

TOWA

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

TOWA 2012 CONFERENCE UPDATE

Hunting & Shooting Gifts Found to be Good Choice for Holiday Shoppers

FERNANDINA BEACH, FL –

While choosing the right gift for some friends and family may be a perplexing decision during the holidays, apparently that choice is much easier to make if that person hunts or shoots. Asked if they gave or received hunting or shooting items as a holiday gift this past year, 59.8 percent of those sportsmen and women questioned by HunterSurvey.com or ShooterSurvey.com said they had.

Of the respondents who said they had given or received a gift related to their sport, hunting-related items seemed to be the ones most often unwrapped with 65.7 percent of the gifts falling in that category. Shooting items accounted for 29.5 percent of the gifts given to sporting men and women.

“These findings certainly won’t come as a surprise to anyone who has stood in line at a cash register or tried to find a parking spot at an outdoor retailer during December, but it does underscore the value to hunting and shooting retailers and manufacturers in structuring special promotions that will appeal to the sporting consumer during the holidays,” said Rob Southwick, president of Southwick Associates, which designs and conducts the surveys.

Those who hunt, fish and target shoot are invited to participate in the surveys conducted on HunterSurvey.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, the surveys help the outdoor equipment industry, government fisheries and wildlife officials and conservation organizations track consumer activities and expenditure trends. Results are scientifically analyzed to reflect the attitudes and habits of anglers and hunters across the United States.



Merry Christmas to All – Here Comes the TOWA Conference!

With the holidays upon us and the 2012 TOWA conference just around the corner, Executive Director Larry LeBlanc has provided members with a conference registration and annual dues form.

Members are encouraged to make arrangements for their hotel rooms and submit payment for their dues and registration as soon as possible in order to meet the room rate deadline and become eligible for the early-bird drawing.

CALENDAR

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.

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.

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.

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.

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



EXECUTIVE DIRECTOR'S NOTE

DIRECTORY INFORMATION UPDATES

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

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

If you would prefer me to make the changes type up the changes as a MSWORD document and email the changes to me before Dec. 15, 2011 and I will make the changes.

Thank you,
Larry J. LeBlanc

New YouTube Videos Make Setting Up the IQ Bowsight Even Easier

SUPERIOR, WI – The IQ Bowsight is one of most sought-after bowsights in the bowhunting industry and despite the sophisticated technology inside the IQ's Retina Lock, setting up the Retina Lock is actually exceptionally easy.

With the release of a new YouTube video, accomplished bowhunter Mike

Weinkauf can guide owners through its setup that can get the bowhunter on target and dead-on accurate within just a few minutes.

"Setting up the IQ bowsight can seem intimidating at first," said Weinkauf, Field Logic's executive vice president and chief marketing officer. "In these videos, we wanted to show just how easy it really is to set this system up.

"Within a few shots, you'll soon see how every other sight on the market has become obsolete," Weinkauf said.

He explained that the key is to not over think it. The process starts with setting the 20-yard pin just like any other sight, and then micro-adjust the Retina Lock to align with your eye while the anchor point and hold are perfect.

Every shot after that will provide instant feedback that will indicate if there is even the slightest bit of torque or change in the anchor point. In almost no time at all, the shooter will see how the IQ's Retina Lock reinforces the proper form—no matter the angle of inclination or declination—to build confidence and to ultimately extend effective shooting range.

Each IQ Bowsight comes with a CD showing how to properly set it up, but the new videos demonstrate the ease and simplicity of setting up this world-class sight. Weinkauf, a highly acclaimed bowhunter, hosts the videos, and he demonstrates the amazing simplicity of setting up the IQ Bowsight in the first video: <http://www.youtube.com/watch?v=XjKYbRJDUDU>.

In addition to the YouTube video on setting up the IQ Bowsight, Field Logic has also filmed videos with useful tips on using the IQ Bowsight.

The IQ Bowsight is available in four- and seven-pin configurations in both left- and right-hand versions. It is available at retailers with suggested retail prices of \$199.99 and \$219.99 for the four- and seven-pin configurations.

For more information on the IQ Bowsight and to view the detailed video, visit the website at www.iqbowsights.com.



TOWA 2012 Conference

Feb. 23, 24 & 25, 2012

Courtyard by Marriott River Village, 750 IH I35 North, New Braunfels, Texas 78130

PAYMENT INFORMATION

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

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

Credit Card Number _____ Month _____ Year _____ Expiration Date _____

Customer Name _____

BILLING INFORMATION:

Street Address _____

City _____ State _____ Zip _____

MEAL INFORMATION FOR THE 53RD ANNUAL CONFERENCE

MEAL INFORMATION: (# of persons)

Thursday Reception (free) _____

Friday Breakfast _____

Friday Lunch _____

Friday Dinner _____

Saturday Breakfast _____

Saturday Lunch _____

Saturday Awards Banquet _____

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

TOTAL MEALS _____

RETURN THIS FORM ALONG WITH YOUR PAYMENT TO:

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

Hi Mountain Seasonings Provides Solutions to Waterfowl Preparation

RIVERTON, WY – With duck and goose populations up considerably over the past few years, hunters will have more opportunity to get birds on the ground this year. But the age-old question still stands: What do we do with all these ducks and geese?

Hi Mountain Seasonings can help solve that query with mouth-watering recipes and specialty jerky kits that will make any tough old bird melt in your mouth. A variety of recipes for ducks and geese can be found on the Hi Mountain Seasonings website at www.himtnjerky.com.

Additionally, Hi Mountain Seasonings offers three seasonings kits: Wild Goose Original, Wild Goose Hickory and Wild Goose Mesquite—all three of which are specially blended to enhance the natural succulent flavors of the waterfowl to provide a tender jerky that everyone in the family will enjoy.

Despite the reputation of being tough and too gamy to palate, both duck and goose can provide a healthy and tasty meal with an amazingly table-ready appeal. Here is a great recipe to start with:

In the tradition of the Philly cheesesteak sandwich, this recipe is a quick dish that will fool some of your friends that claim they don't like the flavor of duck. The meat is sliced very thin, so be careful to watch the cooking time. It only takes a minute or two to cook. If you like your foods spicy, splash in some hot sauce or some thinly sliced jalapeno peppers before topping with cheese. Try it with a sourdough hoagie or slider rolls.

PHILLY DUCK SANDWICH

- 2 cups duck skinless breast fillets
- 1 teaspoon each Hi Mountain Cajun Cowboy and Trail Dust Seasonings
- 2 tablespoons olive oil
- 1 large yellow onion, thinly sliced
- 1 green bell pepper, thinly sliced
- 3 garlic cloves, minced
- ½ cup Italian dressing
- 8 slices provolone cheese
- 4 Italian rolls, slider rolls, etc.



Slice the duck breasts as thinly as possible. Placing the breasts in the freezer for an hour or so will firm up the meat before slicing. Season with Cajun Cowboy and Trail Dust Seasonings. Heat olive oil in a large heavy skillet or griddle over medium-high heat. Add onions, pepper and garlic. Cook until onions are lightly browned.

Move vegetables over to one side of the skillet and add duck breast. Cook meat until lightly brown, but do not overcook. Combine with peppers, onion and garlic. Add Italian seasonings to mixture and toss to warm.

Mound meat and vegetables into piles according to the number and size of the rolls (four rolls equals four mounds). Top with cheese for each mound until cheese melts. Scoop up each portion of meat and vegetables and place in rolls. Serves four.

Hi Mountain's entire line of products, cooking tips, instructional videos, and recipes are also available at www.himtnjerky.com and the products can be found at sporting goods stores, farm and ranch stores and some grocery stores.

For additional information, write to Hi Mountain Seasonings, 1000 College View Drive, Riverton, WY 82501 or call (800) 829-2285.

Down-N-Dirty Outdoors Takes Turkey Hunting to a New Level

LEWISBURG, KY – For decades, hunters have been attempting to outsmart the wily long-beard wild turkey by mimicking the sounds of his hen. Through slates, diaphragms and boxes, hunters across North America have mastered the imitation of the various voices of the hen with clucks, putts, purrs, yelps, cutts, cackles and kee-kees. And in doing so, countless numbers of turkeys have been harvested. However, it is the sound of the long-beard himself that has eluded realistic vocal imitation.

That is, until now.

With the introduction of Down-N-Dirty's Haint Gobble call, the folks at DND have achieved that which has been previously thought impossible—the Holy Grail of wild turkey calling—a hand-held call that challenges toms.

The DND Haint gobble call reproduces a loud, resounding gobble of a dominant long-beard. With very little practice, the Haint produces the identical sound, pressure, volume and force that naturally resonates from an old tom; and it is that sound that brings him in with ferocity to defend a challenge to his territory.

Made from a one-piece walnut barrel with a hand-tuned and patent-pending reed assembly, the Haint gobble call has changed turkey hunting forever. Visit www.youtube.com/watch?v=hGi8dl_h58M to see the teaser video.

"As successful as hen calling has been in the past, we have to remember that each time a gobble has been called into range using hen vocalizations, the gobble has been going against his nature to display and attract hens," said Mark Coin, president of DND. "The Haint has proven to not only entice 'unkillable' over-called long beards into close range, but more importantly, the Haint has shown itself to be very forgiving and easy to learn how to use properly. With minimal practice, even a novice hunter can be using the Haint call to produce unbelievable gobbles in a very short amount of time.

"We field tested the Haint call this spring and the results were absolutely incredible," Coin said. "This call will make even the wariest of old gobblers give their location away."

No matter how long you have been hunting the cunning wild turkey, the Haint will certainly become the revolutionary turning point in the harvesting of the dominant male bird of the species.

In a related matter, Down-N-Dirty Outdoors has entered into a licensing agreement with the National Wild Turkey Federation to market the new Haint gobble call.

The NWTF, an international non-profit organization dedicated to the conservation of the wild turkey and the preservation of the nation's hunting heritage, will provide marketing and advertising support as well as sales of special-limited-edition numbered NWTF Haint calls.

The licensing agreement is currently underway, but this partnership will be formally launched at the 2012 NWTF Convention in Nashville where DND will be exhibiting and demonstrating the new Haint call in both the DND booth, # 547 and in the NWTF store.

"This is an important development for our company, and we are excited about the long-term growth potential that this partnership represents," said Mark Coin, DND president. "Partnering with NWTF

was an obvious step towards solidifying our goals of building DND into a national brand and business."

NWTF will be offering special-limited-edition Haint calls made of a cherry wood with the NWTF logo. These calls will be available at the National Wild Turkey Federation convention, Feb. 10-12, 2012, in Nashville.

For additional information on these limited-edition calls, the convention, or other NWTF projects, visit www.nwtf.org.

DND's Haint gobble call will be available at retailers nationwide and online at www.downndirtyoutdoors.com beginning in January 2012. Pre-orders are being taken now with the suggested retail price of \$59 at DND or at retailers it will be \$49.99.

For more information on Down-N-Dirty Outdoors, and to get demonstrations on the entire line of calls go to www.downndirtyoutdoors.com or visit the Down-N-Dirty Outdoors fan page on Facebook at www.facebook.com/DownNDirtyOutdoors.

Assistance Sought from TOWA Members in National Survey

Editor's Note: Laura Burgess with Laura Burgess Marketing has asked for help from our members in collecting information for the Southwick Associates hunting, shooting and fishing surveys. Results of the surveys have been published in the TOWA newsletter for our members' information and entertainment.

Their goal is to obtain a clear picture of what is taking place in the outdoor arena and the collected information can be a valuable resource for individuals and businesses involved in the outdoor industry.

As noted below, the results of the surveys will be confidential:

Dear Anglers, Shooters, and Hunters,

Please take a few minutes to tell us about your recent fishing, shooting, or hunting related media use by logging on to the following websites: Hunter/Shooter Survey and Fishing Survey.

Your results will remain fully confidential. We will never contact you about your response. We will not sell or pass along any information about you to anyone else for any reason.

The results will be used to help outdoor companies improve their communications, help conservation agencies and organizations do a better job, and help magazines, networks and others improve the information and entertainment they provide to you. This survey will be sent every quarter.

We will randomly pick five respondents to receive a \$100 gift certificate to the outdoor retailer of your choice.

*Thank you,
Southwick Associates and Laura Burgess Marketing*

First Hobie Kayak Fishing World Championships Sets Stage for Annual Event

OCEANSIDE, CA – After yielding fish, fun and new friendships, four Hobie Fishing Team members just returned from representing the USA in the first ever Hobie Kayak Fishing World Championships presented by Daiwa Australia and hosted by Hobie Australasia.

They were part of an 18-team roster from five countries that also included Singapore, Thailand, South Korea and Australia. The invitation-only international event was held Oct. 27-30 in Port Macquarie along the New South Wales coast. Their participation set the stage for what will become an annual event embracing a common passion for fishing that overrides language and cultural barriers.

The format paired two-person teams all in search of the elusive golden Bream, pound for pound one of Australia's most challenging game fish. Team USA included Keeton Eoff partnered with Jose Chavez and Morgan Promnitz with Jackie Smith. Participants competed in identically rigged Hobie Mirage Pro Anglers propelled by Hobie's patented MirageDrive system and fitted with Lowrance electronics. Live weigh-ins of the catches took place on each of the three days of competition. Team and individual champions were crowned based on total weight.

Steve Fields, managing director of Hobie Australasia, devised a platform in which visiting anglers were paired with local Australian experts and team members as mentors in navigating new waters and a new species.

"I think the Australian team set the stage for the entire event. They genuinely took us under their wings, taught us Bream fishing and obviously did it well," said USA team member and Hobie Fishing Product Manager Morgan Promnitz. After just two days of practice, Jose then took the lead on the first day of competition and no one was more proud than his mentor, Australian Angler of the Year, Greg Lewis, who commented that "If I don't win it, I want Jose to win!" Those words signified the spirit of the event.

The ensuing days brought location changes, heated competition, boisterous laughter and a tight race for the championship.

"Jose and I both fished well at different stages of the event, but just couldn't put it all together to compete for the team title," said USA's Keeton Eoff, Hobie's fishing marketing manager. "We finished third behind two good Australian teams, but we gave them a run for their money." Greg Lewis and Scott Baker took the World Championship team title and Greg Lewis the individual title.

During the final two days of the World Championships, international participants also had the opportunity to enter an Australian national competition, the Australian Bream Tournament kayak series Grand Finals, which coincidentally were being held at the same location. All international anglers eagerly accepted the opportunity to fish against Australia's best bream fishermen. Eoff ended up taking fourth place out of the 60 ABT anglers, a surprising finish for a bream fishing newcomer.

Steve Morgan, director of the ABT, said: "In the past three years, competitive bream fishing from kayaks has boomed in Australia. It was great to see Texan import, Keeton Eoff, excel in this competition. With just a very short period to learn the tackle and finesse that this species requires, he quickly displayed the consistency required to snare fourth place amongst Australia's best."

Keeton, Morgan, Jackie and Jose will have a year to plan how

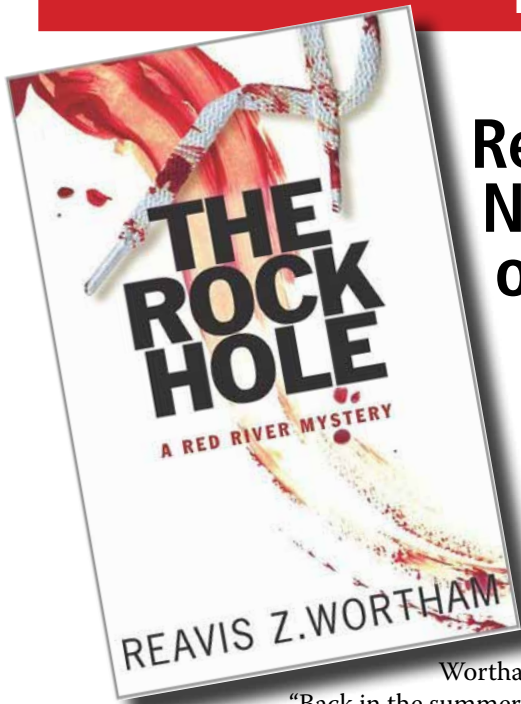
to reciprocate the huge welcome they received in Australia. The 2012 event will be held in the U.S. with dates and location to be announced later this winter.

Since 1950, Hobie has been in the business of shaping a unique lifestyle based around fun, water, and quality products. From their headquarters in Oceanside, Hobie manufactures, distributes,

and markets watercraft worldwide, including an ever-expanding line of recreation and racing sailboats, pedal-driven and paddle sit-on-top recreation and fishing kayaks, inflatable kayaks and fishing boats plus a complementary array of parts and accessories.

The media contact is Ingrid Niehaus at ingridn2@mindspring.com.





Reavis Wortham's "The Rock Hole" Named Among Top Fiction Books of 2011 by Kirkus Reviews

One of the latest works by TOWA Member and Past President Reavis Wortham has been recognized among the top 50 best fiction books by Kirkus Reviews.

In selecting "The Rock Hole" as one of the best fiction books of the year, Editor Elaine Szewczyk said: "While selecting this year's best fiction, Kirkus' reviewers and I engaged in a lot of arm wrestling, chair hurling and booze swilling. Not really. Though I may have just nailed the key elements of an Ernest Hemingway novel. The process was more cheery than all that: we singled out the books we loved reading most, the ones we would recommend to friends."

The review of "The Rock Hole," which was released on May 15, described Wortham's book as: "An accomplished first novel about life and murder in a small Texas town.

"Back in the summer of 1964, life is simpler, though probably no less fraught with evil. In Lamar County, Texas, Ned Parker's the law. He's a bit long in the tooth but still has that don't-tread-on-me look that county reprobates have learned to take seriously. And then there's Top, the constable's adoring and well-loved 10-year-old grandson. Through them, in alternating chapters, Wortham tells a story of grace under pressure, of what happens when a deranged and vicious predator decides that they're his promised prey. Local news sources tab him "The Skinner," and the label is chillingly apt. He starts with small animals, then proceeds to small human beings—mutilated, murdered, their corpses gruesomely displayed as trophies, an idiosyncratic array doubly intimidating in its lack of pattern. Lamar County cowers. Constable Ned is convinced that a vendetta is involved, and though the why of it remains murky, he can no longer doubt its intent. Something noxious is heading for the Parkers. It arrives with breathtaking suddenness, leading to a fast and furious climax, written to the hilt, harrowing in its unpredictability.

Not just scary but funny too, as Wortham nails time and place in a sure-handed, captivating way. There's a lot of good stuff in this unpretentious gem. Don't miss it."

TOWA members interested in touching base with Wortham – maybe to purchase a copy or two of his book – can contact him at reaviswortham@att.net.

TOWA COPY COPS

QUESTION: Is the word "pair" singular or plural? Depends; it's one of those pesky nouns that depends on notional agreement.

RULE: Because the word "pair" can be singular or plural, depending upon its usage, Merriam-Webster's Dictionary of English Usage (1994) lists "pair" as one of those collective nouns that take a singular or plural verb according to notional agreement. If you are thinking of the individuals in the pair, you will use a plural verb; if you are thinking of the pair as a unit, use a singular verb.

For example, you would correctly write: A pair of ducks are dabbling in the pond; a good pair of waders is essential.

Mossy Oak Break-Up Infinity Camo Panels Created by Georgia-Pacific

ATLANTA – Just in time for hunters building or repairing their blinds, Georgia-Pacific has introduced its 2011 camouflage structural panel featuring the new Mossy Oak Break-Up Infinity pattern from Haas Outdoors, Inc.

The panels are constructed of high-quality Blue Ribbon OSB, and are laminated with the camouflage pattern. Break-Up Infinity features six layers of depth, detail and definition.

Available at Lowe's Home Improvement stores, these panels can be used for the construction of deer stands and other temporary exterior applications, and have also been used in interior decorative applications.

"We're very excited about the new pattern from Mossy Oak," said Leslie Hutto, sales manager for Georgia-Pacific Wood Products. "They have been a great supplier to us and have given us access to their newest and most innovative patterns. Featuring the new Break-Up Infinity pattern on our camo panel enables us to offer Lowe's customers a way to share their passion for the Mossy Oak line."

Georgia-Pacific also offers decorative wall panels specifically for interior use that feature the Mossy Oak Break-Up pattern.

For more information about the product and Lowe's stores that stock camouflage panels, visit www.gpcamopanel.com.