

# TOWA

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

## TOWA 2012 CONFERENCE UPDATE

# New Braunfels is Getting Ready for Our 2012 TOWA Conference

*By Jonette Childs, Site Selection Chairwoman*

Alvin and I just returned from a long weekend in New Braunfels. We had a wonderful time from the minute we arrived until we drove away from the host hotel, The Courtyard by Marriott River Village.

The hotel faces Interstate 35, but once you enter the facility you immediately forget the busy freeway just a hundred yards or so away. The hotel carries out the rugged stone and wood theme that is so Hill Country, but the furnishings are very modern, sleek and clean. From the lobby, you are immediately presented with a fantastic view of the Guadalupe River lined

with majestic trees and the inviting decks, pool and grounds of the Marriott River Village. The guest rooms are very comfortable and while we were there I slept like a baby. Note that there is a small fridge and a one-shot coffee maker in each room along with other amenities such as a hair dryer and wi fi.

We ate at two really outstanding restaurants—one featuring German food and the other Hispanic. We were also very pleased with the fare and atmosphere at the renowned Gristmill in Gruene. New Braunfels is packed with historical sites and boutique-style shopping opportunities in addition to all the rivers have to offer in the way of fishing and kayaking. We should be right on time for a scheduled trout release, but it will probably be a little too chilly to do much tubing.

Nina Eastman from the New Braunfels Chamber of Commerce is working on plans for a big event in Gruene on Thursday evening to include great food and some special time at Gruene Outfitters. You will probably want to schedule an extra day before or after the conference so that you can wander the streets of Gruene at your leisure. I am hoping to return to the Natural Bridge Wildlife Ranch African Safari Park where two Zebras and an Aoudad, a 150-pound exotic sheep, came up to the car window and ate from my hand. We are planning a special safari for TOWA members during which we will be allowed out of our vehicles to take photos.

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Gruene Hall and the Gristmill River Restaurant and Bar are among the tourist-friendly attractions in Gruene where the New Braunfels Chamber of Commerce will host a Feb. 23 welcome reception for 2012 TOWA conference attendees. Photos by Ralph Winingham

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*TOWA News is published monthly for the Texas Outdoor Writers Association by Ralph Winingham. Layout by SusanEbertink, [SusanEbertink@gmail.com](mailto:SusanEbertink@gmail.com). 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](mailto: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](http://www.buyatoyota.com).



## 2012 TOWA CONFERENCE UPDATE

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New Braunfels is getting ready for our arrival. Be sure to make your plans early to be there. Call (800) 450-4442 and give the code (TOWA) to secure your accommodations. The group web link for TOWA members to make their reservations online is <http://cwp.marriott.com/satnb/texasoutdoorwritersassoc>. Nina Eastman at the New Braunfels Chamber will be happy to help you with any special arrangements. Her number is (830) 625-2385.

## The History of Gruene, Texas

### 1845 - 1974

Arriving in Texas in the mid 1840s, German farmers became the first settlers of what is now known as Gruene, Texas. Ernst Gruene, a German immigrant, and his bride Antoinette, had reached the newly established city of New Braunfels in 1845, but acreage was scarce. Thus, Ernst and his two sons purchased land just down river, and Ernst built the first home in Gruene in early fachwerk style. His second son, Henry D. Gruene, built his home (now Gruene Mansion Inn) and planted his surrounding land with cotton. Having become the number one cash crop, the cotton business soon brought 20 to 30 families to Henry D.'s lands.

Henry D. built houses in various styles -- a Victorian cottage (now Lone Star), a large brick home, and a frame house (now Gruene Haus) for the foreman of his farm. The first mercantile store (now Gruene General Store) was built in 1878 and a cotton gin (now Gristmill River Restaurant and Bar) powered by the Guadalupe River was added soon after. Further construction during this profitable time included a dance hall and saloon (Gruene Hall), which became the center of the community's social life.

As the town continued to prosper, a new mercantile building (now Gruene Antique Company) sprang up in 1904. However, the death of Henry D. in 1920 marked the downfall of Gruene's development and good fortune. In 1922, the original cotton gin burned and was replaced by a modern electric model down the road (now Adobe Verde). Yet, the economic disasters of the boll weevil and the Depression were too much for the family businesses and they went under, except for Gruene Hall, which never closed.

### 1974 - Today

Today, Gruene is once again a thriving community, but for decades it was little more than a ghost town. This changed the day that Pat Molak, frustrated with big-city life, wandered into town and began to breathe life back into this piece of Texas history.

Molak purchased Gruene Hall in 1975. A few unavoidable repairs were made to the Hall, but little else was necessary. Left uncorrupted, the 6,000 square-foot, open-air dance hall became a virtual magnet, a starting point for many of Texas' up-and-coming performers, and once again, the heart of Gruene.

With the help of his friend Mary Jane Nalley, he worked to preserve the authentic, turn-of-the-century look and feel of Gruene by purchasing and repairing several of the town's most notable structures and transforming them into thriving businesses. These developments seemed to rekindle the spark of Gruene, and soon the town's familiar charm began to shine again.

Gruene itself has been added to the National Register of Historic Places, and many of the buildings that were rescued by Molak and Nalley have been awarded a Texas medallion from the Texas Historical Commission. It has also been recognized by the Texas travel industry as a premiere attraction for visitors, which is no surprise to its merchants and guests.

Even with the remarkable growth of this once sleepy little town, the main focus of Gruene is, and continues to be, bona fide Texas. Everything from the wares they sell to the music they play speaks to Molak and Nalley's commitment to preserving the authenticity of Gruene and providing its guests with an experience that has the signature seal of the Lone Star State.

# *Dr. Manuel Flores of Kingsville Tagged with Judging 2012 TOWA EIC Contest*

*By Kendal Hemphill, EIC Chairman*

Once again it's time to start collecting your best work of the past year to submit for our annual Excellence in Craft contest. The rules and categories remain the same as they were last year, and Chevy has committed to sponsor the awards as they have in the past.

Dr. Manuel Flores of Kingsville will handle the judging for us again, and we are looking forward to some stiff competition from our members. We believe Texas is home to the best outdoor writers in the country, and the quality of our EIC contest bears this out; Good luck to one and all!

The 2012 EIC entry form is repeated below as a service to our members who are gathering up their entries.

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 2012 TOWA EIC entry form.** Legible photocopies of the 2012 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.

# **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

# John Jefferson Earns Top Honors at POMA 2011 Pinnacle Awards

**OGDEN, UT** – The Professional Outdoor Media Association has selected TOWA Past President John Jefferson as the winner of the Conservation Category in its 2011 Pinnacle Awards.

Jefferson was honored for his piece called “The Ballad of Billy Sandifer” published in *Texas Parks & Wildlife* magazine and received his award at POMA’s annual Business Conference in Ogden on Aug. 12.

The piece also earned Jefferson a top place finish in the TOWA Excellence in Craft Outdoor Feature Category earlier this year.

The POMA award was presented by Kevin Tate, vice president of Mossy Oak Productions, which has been the presenting partner of the Pinnacle Awards since the

program’s inception. The Pinnacle Awards honor journalists for exceptional achievement in traditional outdoor sports-focused communications, including writing, photography/illustration/art, and broadcasting focused on wildlife conservation.

“The outdoor media played a key role in the early success of the Mossy Oak brand and our company,” said Tim Anderson, director of Public Relations and Pro Staff for Mossy Oak. “The media’s contribution to our success

continues today and for that, we will always be grateful. The role journalists play in informing the public about products and opportunities to enjoy the outdoors has, is, and will be key to the long-term health and growth of the outdoor industry.

“Because of this contribution, Mossy Oak is proud to have the opportunity to recognize outstanding outdoor communicators through the POMA Pinnacle Awards

program. Each of the top nominees and winners can be proud to know they are at the top of their craft and truly the best of the best in their profession.”

Mossy Oak, one of just five POMA Diamond Cornerstone members, joined forces with POMA to promote excellence in

communications at all levels and encourage members of the media to set the bar high — knowing the importance to the industry of a professional and dedicated media corps.

POMA media members interested in entering their works in the annual Pinnacle Awards competition have an entry deadline of Feb. 15 each year. Complete details and entry forms are available on the POMA website, [www.professionalooutdoormedia.org](http://www.professionalooutdoormedia.org).



## KOZ Promotes Outdoor Expo for National Hunting and Fishing Day 2011

Last year, Kids Outdoor Zone and the City of Round Rock brought together an outdoor adventure experience to more than 1,000 kids and family members at the National Hunting and Fishing Day on the last Saturday in September.

This year we are building on that success and creating an even more powerful and engaging experience for everyone who wants to participate and we hope you can be there again this year.

Among the featured events are:

Thursday (Sept. 22): Barbecue Dinner and Outdoor Celebrity Speaker. This event will consist of excellent food, hands on games, cold adult beverages and fellowship. A celebrity outdoor speaker will give a talk and others will be on hand for all to meet. All proceeds to benefit the KOZ Youth Outdoor Adventure Ministry. This is a must mixer for anyone in the outdoor industry in Central Texas.

If you would like to be a part of Central Texas’ biggest outdoor event contact Nicole Basey at [nicole@kidsoutdoorzone.com](mailto:nicole@kidsoutdoorzone.com) or call (512) 292-1113. Further information on the Kids Outdoor Zone “No Kid Left Inside” is available at [KidsOutdoorZone.org](http://KidsOutdoorZone.org).

— T.J. Greaney, TOWA Board Member



Young and old alike took advantage of the events at last year’s Kids Outdoor Zone Outdoor Expo, which will be held this year on Sept. 22-24 at Round Rock. Photo Courtesy of Kids Outdoor Zone

# Hobie Cat Receives New Product Showcase Best of Show at ICAST

OCEANSIDE, CA – Hobie Cat walked away with a prestigious New Product Showcase Best of Show award in the Boat Category at the ICAST convention with their Mirage Revolution 11 short, lightweight fishing kayak.

The International Convention of Allied Sportfishing Trades convention, held July 13-15 at the Las Vegas Convention Center, is the largest sportfishing trade show in the world and the single most important feature for exhibitors and attendees alike is the New Product Showcase awards competition.

Two years ago, Hobie took overall “Best of Show” with the introduction of their Mirage Pro Angler and this year buyers and media member judges once again recognized Hobie’s innovation.

The Mirage Revolution 11 and its companion paddle model, the Quest 11, are shorter versions of the popular Mirage Revolution 13 and Quest 13 designed to fit a whole new range for Hobie. With the same angler-friendly design, these shorter, lighter models cut through the water like knives through butter. They were created for anglers just wanting to stalk fish in compact, lightweight and maneuverable fishing kayaks.

The Mirage Revolution 11 is powered by Hobie’s patented MirageDrive pedal system while the Quest 11 accommodates those who prefer to paddle. Fitting a niche, they are first of their kind integrating the feel of longer touring kayaks with shorter more maneuverable river kayaks.

Both boats, which are made in the U.S.A., are fast and nimble, track straight and have a sharp turning radius. The cockpit areas include a large front hatch for storing plenty of gear as well as a center eight-inch round hatch. Two molded-in rod holders make trolling easy.

Hobie’s Livewell can be added into the trunk areas and can accommodate additional rod storage and live bait fishing. These kayaks are designed for anglers looking to fish shallow, fast moving water, but are equally as proficient in calm water and ocean waves. There is no learning curve on either boat. They do not use gas and they go places that powerboats cannot like rocky shallows, up narrow creek channels and over prop-snagging vegetation.

A series of fishing-friendly accessories makes it possible for anglers to customize and fit their own preferences. Hobie’s Livewell has a high-flow, self-priming Attwood pump, a six volt sealed gel cell battery, adjustable drain and the capability of holding up to eight gallons of water.

A Plug-In Hobie Trax “2” Cart with pneumatic wheels provides for easy rolling of heavy loads over rough terrain or soft sand and Turbo Fins can increase boat speed.

Another new product, the first ever Horizontal Rod Holder Kit, lets kayak anglers store rods along either or both sides of their vessel. This keeps rods safe and secure and snag-free when fishing around docks or under heavy brush. Many other accessories can be added such as additional rod holders, fishfinders, Stake-out Pole or Inflatable Life Jackets.

Both kayaks are offered in a variety of color choices including Caribbean Blue, Red Hibiscus, Golden Papaya, Ivory Dune, and Olive. They are constructed of seamless rotomolded polyethylene hulls and are designed with open-deck construction. Two-piece paddles with fiberglass shaft and deluxe, padded back-support seatbacks are included with both models. They are easily transportable in the back of a pickup truck or on a roof rack.

Further information is available at [hobiefishing.com](http://hobiefishing.com).



Matthew Abernathy, one of the 2011 TOWA Dan Klepper Memorial Scholarship recipients, takes part in a NatureFest designed to help introduce youngsters and their parents to the wonders of the outdoors as part of his activities as education programmer at the Jesse H. Jones Park & Nature Center. Abernathy, who just turned 30 and lives in Kingswood, is a graduate student majoring in Marine Resource Management at Texas A&M University at Galveston. Photos by Sheena Abernathy

# Dallas Safari Club Offers Advice for Traveling Hunters

**DALLAS** – Whether in the air or on the highways, millions of American hunters are traveling long distances today in pursuit of wild game and adventure. The Dallas Safari Club, a TOWA supporting member, is interested in helping make those journeys a little smoother.

“Probably the biggest single factor is booking your hunt with an outfitter or agent with a proven track record of client satisfaction. Any reputable hunt operator can give travel advice that applies specifically to you,” said Ben Carter, DSC executive director. “Ask questions, listen to advice and do your homework, then go and have fun!”

Carter said the annual DSC convention and expo is an ideal place to find established outfitters. Held each January in Dallas, it’s the first hunting show of the year, providing attendees with first dibs at the best hunts and dates both in the U.S. and worldwide. Hunts with top outfits also can be purchased at DSC auctions.

The following general travel tips were adapted from a free DSC series of helpful hints for newcomers to hunting abroad, but can be adapted to hunts in the continental United States. The series is posted at [www.biggame.org](http://www.biggame.org).

- Most outfitters and booking agents offer information kits for their traveling clients. Read and follow them to the letter.
- Make two lists. One for items to pick up at your destination and one for items to bring from home. Commonly forgotten: hunter and bowhunter education certification cards, birth certificate or other ID for young hunters, tags, personal medicines and toiletries.
- Study rules of the road. If you’re driving to your hunt, be aware of any restrictions that could affect your trip home. For example, a number of states now regulate transportation of deer and elk carcasses in an effort to control chronic wasting disease. Visit the website of the Chronic Wasting Disease Alliance, [www.cwd-info.org](http://www.cwd-info.org).
- Check your passport. Foreign travelers must have at least two blank pages in their passport. Also, check the expiration date. You must have at least six months beyond your scheduled return remaining on passport dates.
- If you’re traveling abroad, go online and print out U.S. Customs Form 4457. This is the form needed for registering everything with a serial number that you intend to take with you. When you return, it’s how authorities will know what equipment you took from home versus what you purchased on your trip. See [www.cbp.gov](http://www.cbp.gov).
- Call your credit card company to let them know you’ll be traveling out of the country, and for how long. This helps prevent them from denying charges suddenly appearing from Africa or other far-flung destinations, as well as any layover stops along the way.
- Learn about companies like Global Rescue ([www.globalrescue.com](http://www.globalrescue.com)), Core Vens ([www.corevens.com](http://www.corevens.com)) and Coppersmith Inc. ([www.coppersmith.com](http://www.coppersmith.com), [www.huntingtrophy.com](http://www.huntingtrophy.com)) that provide valuable services for traveling hunters.
- Visit the Centers for Disease Control (CDC) Travelers’ Health site at <http://wwwnc.cdc.gov/travel/> for a wealth of information designed to assist travelers and their health care providers in deciding vaccines, medications and other measures necessary for international travel.
- Some airlines – and some airline employees – lean anti-gun and anti-hunting. Ask your outfitter about his preferred carrier. Then go online and carefully read that airline’s policies concerning transport of firearms, ammunition, antlers and meat. Preempt confused airline employees by taking a printout of these policies with you to the airport.
- Visit the website of the Transportation Security Administration ([www.tsa.gov](http://www.tsa.gov)) for any additional restrictions and allowances affecting hunters.
- If you’re flying with firearms, more time will be necessary at check in. Get to the airport an extra hour early. Generally speaking, archery gear is treated as normal checked baggage.
- Think about shipping instead. It may be easier to ship guns and gear to your destination but some common carriers will not handle firearms. Policies differ. Online research can help but the best source of advice is your outfitter.
- Carry-on any medications you may need, as well as binoculars and camera gear. Also carry all phone numbers for your agent or outfitter, airline, etc., plus your airline tickets, passports and cash. Consider traveling in clothes you could hunt in, in case luggage is lost or delayed.
- Remember, items prohibited in carry-on or checked baggage include blackpowder, percussion caps and pressurized containers such as bear spray and fuel bottles.
- Check all your gear upon arrival. No matter how well you pack, transportation causes equipment to shift, GPS units to switch on and drain batteries, crosshairs to move, broadhead blades to loosen, etc.
- Traveler’s checks are still a good idea but most banks keep them only in small denominations such as \$20, \$50 or \$100. Call your bank (at least a month in advance) and ask them to order checks in larger \$500 or \$1,000 amounts. This will save bulk as well as time needed for signing checks as you pay for your trip.
- Prepare for antlers and meat. Airline policies vary. Some carriers will not handle antlers without substantial fees. Others will not transport perishables packed on ice. Still others limit the amount of dry ice that may be used. Again, ask your outfitter.
- Before departure, select a taxidermist and visit with him or her about how to skin, care for and deliver that once-in-a-lifetime trophy. A thousand-mile open-air ride in the back of a pickup may not be preferred. Outside the U.S., different countries and even different outfitters within the same country can vary widely on the best way to get heads and horns back home. Returns from Africa often take months, so patience will be a virtue. Avoid surprises – know the deal before you leave home. More information from the DSC is available at [www.biggame.org](http://www.biggame.org).

## Survey Finds More Hunters, Shooters Belong to NRA than Any Other Group

**FERNANDINA BEACH, FL** – Concerns over increasingly confusing and restrictive gun laws along with the common bond firearms create among shooters and hunters across the entire spectrum of outdoor sports appears to be a driving force in why so many people are members of the National Rifle Association.

In a recent study conducted as part of Southwick Associate's monthly Hunter Survey, more active hunters and shooters claim membership in the NRA than any other organization.

The organization that received the next highest nod was the North American Hunting Club, while the dedicated conservation organization that received the next highest membership claim was Ducks Unlimited. The National Wild Turkey Federation and Rocky Mountain Elk Foundation were next, respectively.

The survey findings basically mirror each group's actual reported membership with the NRA claiming as many as 4.3 million members, while the NAHC has more than 850,000 and Ducks Unlimited close to 780,000.

"Involvement and unity has been the silver lining to all the political and conservation issues faced by hunters and shooters. No other recreational group can claim to be as organized and effective as sportsmen and women in defending their freedoms and rights," said Rob Southwick, president of Southwick Associates,

which designs and conducts the surveys.

Southwick also pointed out that it is impressive to see so many people maintaining their membership across such a broad array of conservation groups, particularly given these tough economic times.

To help the sportsmen's community continually improve, defend and advance this treasured way of life, hunters and shooters are encouraged to participate in the surveys conducted on HunterSurvey.com, ShooterSurvey.com and AnglerSurvey.com. Each month, participants who complete the survey are entered into a drawing for one of five \$100 gift certificates to the sporting goods retailer of their choice.

Launched in 2006, AnglerSurvey.com and HunterSurvey.com help the outdoor equipment industry, government fisheries and wildlife officials and conservation organizations track consumer activities and expenditure trends.

The information above represents only a small sample of the vast amount of data collected from the complete survey results and available to government agencies, businesses, the media and other interested parties. Results are scientifically analyzed to reflect the attitudes and habits of anglers and hunters across the United States.

Further information is available on Facebook at <http://facebook.com/huntersurvey> and <http://facebook.com/anglersurvey>. The media contact is [Donna@southwickassociates.com](mailto:Donna@southwickassociates.com).

## Cabela's Seeks Communications Specialist at Sidney, NE, Headquarters

Cabela's, one of the world's leading outfitters of hunting, fishing and outdoor gear, has an opening for a communications specialist in its Marketing and Brand Management Department at its corporate headquarters in Sidney, NE.

The successful applicant would join a corporate communications team tasked with managing the world-famous Cabela's brand; building relationships with the most influential outdoor editors and writers across North America; and handling media, public and employee relations at the company's headquarters in western Nebraska. This is not a telecommute position.

Applicants are required to have a bachelor's degree in mass communication, journalism, public relations or a related field with a minimum 1 to 3 years of relevant experience. Hunting and/or fishing experience is also required.

Cabela's offers a competitive benefits package to include: 401(k), vacation, profit sharing, health and dental coverage for you and your family, relocation assistance and product discounts.

The complete job description can be found at [www.cabelas.jobs](http://www.cabelas.jobs). Interested applicants should apply online.

## Mike Walker Elected President of Outdoor Writers Association of America

**MISSOULA, MT** – Members of the Outdoor Writers Association of America have elected Mike Walker as president of the association for 2011-12 during their 84th annual conference held last month in Salt Lake City.

Walker, who is also a supporting member of TOWA, will serve one year as president of OWAA's Board of Directors.

A member of OWAA since 1989, Walker is a public relations professional, radio personality and columnist.

"Mike Walker brings to the office of president a long affiliation with OWAA and many years of service on the board," said OWAA Executive Director Robin Giner.

"He also serves the interests of both individual members and our supporting groups, agencies and businesses, and will work with the board to make sure the needs of both groups are well served."

Walker is also a former board member of several other state and regional outdoor writer groups.

For more information, contact Giner at the Outdoor Writers Association of America, 615 Oak St., Ste. 201, Missoula, MT 59801; call (406) 728-7434; or at [rginer@owaa.org](mailto:rginer@owaa.org).

## CALENDAR

**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](mailto:john@johngoodspeed.com).

**Sept. 22-24** – Outdoor expo in conjunction with National Hunting and Fishing Day activities sponsored by Kids Outdoor Zone and the City of Round Rock. Further information available from Nicole Basey at [nicole@kidsoutdoorzone.com](mailto:nicole@kidsoutdoorzone.com) or by calling (512) 292-1113.

**Sept. 24** – TOWA Board Chairman John Goodspeed will defend his title of "Top Shot" at a celebrity five-stand competition as part of the 19th annual Karnes County Lonesome Dove Fest. Details available at [www.lonesomedovefest.com](http://www.lonesomedovefest.com) or by calling (830) 780-3314.