size. Tape a second copy of the entry form to the back of the photo. Entries should be mailed in a manila clasp envelope with entry form taped to clasplless side.

CATEGORY 1) Outdoor Photography, People - Photos with an outdoor-related theme. Members are allowed to enter two photos in each category. Include tear sheet or web printout and one print. A print of each photo is required for judging. No slides will be accepted.

CATEGORY 2) Outdoor Photography, Wildlife/Nature - Photos with an outdoor-related theme. Members are allowed to enter two photos in each category. Include tear sheet or web printout and one print. A print of each photo is required for judging. No slides will be accepted.

CATEGORY 3) Outdoor Photography, Open - Photos on any outdoor-related subject. Members are allowed to enter two photos in each category. Include tear sheet or web printout and one print. A print of each photo is required for judging. No slides will be accepted.

CATEGORY 4) Outdoor Radio - Presentations and programs with an outdoor theme. Entries should be on cassette tape or CD and include no more than two programs. Date of broadcast will be certified on the entry form by station manager. Include two cassette tapes or CD copies of the program in a clasp envelope. Tape entry form to clasplless side of the envelope. Identify contest category on tape case in the event the tape becomes separated from entry envelope.

CATEGORY 5) Outdoor Television/Video - Presentations and programs with an outdoor theme. Entries can be instructional videos, commercial or non-commercial television programs, video news segments, for-profit productions, non-profit, agency, etc. Entering member's participation must be provided on entry form i.e., producer, narrator, camera operator, etc. Also, proof of distribution or airing must be certified on entry form by station manager for TV and producer for video. Include two VHS tapes or DVDs of the program in a clasp envelope. Tape entry form to clasplless side of the envelope. Identify contest category

on tape case in the event the tape becomes separated from entry envelope.

CATEGORY 6) Outdoor Illustration/Graphic - Original artwork with an outdoor-related theme. Artwork must have been published and be the sole work of the member. Include tear sheet showing publication or printout of web page showing art. IF SENDING ORIGINAL ART, mount on stock of appropriate size. Attach entry form to back of mounting stock.

CATEGORY 7) Outdoor Publication (Newspaper or Magazine) Under 25,000 - Publications with an outdoor-related theme. TWO copies of the entire, original publication are to be included in entry packet. The TOWA member submitting the entry must be responsible for overall production of the publication - editor, publisher, owner, etc. Role of the TOWA member must be included on the entry form. Place materials in a manila envelope of appropriate size and tape entry form to clasplless side of envelope.

CATEGORY 8) Outdoor Publication (Newspaper or Magazine) Over 25,000 - Publications with an outdoor-related theme. TWO copies of the entire, original publication are to be included in entry packet. The TOWA member submitting the entry must be responsible for overall production of the publication - editor, publisher, owner, etc. Role of the TOWA member must be included on the entry form. Place materials in a manila envelope of appropriate size and tape entry form to clasplless side of envelope.

CATEGORY 9) Outdoor Fiction/Humor - Fiction or Humor article with an outdoor-related theme. Can be from newspaper, magazine, Internet publication or newsletter. For individual articles/columns, submit only tear sheets. Do not send the entire publication. Entries should include two copies (one original tear sheet and one photocopy is acceptable). The copies should be submitted in one claspl-type manila envelope with the entry form affixed to the front of the envelope.

CATEGORY 10) Outdoor Column/Opinion Writing - Bylined column on an outdoor-related topic. Can be from newspaper, magazine, Internet publication or newsletter. For individual articles/columns, submit only tear sheets. Do not send the entire publication. Entries should include

two copies (one original tear sheet and one photocopy is acceptable). The copies should be submitted in one clasp-type manila envelope with the entry form affixed to the front of the envelope.

CATEGORY 11) Newspaper Feature - Feature treatment of an outdoor-related topic in a newspaper of general circulation. Sidebars and graphics can be included. Submit one full-page tear sheet including byline, date and publication. Do not send the entire publication. Entries should include two copies (one original tear sheet and one photocopy is acceptable). The copies should be submitted in one clasp-type manila envelope with the entry form affixed to the front of the envelope.

CATEGORY 12) Magazine Feature - Feature treatment of an outdoor-related topic in a magazine of general circulation. Sidebars and graphics can be included. For individual articles/columns, submit only tear sheets. Do not send the entire publication. Entries should include two copies (one original tear sheet and one photocopy is acceptable). The copies should be submitted in one clasp-type manila envelope with the entry form affixed to the front of the envelope.

CATEGORY 13) Outdoor Feature, Open - Feature treatment of an outdoor-related topic in any publication of general circulation or other outdoor media venue. Sidebars and graphics can be included. For individual articles/columns, submit only tear sheets. Do not send the entire publication. Entries should include two copies (one original tear sheet and one photocopy is acceptable). The copies should be submitted in one clasp-type manila envelope with the entry form affixed to the front of the envelope. Radio and television/video entries must follow guidelines in Categories 4 and 5.

CATEGORY 14) Outdoor News Reporting - Reporting of an outdoor-related issue. This is a category for articles generally considered to be objective reporting of facts and issues surrounding a topic or topics, and is to be judged by accepted standards of journalism. A series of articles on a single issue may be considered a single entry. Sidebars and graphics may be included. For individual articles/columns, submit only tear sheets. Do not send the entire publication. Entries should include two copies (one original tear sheet and one photocopy is acceptable). The copies should be submitted in one clasp-type manila envelope with the entry form affixed to the front of the envelope.

CATEGORY 15) Outdoor Book - Published book on an outdoor-related subject. Book can be fiction or non-fiction. Book must have been published during contest year. One copy of the book should be included in the entry packet, with entry forms attached to the books. Book will be returned at conference.

CATEGORY 16) Outdoor Web Page - Web site with an outdoor-related theme. Sites should be judged on their usefulness to the public and/or outdoor communicators. Entrants should include web address on entry form, and contest chairman will pass these addresses along to judges. The entry form should be affixed to the front of the envelope.

CATEGORY 17) Special Projects/Conservation - An article or broadcast that takes a conservation stand on a specific outdoor-related issue or educates and informs the public about conservation efforts. With videotape and radio entries, the entry must be the first and preferably only thing on the tape. A statement of the writer's/ broadcaster's purpose or background on the issue is encouraged on the entry form, as this could assist judges in gauging impact of the work. For individual articles/columns, submit only tear sheets. Do not send the entire publication. Entries should include two copies (one original tear sheet and one photocopy is acceptable). For video entries, submit two video tapes or DVDs. For radio entries, submit two cassettes or CDs. The copies should be submitted in one clasp-type manila envelope with the entry form affixed to the front of the envelope.

CATEGORY 18) Original Internet Story/Blog – An article with an outdoor-related topic for which payment was received. Must be an original story and not a reprint. Entries should include two copies of the web page. The copies should be submitted in one clasp-type manila envelope with the entry form affixed to the front of the envelope.

TOWA Outstanding Outdoor Achievement Award (Trophy Only) – Recognition of outstanding contribution or performance of a supporting member in assisting TOWA in achieving its efforts to increase public awareness, understanding and appreciation of our outdoor heritage in the use and enjoyment of our natural resources. Nominees and a short letter of recommendation may be submitted to any member of the board.

TEXAS OUTDOOR WRITERS ASSOCIATION 2012 EXCELLENCE IN CRAFT ENTRY FORM

The Excellence In Craft Contest is an opportunity for active members to receive special recognition for journalism excellence. Submission must be outdoor oriented and must have been published, broadcast or distributed in Texas. Associate members are not eligible.

The TOWA Excellence in Craft Contest is proudly sponsored by Chevrolet.

CATEGORY NUMBER: _____

CATEGORY: _____

TITLE: _____

Your Name: _____

Address: _____

Name Of Publication and Circulation: _____

Date of Publication: _____

Your Role In Production (Video/TV Radio ONLY): _____

Distribution/Further Information: _____

Certified Signature: _____

Date: _____

COMMENTS: (Purpose statement, technical data, etc. that might assist the judges in evaluating your entry)

Each entry in any category will require an entry fee of \$10. You may write one check for the total amount of all categories entered. All entries must be postmarked no later than Dec.1, 2011. Any entry received after this date will be returned unopened.

Send package and check (made out to TOWA) to: Kendal Hemphill
TOWA EIC Chairman
P.O. Box 1600
Mason, TX 76856

A Logo Primer: The Good, the Bad and the Ugly

By Susan L. Ebert

Have a great idea for a new TOWA logo? Before we roll up our sleeves and start tinkering around with concepts, I thought I'd share with you some key factors in logo design.

Logos, of course, are used to identify a brand. Some traits of a good logo are that it's distinctive and simple, yet able to convey the concept of the message. A good logo should be able to be reproduced in only black & white — and as small as a postage stamp and as large as a billboard — without losing any of its impact or meaning. It can be graphical only, type only or a combination of the two. The “gold standard” of success in combining graphics and type is the FedEx logo, which incorporates the arrow between the “E” and the “x” to convey moving from one place to another; brilliant!



In our own industry, POMA has achieved an excellent way to convey “hook and bullet” with their type-based logo, shown here:



A logo should stay away from wispy, sketchy lines that do not reproduce well. A good example of a bold, assertive logo in black is the World Wildlife Fund. You can see how this can work with both the graphic and type, the graphic only or just the type — all able to convey a distinct brand image.



An effective logo needs to be timeless. Even though most writers have not used standard typewriters for decades, the typewriter remains an ageless image to convey “writer” — far more than

a reliance on today's computer keyboard or smart phone. The Outdoor Writers of California use a typewriter graphic successfully, as shown here.



One of my favorite outdoor logos has no type at all, but just with a glance, viewers know it represents the Louisiana outdoors, with the fleur-de-lis of duck, fish and deer.



The professional communications organization to which I belong at my day job, American Horse Publications, recently updated their logo: Below is the “before” and the “after.”



As you can see, AHP retained much of its original imagery, losing the overworked “type-in-a-ring-around-a-circle” so often used by federal and state agencies and simplified their book graphic, while adding a tag line and making the horse silhouette less lumpy and more elegant.

Now that we've examined the “good,” let's talk about the bad and the ugly, with the “Ten Common Logo Design Mistakes” from the June 25, 2009 edition of Smashing magazine, which you

can find online at smashingmagazine.com/2009/06/25/10-common-mistakes-in-logo-design/ with several paragraphs describing each.

- Mistake No. 1: Designed by an Amateur**
- Mistake No. 2: Relies on Trends**
- Mistake No. 3: Uses Raster Images**
- Mistake No. 4: Contains Stock Art**
- Mistake No. 5: Designing for Yourself Rather than the Client**
- Mistake No. 6: Overly Complex**
- Mistake No. 7: Relies on Color for Effect**
- Mistake No. 8: Poor Choice of Font**
- Mistake No. 9: Has Too Many Fonts**
- Mistake No. 10: Copies Others**

OK, to turn those mistakes around, we're looking for a TOWA logo that's professionally executed, timeless, uses vector graphics, uses only original images, conveys the TOWA message, is simple, reproduces well in black & white, uses fonts sparingly and effectively and does not copy any other organization ... it's that simple! (ha.)

As some of you may know, my background includes a B.F.A. in graphic design, a stint as Art Director for Texas Monthly Press and numerous national awards for graphic design. An option I believe worthy of our consideration is to modernize our current logo with simple, more elegant lines (à la both the fleur-de-lis-style graphic and the AHP redesign shown to the left), and update what has served as our identity over the years ... but that's just my two cents!



Please share your thoughts, scribbles and examples of logos you admire — or even names of logo designers whose work you admire! — with me via e-mail to susanebertink@gmail.com and I'll compile them to share with the membership in the next edition of the newsletter.

Nearly 7 Million Expected to Attend Bass Pro Shops Fall Classics

SPRINGFIELD, MO – The Fall Hunting Classics are a tradition at Bass Pro Shops and the event to be held Aug. 5-21 is expected to attract nearly 7 million people this year.

Why is this important? “Because hunting is big business,” said Bass Pro Shops Spokeswoman Katie Mitchell.

A report by the Congressional Sportsmen Foundation cites America’s 34 million hunters and anglers are an economic powerhouse – spending some \$8.6 billion an hour. If this \$76 billion-a-year industry were a corporation it would be among America’s 20 largest, ahead of Target, Costco and AT&T.

“The Bass Pro Shops Fall Classic is a huge event and hunters and other outdoor sportsmen and -women look forward to it all year long,” Mitchell said. “Outdoor enthusiasts will be able to learn the secret techniques and strategies used by professionals to gain a better advantage in the field, see all the latest products and attend workshops and seminars. And, there is a ‘ripple effect’ as other area retailers, gas stations, hotels and restaurants benefit as well from the increased traffic the Classic generates.”

This 17-day, free event will be conducted at 52 Bass Pro Shops retail locations across the United States and Canada.

Hunting and fishing sportsmen directly support 1.6 million jobs, spend more than a billion dollars just on licenses, stamps, tags and permits, and they generate \$25 billion a year in federal, state and local taxes. More than 12.5 million hunters and shooting sports enthusiasts pump \$24.9 billion into the economy each year.

But the buck doesn’t stop there. It is vitally important that today’s youth get involved in the outdoors so they can become the stewards and conservationists of tomorrow to insure the maintenance and well-being of our natural resources.

“I’ve heard it said that if you don’t have a fishing rod in the hands of a youngster by the time they are 8 years old, the chances of getting them to go fishing later in life diminishes dramatically,” Mitchell said. “I would think the same applies to getting them introduced to hunting and shooting sports.”

This is important because the sale of hunting licenses, tags and stamps is the primary source of funding for most state wildlife conservation efforts. Hunters and anglers have always been, and continue to be, the largest contributors to government wildlife conservation programs.

Through excise taxes and license revenues, these sportsmen have contributed more than \$10 billion dollars to conservation and provide more than 80 percent of the funding for most state fish and wildlife agencies. Just from hunters alone, nearly \$200 million in hunters’ federal excise taxes are distributed to state agencies to support wildlife each year.

These statistics are from the Congressional Sportsman’s Foundation report “Hunting and Fishing: Bright Stars of the American Economy ~ A force as big as all outdoors.” The report is available at www.sportsmenslink.org.

Some of the special events during the Bass Pro Shops 2011 Fall Hunting Classic will include:

- Aug. 5-7 – Bass Pro Shops Free Hunting University. Nationally recognized professional hunters and outdoorsmen will be at stores to give seminars and talk about their experiences. Hours will be Friday from 5-9 p.m. and Saturday and Sunday from noon to 5 p.m.

- Aug. 5-9 – Binocular Trade-In. Trade in your old pair of binoculars and save on any new binocular purchase.

- Aug. 10-15—Scope Trade-In. Need a new scope? Trade in yours and save on a new one.

- Aug. 12-14—Hunter Appreciation Weekend. Learn tips and techniques for a more successful day in the field by attending free seminars Friday from 6-8 p.m.; Saturday from 1-5 p.m. and Sunday from 1-4 p.m. Enter to win a \$25 Bass Pro Shops gift cards to be given away at every seminar. And don’t forget to “Take the Pledge”—and pass along the passion, tradition and heritage by taking someone hunting. The first 100 customers to take the pledge each day Aug. 12-14 will receive a free Bass Pro Shops keychain.

- Aug. 13-14—ATV Test Drive. Try out suspension and steering capabilities of ATV’s from noon to 5 p.m. Must show valid driver’s license prior to test drive. Complete the course and enter the drawing for a chance to win a prize. (Available at select stores)

- Aug. 16-21—Bow Trade-In. Been wanting a new bow? Now’s the time to get one! Trade in your old one and save.

- Aug. 20-21 – Next Generation Weekend. Noon to 5 p.m. New this year – kids can take the Deer Camp Challenge. Other activities include free youth seminars such as camping basics (1:30 p.m. and 3:30 p.m.) and archery basics (2:30 p.m. and 4:30 p.m.); paintball cage in selected stores; and deer mosaic craft from

1-3 p.m. (while supplies last). Youngsters will receive a punch card to be punched once for every activity they complete. Once the card is full, the youngster will receive a “Bass Pro Shops Next Generation” logo water bottle holder (while supplies last).

- Aug. 20-21 – PictureU Free Photo. Picture yourself on the cover of an Outdoor Life Magazine! Saturday and Sunday from noon to 5 p.m.

In addition, customers will be able to register Aug. 5–21 for a sweepstakes to win a grand prize of a Colorado Wilderness Elk Hunt sponsored by Rocky Mountain Elk Foundation valued at \$11,000. Plus, one winner in every store will win a RedHead Hunting Gear Package with a retail value of \$570.00 that includes a RedHead deluxe gear bag, Enigma Hub-Style hunting blind, Epic binoculars, RedHead 12-can soft side cooler, RedHead caliber waist packs and RedHead bow/rifle pack.

Customers may register at the store or may enter to win online at www.basspro.com. There will be 52 first place winners and one grand prize winner drawn nationally. No purchase is necessary to enter or claim a prize. The contest is open to legal residents of the 50 United States and District of Columbia who are 18 years of age or older at time of entry.

For more information on the free Bass Pro Shops Fall Hunting Classic go to www.basspro.com/classic.

CALENDAR

Aug. 5-7 – Texas Trophy Hunters Association Hunters’ Extravaganza at the Reliant Center in Houston. Details available at www.ttha.com/HuntersExtravaganza.

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

Aug. 19-21 – Texas Trophy Hunters Association Hunters’ Extravaganza at the Fort Worth Will Rogers Center. Details available at www.ttha.com/HuntersExtravaganza.

Sept. 11-12 – Fall meeting of the TOWA board at the Courtyard by Marriott River Village at 750 Interstate 35 North in New Braunfels. Agenda details available from Board Chairman John Goodspeed at john@johngoodspeed.com.