

# TOWA

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

## TOWA 2012 CONFERENCE UPDATE

# Deadline is Nearing for TOWA 2012 Excellence in Craft Competition

*By Kendal Hemphill, EIC Director*

Once again it's that time of year, when a young writer's thoughts turn to . . . hunting. But the EIC deadline is just around the corner, too. Don't miss your chance to throw your hat into the ring, put your best foot forward, and let the chips fall in the salsa. Pick your best work from the past year for an opportunity to be recognized by your peers, receive the accolades of the masses and take home some spendable prize money.

Chevy is once again donating \$5,000 for TOWA's EIC competition, but the deadline for entry is Dec. 1, so don't strike while the iron is no longer hot. Entries postmarked Dec. 2 or later will be returned unopened, and your ice cream will run down all over your hand.

The EIC chairman receives, on average, three requests to waive the entry deadline. So far none of these requests have been written on large denomination U.S. currency. Which wouldn't make any difference, of course. Get your entries in early and avoid the rush.

Please note that only active members who submitted their 2011 dues no later than March 1 of this year are eligible for the 2012 EIC contest.

Your EIC Contest is the showcase we use to recognize the considerable talents of our member writers, photographers, videographers, and other "ers". And Texas has, without question, the best outdoor communicators in the country, according to a recent poll conducted in Mason, Texas, among TOWA members who happened to be present at the barbecue joint.

Print out the entry form from this newsletter now, and you will also receive, as a bonus prize, a printed entry form. Send that in with your work, and your entry fee, and you're in

business.

So far the entries have been pouring in as usual, which means, as of this writing, six have been received. The EIC Contest is what you make it, so don't miss out. It would be a shame for you to pass up your chance at fame after I've laid it on like icing on a wedding cake.

## CALENDAR

**Nov. 12** – Operation Orphans hunt for girls at Camp Gene Ashby near Mason. Volunteers and donations are needed. Call (325) 347-6745 for additional information.

**Nov. 19** – Operation Orphans hunt for boys at Camp Gene Ashby near Mason. Volunteers and donations are needed. Call (325) 347-6745 for additional information.

**Jan. 5-8, 2012** – Dallas Safari Club's "Greatest Hunting & Outdoor Convention in the Country!" at the Dallas Convention Center. Details available at [www.biggame.org](http://www.biggame.org).

**Jan. 13-15, 2012** – Houston Safari Club's "New Horizons" Worldwide Sporting Expo & Convention at The Woodlands Waterway Marriott. Further information available at [www.houstonsafariclub.org](http://www.houstonsafariclub.org).

**Jan. 17-20, 2012** – The Shooting, Hunting, Outdoor Trade Show, sponsored by the National Shooting Sports Foundation, will be held at the Sands Expo & Convention Center in Las Vegas, NV. Details available at [www.shotshow.org](http://www.shotshow.org).

**Feb. 23-26, 2012** – Annual TOWA Conference with the Courtyard by Marriott River Village at 750 Interstate 35 North in New Braunfels as the host hotel. Conference information available from Executive Director Larry LeBlanc at (936) 524-0761 or by email at [towa@suddenlink.net](mailto:towa@suddenlink.net).

## TOWA OFFICERS, BOARD

**PRESIDENT**  
Bob Lusk (903) 564-5372  
[pondboss@texoma.net](mailto:pondboss@texoma.net)

**PRESIDENT-ELECT**  
David Sikes (361) 886-3616  
[sikesd@caller.com](mailto:sikesd@caller.com)

**TREASURER**  
Bill E. Mills (281) 448-5811  
[offtheroad.mills@earthlink.net](mailto:offtheroad.mills@earthlink.net)

**EXECUTIVE DIRECTOR**  
Larry J. LeBlanc (936) 856-6788  
904 W. Montgomery, Ste. 4 cell (936) 524-0761  
Willis, TX 77378 fax (936) 856-6788  
[towa@suddenlink.net](mailto:towa@suddenlink.net)

## BOARD MEMBERS

**BOARD CHAIRMAN**  
John Goodspeed (210) 573-7460  
[john@johngoodspeed.com](mailto:john@johngoodspeed.com)

Susan Ebert (2013) (512) 431-2013  
[susanebertink@gmail.com](mailto:susanebertink@gmail.com)

T.J. Greaney (2013) (512) 789-3838  
[tj@countrylinemagazine.com](mailto:tj@countrylinemagazine.com)

Cody Greaney (2014) (512) 576-2200  
[cody@texasoutdoorzone.com](mailto:cody@texasoutdoorzone.com)

Kendal Hemphill (2013) (325) 347-6440  
[jeep@verizon.net](mailto:jeep@verizon.net)

Peggy York (2012) (210) 647-7053  
[peggy.york@sbcglobal.net](mailto:peggy.york@sbcglobal.net)

Ralph Winingham (2014) (210) 240-6149  
[rwiningham@att.net](mailto:rwiningham@att.net)

## COMMITTEE CHAIRS

**CONFERENCE CHAIRMAN**  
David Sikes (361) 886-3616  
[sikesd@caller.com](mailto:sikesd@caller.com)

**CONFERENCE PROGRAM CO-CHAIRS**  
T.J. Greaney (512) 789-3838  
[tj@countrylinemagazine.com](mailto:tj@countrylinemagazine.com)

David Sikes (361) 886-3616  
[sikesd@caller.com](mailto:sikesd@caller.com)

**SCHOLARSHIP**  
Judy Mills, Marianne Odum (281) 448-5811  
[offtheroad.mills@earthlink.net](mailto:offtheroad.mills@earthlink.net);  
[marianneodum27@hotmail.com](mailto:marianneodum27@hotmail.com)

**MEMBERSHIP**  
David Sikes (361) 886-3616  
[sikesd@caller.com](mailto:sikesd@caller.com)

**SITE SELECTION**  
Jonette Childs (361) 729-0239  
[saltex@pyramid3.net](mailto:saltex@pyramid3.net)

**AUCTIONS**  
T.J. Greaney (512) 789-3838  
[tj@countrylinemagazine.com](mailto:tj@countrylinemagazine.com)

**EIC AWARDS**  
Kendal Hemphill (325) 347-6440  
[jeep@verizon.net](mailto:jeep@verizon.net)

**TOWA PHOTOGRAPHERS**  
Gerald Burleigh and David Redwine

**TOWA HISTORIAN**  
John Thompson

*TOWA News is published monthly for the Texas Outdoor Writers Association by Ralph Winingham. Layout by Susan Ebertink, [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 SPONSORSHIP OPPORTUNITIES



### TEXAS OUTDOOR WRITERS ASSOCIATION CONFERENCE FEB. 23-26, 2012 Courtyard by Marriott River Village, New Braunfels, Texas "Inside the Outdoors"

Would you like to introduce yourself, your products or services to some of the most influential outdoor writers in the state of Texas?

Limited opportunities are available on a first-come, first-served basis, subject to approval by TOWA Board of Directors.

#### Meal Sponsorship Opportunities include:

- Introduction of yourself and your company.
- Display products, brochures and/or marketing items at tables or pass out during meal.
- Audio/Video devices available; please check in advance.
- Speakers for each meal service will be determined by the programming committee.

**BREAKFAST: \$1,200.** A favorite, this gives you the chance to spend the rest of the day marketing to your audience in a casual setting. One Year Membership included.

**LUNCH: \$1,500.** Engage the writers during the mid-day break. Introduce them to your products and services with plenty of time to converse and inform. One Year Membership included.

**Friday Night DINNER: \$2,500.** This is a formal banquet setting featuring the popular Dirty Dozen live auction and a guest speaker. One Year Membership included.

**Partial sponsorships are available for each meal.** Contact TJ Greaney at [tj@kidsoutdoorzone.com](mailto:tj@kidsoutdoorzone.com) or David Sikes at [SikesD@caller.com](mailto:SikesD@caller.com) for details. Please ask about other available sponsorship opportunities. Donations to live or silent auctions that benefit our Dan Klepper Memorial Youth Scholarship and Outdoor Education fund also provide excellent opportunities to display your products in a high-profile setting while being a part of this important event.

In an effort to obtain sponsors for the meals at our annual conference, Conference Co-Chairmen TJ Greaney and David Sikes have developed a sponsorship letter that can be offered to anyone interested in supporting our group. The letter is being sent to those entities that have provided financial assistance in the past, but if any member has contacts with a possible sponsor, they are encouraged to provide them with the information above.



# **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

# Louisiana Launches GulfSource.org for Public Access to BP Spill Testing

State officials in Louisiana have launched [www.GulfSource.org](http://www.GulfSource.org), a site that makes public all of the seafood, water and sediment safety testing information conducted since the 2010 BP Oil Spill under the Louisiana Seafood Safety Plan.

The site, which allows users to scroll through all available samples or conduct specific searches by area, date or sample type, utilizes information from the Louisiana departments of Wildlife and Fisheries, Health and Hospitals, Environmental Quality and Agriculture and Forestry.

"Though we've been testing seafood, water and sediment since April 30, 2010 in response to the BP oil spill, the information has been difficult to widely distribute to the public until the launch of GulfSource.org," said Wildlife and Fisheries Secretary Robert Barham.

"We hope the public will utilize GulfSource.org to find out what the safety test results in seafood from areas they fish or from waters they consume reveal. What is truly encouraging is that, to date, not a single sample has failed our safety tests. We now we have the tool to share those results with the general public. Rebuilding our seafood brand starts with rebuilding consumer confidence in our product. We hope GulfSource.org helps us accomplish that task."

"The public should have easy access to food safety information and GulfSource.org is a great companion to the work we're already doing with EatSafe.La.Gov," said Department of Health and Hospitals Secretary Bruce D. Greenstein said. "Transparency of critical health and safety information is a top priority at DHH, where we worked with our state agency partners to publish seafood testing results almost immediately after the BP disaster and throughout the following year. GulfSource.org takes that work to the next level and allows the world to see for itself that we have the most-tested seafood out there."

"Now it will be easier for people outside of Louisiana to know what we already know - the seafood is safe and as good as ever," said Department of Environmental Quality Spokeswoman Peggy Hatch. "The goal of the plan was to ensure seafood safety for all the people who enjoy the best seafood in the world. With the launch of this new website, anyone will be able to see the results. This is the culmination of a statewide effort from many agencies to develop and execute a sampling plan like none other."

"Our office has a long history of ensuring the quality and safety of Louisiana food," said Agriculture and Forestry Commissioner Mike Strain, D.V.M. "It's our duty to continue this obligation to our Louisiana seafood industry and the consumers and patrons that enjoy shrimp, crab and finfish."

Louisiana officials reached an agreement with BP to test seafood, sediment and water from across the Louisiana coast for traces of toxins called polycyclic aromatic hydrocarbons and for dispersants called Dioctyl sodium sulfosuccinate. The agreement funds the testing program, called the Louisiana Seafood Safety Plan, up to \$18 million for a total of three years.

To date, none of the samples tested have showed levels of PAHs or dispersants near the U.S. Food and Drug Administration-established "level of concern." In fact, of the samples that showed any minute traces of PAHs, none were above background levels (the levels found in seafood

before the oil spill). Test results for dispersants are also available on GulfSource.org.

GulfSource.org allows the general public full access to information on how testing is conducted, specifically where it is conducted, and when and what the results from the lab analyses show.

For more information, visit [GulfSource.org](http://GulfSource.org).

The Department of Wildlife and Fisheries is charged with managing and protecting Louisiana's abundant natural resources. For more information, visit [www.wlf.louisiana.gov](http://www.wlf.louisiana.gov) or contact Olivia Watkins at [owatkins@wlf.la.gov](mailto:owatkins@wlf.la.gov) or (225) 610-8660.



Each month, the team collects 329 species, soil and water samples. Of those 329 samples, 143 are marine life. These include brown and white shrimp, crab, oysters and finfish (grouper, tuna, wahoo, swordfish, gray snapper, butterfish, red drum and croaker).

The breakdown by type and quantity of samples is as follows:

- 143 Shrimp, Crab and Finfish samples: 45 Inshore, 98 Nearshore
- 90 Oyster samples

The remaining 96 samples are taken from coastal sediment and waters. That breakdown is as follows:

- 56 Inshore: 28 Water, 28 Sediment
- 40 Nearshore: 32 Water, 8 Sediment

\* Nearshore Samples are not being collected at this time; however, the Seafood Safety Plan is working with USGS to acquire the equipment to collect these samples in the near future.

# Dallas Safari Club to Offer Improved News & Information Services for Hunters

**DALLAS** – Working in conjunction with The Hunting Report news service, the Dallas Safari Club has developed an improved news and information service hunters who travels at home or abroad.

The Hunting Report provides a monthly printed newsletter, Web site and electronic news service catering to hunters who travel. The focus is reviewing specific hunting areas, critiquing outfitters and reporting on poor governmental treatment of hunters worldwide. The Hunting Report also alerts hunters about developments affecting every aspect of their hunting travel.

DSC and The Hunting Report in 2010 began sharing news reports and alerts with each other's members and subscribers, and are now expanding that partnership.

The Hunting Report has become a regular news contributor to the DSC member magazine, "Game Trails", and provides alerts for the DSC Weekly Update delivered by email, as well as immediate DSC Twitter and Facebook communications.

News and member updates from DSC are now being distributed through The Hunting Report's Email Extra Bulletins and website.

Additionally, The Hunting Report editor and publisher Barbara Crown will attend the DSC convention and expo in Dallas, Jan. 5-8, 2012, with her publication's extensive database of outfitter critiques. Subscribers attending the convention can visit her at booth 2649 and look up any hunt operator to see complaints and

rebuttals from cases worldwide.

"DSC members will have an opportunity to subscribe to The Hunting Report at a special convention rate, and all new DSC members joining at the convention will receive a free trial subscription," Crown said. "I'm looking forward to speaking with DSC members, making sure they have the best info to find hunting adventures that are perfect for them, and then utilizing their experiences to further help our subscribers."

Crown has been mediating disputes between hunters and outfitters for 13 years. She will present a DSC convention seminar on the most common causes of bad hunting experiences.

"This pooling of resources is going to prove invaluable for the traveling hunter. With the larger network of eyes and ears, faster communication, and the passion of DSC members combined with the reporting expertise of The Hunting Report, today's hunters have a powerful new way to stay informed," said Ben Carter, DSC executive director.

More information about The Hunting Report is available at [www.huntingreport.com](http://www.huntingreport.com) and about the Dallas Safari Club at [www.biggame.org](http://www.biggame.org). The media contact is Steve Wagner with Blue Heron Communications at (800) 654-3766 or at [steve@blueheroncomm.com](mailto:steve@blueheroncomm.com).



## O.F. Mossberg & Sons, Inc. Launches Mossberg Outdoors Travel Agency Website

**NORTH HAVEN, CT** – Joining in a partnership with Outdoor Adventures Worldwide LLC, O.F. Mossberg & Sons, Inc. has developed a full-service agency to help hunters select, book and prepare for their next hunting experience or plan that once-in-a-lifetime outdoor adventure – provided as a free service through Mossberg Outdoors ([www.mossbergoutdoors.com](http://www.mossbergoutdoors.com)).

Purchasing a firearm is only the first step in harvesting a trophy and Mossberg is committed to completing a customer's journey by introducing a service-oriented booking agency with access to hundreds of field-tested and approved destinations worldwide.

Whether your interest lies in hunting the Big 5 in Africa to brown bear; caribou; elk; whitetail or mule deer; pheasant; pronghorn or the Grand Slam of wild turkeys, Mossberg Outdoors can help a hunter find the perfect destination and qualified, knowledgeable agents will handle all of the time-consuming details.

"Hunters and outdoor enthusiasts are more than valued customers to Mossberg; they are the ultimate conservationists," said Tom Taylor, vice president of Sales and Marketing for O.F. Mossberg & Sons, Inc. "The dollars spent each year on hunting and fishing licenses, equipment purchases and destination travel support the preservation of wildlife, our hunting heritage and the many people employed in the outdoor industry.

"Mossberg wants to give back to our customers and all outdoorsmen and women by providing this free, full-service travel agency. With over 300 world-class destinations to choose from, Mossberg Outdoors can help you plan the hunt-of-a-lifetime."

Mossberg Outdoors will customize an adventure to meet specific needs with multiple options for hunting, fresh and salt-water fishing and general outdoor adventures including rafting, hiking/pack trips and photo safaris.

In addition, the agents can tailor a family trip or corporate outing to fit any lifestyle and budget. Services include trip itineraries, up-to-date customs regulations, travel insurance and recommended gear list so every experience is a success.

For more information and to receive a Mossberg Outdoors newsletter, visit the website at [www.mossbergoutdoors.com](http://www.mossbergoutdoors.com) or [info@mossbergoutdoors.com](mailto:info@mossbergoutdoors.com) or call (800) 864-5429.

# Browning Reintroduces “The Hump” & Introduces the Citori Model 725 Shotguns

**MORGAN, UT** – Every hundred years or so, Browning does something so outrageous even their competitors can't believe it.

For 2012, the A-5 recoil-operated shotgun known as “the hump” will surely win the hearts of die-hard hunters as well as those who love and appreciate the traditional Browning lines.

The iconic humpback-shaped receiver is the only thing this new Browning autoloader shares with its legendary namesake, with the shotgun built to be the most reliable, fastest cycling, best performing and softest shooting recoil-operated (yes, recoil operated) autoloader on the planet.

Features include:

- Ultra-reliable, honed to perfection Kinematic Drive System
- Vector Pro lengthened forcing cones
- The new Invector-DS choke tube system
- 3” chambers
- 26”, 28” and 30” barrels
- Inflex II recoil pad

The A-5 is available in wood (Hunter), synthetic (Stalker) and Mossy Oak Duck Blind and Infinity with Dura-Touch Armor Coating and has a suggested retail price starting at \$1,399.99.

In other Browning news, the company is introducing the new Citori 725 over and under 12 gauge that is the evolution of John M. Browning's legendary B25 Superposed, now with the modern performance advantage of a low-profile receiver.

The Model 725 receiver is significantly lower than other Citori 12 gauge receivers, yet the 725 shares the renowned durability of generations of Citori over and unders with the same rugged full-width hinge pin and tapered locking bolt design.

The new Browning 725 showcases an all-new FireLite Mechanical Trigger that offers unmatched feel and lighter pull weights than ever before offered on a Citori. The innovative design features reduced take up, a crisp break and shorter over-travel. Trigger pull weights are about 3-3.5 pounds for sporting guns and 4-4.5 pounds for field models.

Browning's new Inflex II Technology recoil pad gives the Model 725 the next generation of the most recoil absorbing pad available. A softer new material provides better recoil absorbing performance and is super slippery to prevent snagging on clothing when shouldering. Internal directional deflection construction guides the comb down and away from the cheek for greater shooting comfort and faster, more accurate follow-up shots.

The new 725 Citori will feature Browning's new Invector Double Seal Choke System that provides better patterning, lighter weight and a sleeker barrel profile. The combination of muzzle-end treads and thin-wall construction allows for a longer, more gradually tapered choke tube that results in more evenly scaled patterns. The Invector-DS also features a proprietary brass seal that prevents gas and grit from slipping between the barrel and choke tube.

Citori 725 Field and 725 Sporting Models will both feature low-profile receivers with a silver nitride finish. Field models feature a high-relief engraving and sporting models feature gold accented engraving. Both models will feature Browning's Vector Pro lengthened forcing cones for improved patterns and performance.

The Citori 725 Field model will feature gloss oil finish Grade II/III walnut stock with close radius pistol grip and trim fore-end with cut checkering. Three Invector-DS choke tubes are included. Available in 12 gauge only with 26” or 28” lightweight profile barrels and ventilated rib. Average weight 7 pounds 4 ounces to 7 pounds 6 ounces. The suggested retail price is \$2,469.99.

The new Citori 725 Sporting model will feature gloss oil finish Grade III/IV walnut with close radius pistol grip stock and trim fore-end. Browning's Triple Trigger System is also featured that allows the shooter to fine tune the length of pull and switch between a wide checkered, a narrow smooth or a wide smooth trigger shoe. HiViz Pro-Comp fiber-optic front sight and Ivory mid-bead are supplied. Five extended Invector-DS choke tubes will be included. Available in 28”, 30” and 32” lightweight profile barrels and tapered ventilated rib. Average weight 7 pounds 6 ounces to 7 pounds 10 ounces. The suggested retail price is \$3,139.99.

For more information on all of Browning products, visit [www.browning.com](http://www.browning.com). The media contacts are Scott Grange at [scottg@browning.com](mailto:scottg@browning.com) or Paul Thompson at [pault@browning.com](mailto:pault@browning.com). The telephone number for Grange and Thompson is (801) 876-2711; Extensions 3306 or 3229.



Scott Grange of Browning, left, and Kevin Howard of Howard Communications Inc., display the results of their waterfowl shooting skills with Browning and Winchester shotguns as part of a media event in the Argentina dove and duck hunting paradise. In addition to spreading the word about Browning firearms like the recently introduced Browning Model 725 and the A5, they clearly know how to put the firearms to good use in the field. Photo by Ralph Wingham

## Uncle Mike's Introduces Rugged Rifle Assault Bag

OVERLAND PARK, KS – Uncle Mike's, a leading provider of shooting accessories for more than 60 years, has introduced the Rifle Assault Bag as a rugged and versatile case for owners of AR or modern sporting rifles.

Constructed of tough 600D polyester and lined with 2" closed-cell foam padding, the Rifle Assault Bag offers gun owners long-lasting protection for their firearm. Hook and loop straps hold the firearm securely in place, ensuring it doesn't shift in transit. The bag also features a hidden interior pocket for handgun storage.

With three exterior pockets, the Rifle Assault Bag provides shooters with plenty of room to store extra magazines and gear, making it an ideal case for range or competitive shooters. The bag is not only compatible with AR style guns, it is also a great option for take-down firearms and other short rifles and shotguns.

The bag is available in lengths of 36" or 43" and is 20.5" deep and 11.25" high. It includes a padded, adjustable shoulder strap, and is available in the following three colors: black, canopy or dark earth.

The suggested retail for the Uncle Mike's Rifle Assault Bag is \$101.95 for the 36" model and \$113.95 for the 43" version.

For more information on the assault bag or Uncle Mike's complete line of shooting accessories visit [www.unclemikes.com](http://www.unclemikes.com) or call (800) 423-3537.

The media contact is Paul Arnhold at Bushnell Outdoor Products who can be reached at (913) 752-6105 or at [parnhold@bushnell.com](mailto:parnhold@bushnell.com).

## Birchwood Casey Launches Darkotic Zombie Target Website

Birchwood Casey's new line of Darkotic zombie-style targets were an instant hit as soon as they were introduced and "zombie" shoots are gaining in popularity as shooters look for ways to add fun to their target practice sessions.

In response to consumer interest in all things Darkotic, Birchwood Casey has launched a new dedicated website, [www.darkotictargets.com](http://www.darkotictargets.com). The new site allows fans to upload photos from their latest zombie shoot, as well as order Darkotic targets directly online.

The site also features slow motion video clips of Darkotic targets being shot and a "News of the Dead" section with links to online zombie games, upcoming shooting events and the all latest zombie news.



Two different types of Darkotic targets are available. The first are reactive splattering targets that measure 12"x18" and come in packs of eight. They sell for a suggested retail price of \$13.98.

The second group of full color targets is printed on plain paper and measure 23"x35". They come in packs of 100 at a price of \$1.98 per each target, making them great for ranges or groups. The 23"x35" size also works great for archery shooters.

For more information about Birchwood Casey visit [www.birchwoodcasey.com](http://www.birchwoodcasey.com); write to 7900 Fuller Road, Eden Prairie, MN 55344-2195; or call (800) 328-6156, extension 7933.

The media contact is Mike Capps with Howard Communications at (573) 898-3422 or at [mcapps@howardcommunications.com](mailto:mcapps@howardcommunications.com).

## Final Approach X-2 Layout Blind Offers the Ultimate in Concealment & Storage

OVERLAND PARK, KS – Final Approach, a developer of waterfowl products and accessories, has introduced the X-2 Layout Blind, a full featured equipment backpack and ground blind combination.

The X-2 blind offers the ultimate in concealment and storage for hunters who like to stay mobile and quickly adapt to changing conditions.

The X-2 is the lowest profile blind on the market, giving waterfowl hunters a definitive advantage when hunting pressured birds. With enough space to transport up to four dozen silhouette or 200 rag decoys, the X-2 doubles as a versatile equipment backpack. In addition, the handy built-in scabbard allows hunters to transport a shotgun and goose flags hands-free.

Constructed with a strong, rust-proof, high-temper aluminum frame, the X-2 is durably designed for long-lasting performance. Thanks to a double waterproof poly coating and closed cell-foam, the cover shields the hunter from the elements, providing head-to-toe protection. A padded head rest provides added comfort in the field, while the gun rest and fast-access flagging holes offer additional convenience.

With the original double lid door system from Final Approach, waterfowl hunters have quick shooting access. Like all Final Approach blinds, the X-2 features built-in Stubble Straps, giving hunters a quick and easy way to conceal the blind with natural vegetation or reusable Whoopgrass.

The Final Approach X-2 blind measures 26 inches wide, 84 inches long and 14 inches high, weighing only 12 pounds. It is available in Field Brown for a suggested retail of \$270.72 or either Advantage Max-4 or Mossy Oak for a suggested retail of \$300.95.

For more information about the new X-2 Layout Blind or other Final Approach products visit [www.fabrand.com](http://www.fabrand.com) or call (800) 423-3537.

The media contact is Mike Capps at (573) 898-3422 or [mcapps@howardcommunications.com](mailto:mcapps@howardcommunications.com).

# Coleman Announces Major Investments at New Braunfels and Kansas Facilities

**WICHITA, KS** – The Coleman Company, Inc., a subsidiary of global consumer products company Jarden Corporation has announced two significant investment initiatives designed to further solidify the company's position as a global leader in outdoor products.

The first investment is a multi-million dollar capital initiative intended to further enhance the company's U.S.-based manufacturing facilities in New Braunfels and Wichita, KS. These new capital projects follow the significant investments made in the business's infrastructure and information technology platforms, as well as the establishment of world class distribution facilities in the U.S. and Europe, over the last few years. By committing additional capital investment in the U.S., Coleman intends on enhancing its product line and continuing its tradition of creating exciting and innovative products for consumers.

"We are pleased to continue our track record of investing in our businesses to support the long-term expansion of our brands," said James E. Lillie, chief executive officer of Jarden Corporation. "Coleman is an iconic name synonymous with the outdoors, and this investment in the company's future will further solidify its leadership position while providing a platform to drive continued global expansion for all of its brands."

In addition to the manufacturing investment initiative, Coleman is also establishing a new Leadership Center for The Coleman Company in the Denver, CO, metropolitan area. This facility will position Coleman for its next phase of growth as an international provider of innovative outdoor products that inspire people to enjoy spending time outdoors with family and friends.

The new facility in the Denver area is designed to address the growth needs of Coleman's global, multi-market consumer base and will house certain sales, marketing and product teams, who will have the opportunity to relocate from Wichita. Coleman will maintain its manufacturing operations and supporting functions such as sourcing, engineering and finance in Wichita, with the substantial majority of Coleman's 800-person Wichita workforce unaffected.

"These investment initiatives, including the establishment of a Leadership Center in the Denver area, best position the company for the future and provide a desirable platform to serve our global customer base in the most efficient manner," said Robert Marcovitch, The Coleman Company's president and chief executive officer. "The Denver metropolitan area is an important hub for the outdoor industry and will provide us with several key advantages as a global business competing on the world stage. We are, however, absolutely committed to continuing our investment in our Kansas based enterprises."

The move is expected to be completed over the next 12 to 18 months, with minimal staff realignments anticipated as a result of this transition.

The Coleman Company, Inc. helps people have fun and make memories by providing the gear integral to their favorite outdoor experiences. The company's products include its legendary lanterns and stoves, as well as coolers, tents, sleeping bags, airbeds, backpacks, furniture, and grills under the Coleman brand. Additionally, the company provides flotation devices, towables, rainwear, waders, hunting and fishing gear as well as safety and survival equipment under its Stearns, Sevylor, Sospenders, Mad Dog Gear, Helium and Aerobed brands. Founded in 1900 and based in Wichita, Coleman is a wholly owned subsidiary of Jarden Corporation.

Further information about the company is available at [www.coleman.com](http://www.coleman.com) and the media contact is Paul Baltzer at (316) 832-3036 or [paul.baltzer@coleman.com](mailto:paul.baltzer@coleman.com).

## TOWA MEMBER NEWS



Rockport Guide Capt. Jay Nichols ([www.justaddwaterguideservice.com](http://www.justaddwaterguideservice.com)) works the dip net to help Harvey Winingham of Omaha, NE, land a 22-inch black drum during the 5th annual Coastal Bend Region Cast and Blast held Oct. 2-4 and hosted by Don and Petra Schultz of Green Hornet Guide Service. The dove hunt at Goliad and Rockport fishing trip was attended by about a half dozen TOWA members gathering story material. In addition to Green Hornet ([greenhornetguide@yahoo.com](mailto:greenhornetguide@yahoo.com)) the event was sponsored by The Lighthouse Inn of Rockport; Coral Cay Condos of Port Aransas; The Omni Corpus Christi Hotel; Dirty's Bar B Que of Seguin; Mac's Bar B Que of Rockport; Texas Sporting Journal; Academy Sports and Outdoors of Corpus Christi; B Bar D Ranch of Goliad; the Corpus Christi Convention and Visitors Bureau; and the Ragin Cajun Restaurants of Houston.

## TOWA COPY COPS

From a Texas Parks & Wildlife Department press release and submitted by TOWA Vice President David Sikes:

**INCORRECT:** "Water, especially in close proximity to dove feeding areas, should be at a premium heading into the Sept. 1 dove season opener."

**CORRECT:** "Water, especially in proximity to dove feeding areas, should be at a premium heading into the Sept. 1 dove season opener."

**RULE:** The word "proximity" is defined as nearness, which does not require an adjective to help define it. You wouldn't say "distance proximity" would you?

Close proximity is redundant.