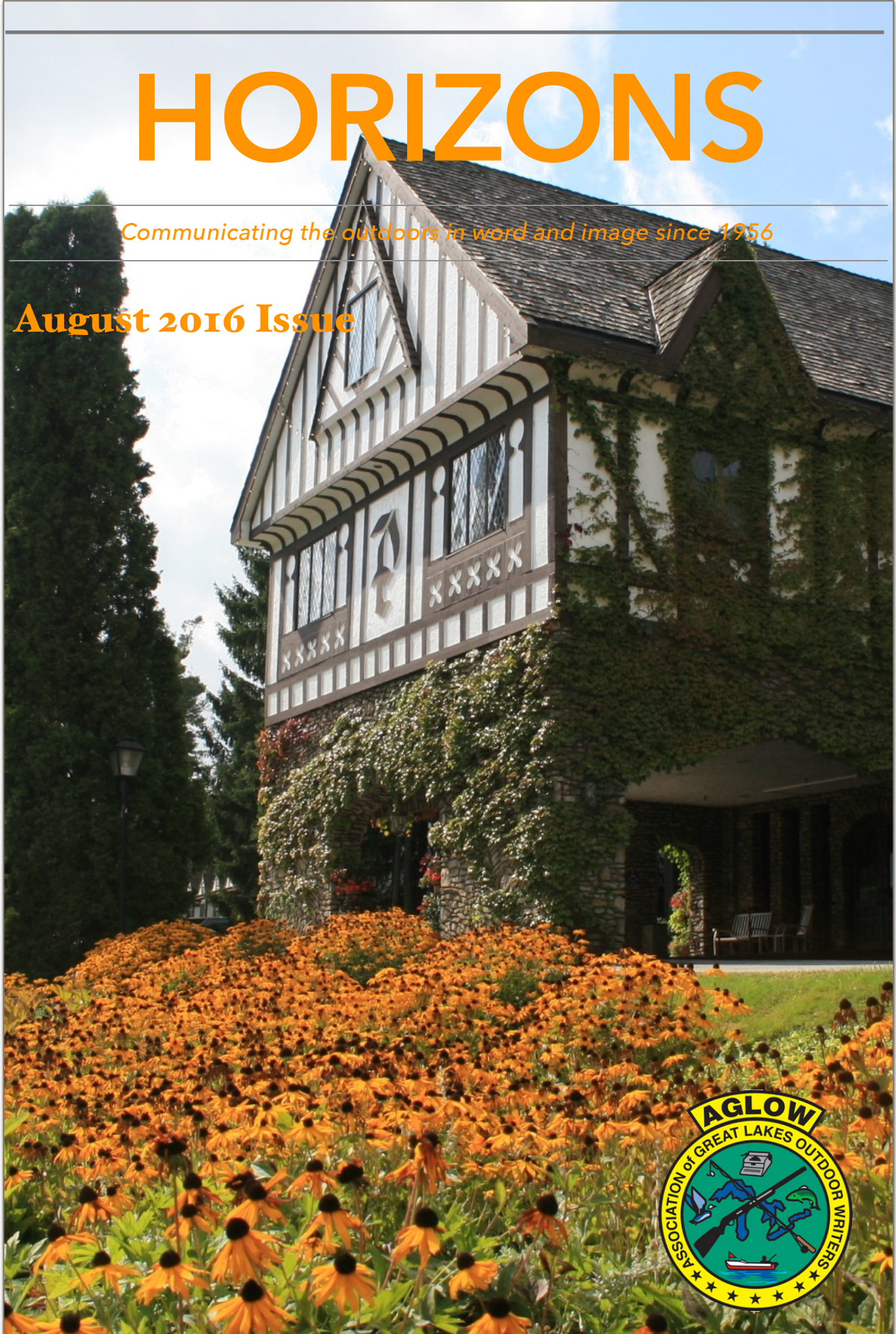


# HORIZONS

*Communicating the outdoors in word and image since 1956*

**August 2016 Issue**



## *Special Room Rates*

The reduced room rates for the AGLOW Annual Conference block have been extended until the rooms run out. The special pricing that was to have ended on August 9, has been extended indefinitely or until the block of rooms runs out. Kim Kantola at Peek'n Peak Resort has extended this generous offer to AGLOW Members in an effort to keep costs reasonable to attend. To reserve your room please contact Peek'n Peak Resort by phone at (716) 355-4141.

Conference registration is also still open by logging in at [www.aglowoutdoors.com](http://www.aglowoutdoors.com). Be sure to check out the schedule of events set to take place at the 60th Annual Meeting of AGLOW! One of the biggest changes this year will be the expanded shooting day activities. This year it will be a full-day of fun at the range.

### *Helpful Links*

For Conference room reservations and information about Peek'n Peak Resort:

(716) 355-4141

For Conference Registration and access to the new and improved AGLOW website:

[www.aglowinfo.org](http://www.aglowinfo.org)

For Information about the Chautauqua, NY area:

[www.tourchautauqua.com](http://www.tourchautauqua.com)

## *Pre and Post-FAM Trips*

The Pre and Post FAM trips are filling up fast. Be sure to check in with either Andrew Nixon or Craig Robbins at the Chautauqua County Visitors Bureau for availability. They can also get you signed up for any of the Thursday "Day Afield" activities.

[nixon@tourchautauqua.com](mailto:nixon@tourchautauqua.com)

[crobbins60@gmail.com](mailto:crobbins60@gmail.com)

(716) 357-4569

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# President's Column

by **Jim Zaleski**

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It's that time again, soon we will be converging on Chautauqua, New York and the Peek'n Peak Resort. Coming together for the 60<sup>th</sup> time at the Association of Great Lakes Outdoor Writers Annual Conference. I don't know about you all but the time has simply flown by.

We have had some changes along the way and despite new people in leadership roles it doesn't look like we will miss a beat. Even with a retread president we have made great strides and I think you will notice some new and exciting opportunities at the annual conference.

We will also celebrate a new website, more user friendly and easier to navigate. The new site will allow members to search for the information they need quicker and easier, including on-line registration for events.

We have also revamped our shooting day into something bigger and better. Now known as the "AGLOW Hunting & Shooting Sports Breakout/Shooting Day" it has added to what was once called the "shooting afternoon." This new, day-long event comes with a breakout style set up, captive media audience and a host of great new features.

All hunting and shooting corporate participants are being offered the opportunity to set up their product displays at the range in addition to hosting more traditional shooting demonstrations. This event does not take the place of AGLOW's regular "Break-Out" day. Rather, we hope to offer the opportunity for corporate members to reach our membership, where products can be used and demonstrated in the setting in which they were intended.

Thursday morning's "in the field" will feature such a great selection of opportunities to spend time outdoors it is going to be difficult to choose just one. Leading the pack is an early season goose hunt. Of course there is also Lake Erie walleye charter fishing and inland fishing opportunities for bass and muskies on Chautauqua Lake.

Peek'n Peak Resort will be also be providing several opportunities right on site at the conference location. These include zip lining, a mountain adventure course, and golf.

Another choice on the outdoor activity menu is a Hawke Optics bird watch at the [Audubon Nature Center](#) in Jamestown and an inside look at the [Roger Tory Peterson Institute of Natural History](#). If you have not signed up for your selected "day in the field" event do so quickly as space is limited

Before I sign off, I want to throw a huge thank you to our upcoming hosts. Chautauqua and their representatives have been outstanding to work with and really stepped to the plate when a few curve balls were thrown our way due to changing construction schedules. I look forward to seeing you all in New York in September, safe travels.

I also want to wish Tina Brunell from the Mercer, WI Chamber of Commerce a speedy recovery from her ATV accident. As we enjoy the outdoors we all know that there is a certain amount of risk we accept in our endeavors, we willing accept these risks because the alternative of not enjoying the outdoors is unthinkable. Tina, from the entire AGLOW family, get well soon and god bless.

Jim Zaleski, AGLOW President  
Serving at the pleasure of the membership

# AGLOW 60th Anniversary Annual Conference

## Schedule of Events

Saturday, Sept. 10 & Sunday, Sept. 11

Pre-Conference Trips available to media members:

- Lower Niagara River Fishing
- Lake Ontario Fishing
- Warren, PA Fishing
- Chautauqua County Goose Hunting

Sunday, Sept. 11

5:00PM: **Mercer, Wisconsin Presidents Reception and Branson Lakes Area CVB Presidents Dinner Cruise on Chautauqua Lake** (RSVP ONLY).

Monday, Sept. 12

- 8:30am – NOON: AGLOW Board of Directors Meeting (Dorchester Room)
- 8:30am – 4:00pm: Conference Registration Table Open (Lobby Area)
- 8:30am – 2:30pm: Press Room Open (Mezzanine above Lobby)
- 10:00am – 11:00am: Keynote Tourism Workshop (Cambridge Room)
- 11:30am – 12:45pm: **Plano Synergy Welcome Luncheon** (Lodge at Peek'n Peak)
- 12:45pm – 2:30pm: Tourism Members set up for Destination Outdoors (Retreat)
- 1:00pm – 1:30pm: New Member Orientation (Sherwood Room)
- 1:00pm – 1:30pm: Past Presidents Meeting (Cambridge Room)
- 1:00pm – 1:30pm: Spouse Reception (Gazebo at Lower Golf Course)
- 2:00pm – 2:30pm: General Membership Meeting (Crown Room)
- 2:30pm – 4:30pm: **Destination Outdoors-Tourism Break-Out** (Retreat)
- 2:30pm - 4:30pm: **Zippo Outdoor Tourism Break-Out Hospitality** (Retreat Lounge)
- 5:00pm – 6:00pm: **Chautauqua Welcome Reception** (Lodge Deck Area)
- 6:00pm – 8:00pm: **Chautauqua Welcome Dinner and Program** (Lodge)
- 8:00pm – Midnight: Bismarck-Mandan Hospitality Suite (Nottingham Room)

Tuesday, Sept. 13

- 7:00am – 8:30am: **Yamaha Marine Newsmaker Breakfast** (Crown Room)
- 8:30am – 11:30am: Conference Registration Table Open (Lobby Area)
- 8:30am – 11:30am: Press Room Open (Mezzanine above Lobby)
- 8:45am – 9:00am: Load Buses for 9am departure to AMVETS Shooting Range
- 9:00am: Spouse Tour Departs
- 9:30am – 10:30am: Shooting Day Orientation (AMVETS, Sugar Grove, PA)
- 10:30am – 12noon: Hunting & Shooting Sponsors Break-Out (AMVETS)
- 12noon – 1:00pm: **NSSF Shooting Day Luncheon** (AMVETS)
- 1:00pm – 3:30pm: Shooting Day Activities (AMVETS)
- 3:30pm: Return to Peek'n Peak
- 5:15pm: Buses Depart Peek'n Peak for Ram Trucks Evening Away (RTPI)
- 6:00pm – 8:30pm: **Ram Trucks Evening Away Reception/Dinner & Ducks Unlimited Awards in Craft Program** (Roger Tory Peterson Institute)
- 8:30pm: Buses return to Peek'n Peak
- 9:00pm – Midnight: Traverse City Hospitality Room (Nottingham Room)

## Annual Conference Schedule Continued.....

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### Wednesday, Sept. 14

- 7:00am – 8:30am: **Zippo/Case Museum Newsmaker Breakfast** (Crown Room)
- 8:30am – Noon: Conference Registration Table Open (Lobby Area)
- 8:30am – 1:15pm: Media Room Open (Mezzanine above Lobby)
- 8:45am – 9:25am: Learn-It Session: Hannah Storehouse Hudson (Sherwood Room)
- 8:45am – 9:25am: Learn-It Session: Gary N-ski (Cambridge Room)
- 8:45am – 9:25am: Learn-It Session: New Communication Committee (Crown Room)
- 9:25am – 9:35am: **Sure Shot Morning Break**
- 9:35am- 10:15am: Learn-It Session: Dan Stefanich (Sherwood Room)
- 9:35am- 10:15am: Learn-It Session: Jason Robinson Ph.D. (Cambridge Room)
- 9:35am- 10:15am: Learn-It Session: Brian Lindberg (Clam Outdoors) (Crown Room)
- 10:15am-10:25am: **Lake of the Woods Morning Break**
- 10:00am: Spouse Tour Departs
- 10:20am – 11:00am: Learn-It Session: Alberto Rey (Sherwood Room)
- 10:20am – 11:00am: Learn-It Session: Sherri Mason Ph.D. (Cambridge Room)
- 10:20am – 11:00am: Learn-It Session: Scott Brauer (Clam Outdoors) (Retreat Building)
- 11:15am - 12 noon: Corporate Member Meeting (Crown Room)
- Noon – 1:00pm: **Toyota Scholarship and St. Croix Rods Luncheon** (Royal Court)
- 1:30pm – 4:30pm: **Super Break-Out Afternoon** (Retreat)
- 1:30pm - 4:30pm: **Real Avid Break-Out Hospitality** (Retreat Lounge)
- 6:30pm – 7:00pm: **Clam Outdoors Golden Glow Reception** (Lodge Deck Area)
- 7:00pm – 8:45pm: **Clam Outdoors Golden Glow Banquet and Awards** (Lodge)
- 9:00pm – Midnight: **2018 Bidders Hospitality Room** (Nottingham Room)

### Thursday, Sept. 15

- 4:00am – 6:00am: Hunters and Fishermen Grab and Go Breakfast (Crown Room Foyer)
- 5:00am: Goose Hunters Depart
- 6:00am: Fishermen Depart
- 6:30am – 8:30am: Newsmaker Breakfast (Crown Room)
- 8:30am: Other Morning Afield Trips Depart
- 8:30am – 4:00pm: Media Room Open (Mezzanine above Lobby)
- 9:00am: Spouse Tour Departs
- 1:00pm – 2:00pm: **Whitetails Unlimited Luncheon** (Woods'n Wedges, Upper Course)
- 2:15pm – 2:45pm: Board Meeting (Dorchester Room)
- 2:30pm - 5:00pm: Ziplines, Golf & Panama Rocks Photo Safari
- 5:00pm - 7:00pm: **USCCA Laser Training Course** (Retreat)
- 6:00pm – 7:00pm: **USCCA Reception** (Retreat)
- 7:00pm – 10:00pm: **Howard Communications Pizza & Wings Buffet and AGLow Auction** (Retreat)

### Friday, Sept. 16

- Post-Conference FAM Trips

# Conference Highlights Part II

## *Learn-it Session Speakers*

### “Plastic Pollution within the Open Waters of the Great Lakes”



A native of Texas, Dr. Sherri A. Mason (aka “Sam”) earned her bachelor’s degree from the University of Texas at Austin. She completed her doctorate in Chemistry at the University of Montana as a NASA Earth System Science scholar. She is currently a Full Professor in the Department of Chemistry and Biochemistry at the State University of New York at Fredonia. Though her background is in atmospheric chemistry, her research group is now poised at the forefront of research on plastic pollution. As co-PI on the first-ever survey for plastic pollution within the open waters of the (Laurentian) Great Lakes, her research group is among the first to study the prevalence and impact of plastic pollution within freshwater ecosystems and, as such, has been featured within hundreds of mass media articles including the New York Times, the Huffington Post, and National Public Radio’s All Things Considered. The research work of her lab formed the basis for the Microbeads-Free Water Act, which bans the manufacture and use of microbeads within personal care products effective July 2018, signed into law by President Obama in December 2015. In April 2016, as the result of a nomination by US Senator Kristin Gillibrand (NY), Dr. Mason was named a 2016 EPA Environmental Champion owing to her research and advocacy work on microplastic pollution.

### “Walleye Acoustic Telemetry”



Jason M. Robinson, Ph.D is an Aquatic Biologist with the New York Department of Environmental Conservation. He is currently working out of the NYSDEC Lake Erie Fisheries Research Unit. He received his Ph.D. from the University of Maryland and has an extensive background in various aspects of fisheries and environmental research. Learn how biologists use acoustic telemetry to track the movements and habits of walleyes in Lake Erie to monitor their migration patterns.

"Aquatic Insects...feed-em what they want"



Scott Brauer calls Gasport, NY his home and is a premier Ice Fishing Educator. He spends much of the hard water season offering his unique style of hands on lessons either on his Think Tank, on ice or in a classroom. Scott is also a professional angler and the owner and brain child of Makiplastic Inc. Scott and Makiplastic are “match the hatch” believers; as a company they make over 30 aquatic insects and as a teacher, his in-depth conversations always turn into lessons from fish, about the biology of lakes and land, life cycles and the food chain. Scott travels the ice belt promoting the great sport of ice fishing. It’s not uncommon to see an appearance from Scott at most ice fishing venues. Whether fishing toe to toe at a tourney or teaching at a kid’s clinic, his emphasis is on helping others find their passion for understanding fish and fishing!

“Matching Rods to Situational Fishing: Choose your Weapons Wisely”



Brian Lindberg has dedicated his entire career to the outdoors with such companies as In-Fisherman, Game & Fish, FLW Fishing and Clam Outdoors. He is an avid angler, guide and tournament fisherman on the Minnesota AIM Walleye Series. <sup>3</sup>I have had the privilege of learning the best techniques by some of the world’s best anglers<sup>2</sup>. Currently Brian handles the creative work for Clam Outdoors and continues his pursuit of any and every species of fish.

“It’s never about the Hammer, It’s always about the Carpenter”



Gary N-ski is an award winning outdoors photojournalist/communicator for over 40 years. His work has been published in the Milwaukee Journal Sentinel, Wisconsin State Journal, The Missoulian, Montana Trails Magazine, Anchorage Times, Pheasants Forever, Country Magazine and Hometown Newsgroup, Wisconsin Academy of Arts & Science, Lodi Valley News.com ..to name a few.

He was the Photography Coordinator for UW-La Crosse - Mass Communications Dept., Photography Instructor for the University of Alaska, Madison Area Technical College, and the Glacier Conservatory of Music and Fine Arts -Whitefish Montana.

# Chautauqua County Goose Hunting

by Craig Robbins

There are four separate regular goose seasons in Chautauqua County, New York. AGLOW members will be taking part in the early/resident goose season, September 1-25. With liberal bag limits of 15 per day during the early season and 5 per day during the regular and late season. During the three different seasons in 2016, a goose hunter will experience just about all different types of fall/winter weather and hunting conditions.

Chautauqua Lake offers great public access for waterfowl at Prendergast Point and Tom's Point. With permission, hunters can gain access to lake front properties. If you enjoy the idea of hunting hard to hunt places but are not up to walking, then Conewango Creek will be more to your liking. Floating or canoeing the Conewango works well during the late season.

For hunters hunting geese on the fields, Chautauqua County offers everything from the corn, alpha and oat fields.



Photo Courtesy of Craig Robbins



## Executive Director's Message

by Mark C. Smith

The past few weeks I have been putting the finishing touches on the upcoming conference in Chautauqua, New York. The question that has been weighing heavy on my mind is this: "How do I provide an enjoyable conference, at a beautiful location, with great meals, informative speakers, awesome fishing and hunting opportunities, complete with hospitality rooms every night overflowing with yummy snacks and free drinks to all members in attendance, all the while, providing story-lines, radio and television interviews, magazine and newspaper articles and some sort of measurable return on investment to our corporate members and hosts?" Wow, that was one hell of a question (heavy too).



I learned early on that AGLOW is blessed with two things: the most gifted and talented outdoor communicators in the media industry AND the most generous corporate sponsors. AGLOW conferences provide a platform for building relationships that reach far beyond trading hooks and bullets and hotel room nights for ink and paper. Our unique format allows the movers and the shakers from the four pillars of the industry to truly network and prosper. Those four pillars being Media, Outdoor Goods & Services, Travel, and Organizations. The fact that all four member types that make up our ranks can come together at a conference and share a dinner table, a duck blind, a boat, a drink and a song around the campfire is what makes this organization truly unique.

The way I see it, two things need to happen to make sure that this never ends. First, as Media Members we need remember that in exchange for meals, drinks, trips and grab bags filled with goodies, there is an expectation that you will do what it is that you do best, produce media. Second, as Corporate Sponsors and Hosts it is important to let the Media Members know exactly what you would like in return and where you would like to see it.

Tina Brunell and I tried a little experiment during the Cast and Blast in Mercer, Wisconsin this spring. I asked her to produce a small card that asked each media member for several very specific things. She asked for a sentence or two, and a paragraph or two, testimonial about the area. She also asked for a feature article as well. Then I asked her to list out on the card all of the media outlets that the Mercer Chamber used; email address, Facebook account, Twitter hashtags, Instagram and so on. She produced the cards and Tina or a staff member approached every attendee and went over the card with them.

The result, according to Tina it was the biggest return they had ever experienced when measuring Media ROI. As a matter of fact, her board of directors started seeing social media results within two hours of the start of the event.

So, it appears that all it takes is a little communication, and after all, we are Professional Communicators!

# Tourism Trends

## Tourism Budgets Under Attack

*By Bob Holzbei*



“Should Tourism Support Environmental Protection?” read the page one headline by Kelly vanFrankhuyzen, Capital News Service in the July 29, 2016 issue of the Manistee News Advocate!

What’s behind the issue? Remember the Flint Water crisis? Where will the money come from to fix the problem? Is Flint just the tip of the iceberg? Imagine the number of Michigan communities that also have deteriorating and outdated water supply systems?

The Pure Michigan Campaign in its tenth year has a current budget of 33 million, and water plays a key part in advertisement campaigns.

“Michigan’s top three industries,” include automotive, agriculture and tourism,” stated vanFrankhuysen.

Michigan has “more than 3,288 miles of shoreline, 11,000 inland lakes, and 36,000 miles of rivers; the Great Lakes contain 1/5<sup>th</sup> of the world’s fresh surface water and nine-tenths of the U.S. supply” according to Michigan Sea Grant research.

Surprised? Discussion has begun on local levels to raid tourism budgets to support police, fire and ambulance services in Traverse City, Michigan to offset the costs of the National Cherry Festival which brings in large numbers of tourists. Discussion continues for tourism budgets to support environmental issues. What’s next?

How will successful tourism bureaus respond? The movement to raid tourism budgets is underway. Unified action is needed NOW to protect successful marketing campaigns that have taken years to develop!

Local budgets might be the first line of attack, followed by regional budgets and finally the 33 multi-million dollar Pure Michigan Budget.

## We Need a Bigger.....

*by Mike Schoonveld*

One of my favorite lines ever uttered by a movie actor is from *Jaws*. Upon seeing the big shark up close and personal for the first time, Sheriff Brody backed away from the transom and said, "We need a bigger boat!"

Last week I flashed on that line as I saw the big fish at the end of my fishing partner's line. In this case it wasn't a shark. It was a musky. And we didn't need a bigger boat, we needed a bigger net.

I was at Lake Chautauqua in western New York with a disparate band of writers, photographers and videographers from the Association of Great Lakes Outdoor Writers on the association's annual "Cast and Blast." (The "blast" part of the party was turkey hunters.) Fishing Lake Erie was on my agenda when I signed up for the outing. In early May, the smallmouth bass and walleye season at eastern Erie is normally going strong.

Due to the tough winter, eastern Erie was still littered with floating ice bergs. No fishing there. So we subbed-in Lake Chautauqua, one of New York's "finger lakes," and the organizers hustled to find licensed guides and avid Lake Chautauqua fun fishers to take out the ten fishermen invited to the party. I fished on the first day with Mike???

Chautauqua has a variety of game fish in it. It's renowned as a bass lake, mostly smallmouth bass, but also home to largemouth bass. There are millions of perch in the lake, a good crappie population, one of our group caught a channel catfish and there are muskellunge. There are enough muskellunge, often just called "muskies," that a small contingent of local guides offer muskie-fishing trips as one of the options available if you are in the area.

My host angler was not a muskie guide. We were fishing a ten-foot-deep area, just starting to fill with submerged vegetation when Mike reared back on his rod saying, "there's one."

He'd been casting a medium depth crankbait that retrieved just above the sprouting bottom plants. In just a few seconds we realized what had grabbed his lure wasn't a smallmouth bass. The medium-light rod he was using was bent over to the max.

He was hooked to a muskie!



***Long-time AGLOW member Rich Creason from Anderson, Indiana hefts an awesome Chautauqua Lake Musky.***

***There will be multiple opportunities throughout the conference to get out on Chautauqua Lake and chase the elusive "Water Wolf" and if you go, be sure to ask Captain Mike Schoonveld to borrow his giant musky net!***

## We Need a Bigger.....continued

“Get the net,” Mike ordered and he told me where it was stored. It was a bass net, or for crappies, or for any fish measured in inches, not in feet. Barely 18-inches in diameter, this was not the correct net to use to boat a fish that measured in feet.

Muskellunge have razor-sharp teeth. Teeth that will slice through regular fishing line like a hot knife through butter. The fact that this fish hadn't sliced through the line meant one thing. The fish was caught on the tail hook of the lure and that meant the belly-hook of the lure was dangling free.

That's when I told Mike, “We need a bigger net!”

“That's the only net I have,” said Mike. “Go for it!”

Reluctantly, I slid the net deep under the fish as Mike guided it near the boat. It appeared to be three feet long or more. I was hoping the fish would curl, the dangling hook wouldn't catch in the mesh of the net and I could lever the fish into the boat. Wishing and hoping isn't good enough.

As I lifted the net, the front trebles of the crankbait snagged in the net, the fish stiffened and in an instant, all we had were memories of the fish vanishing back into the depths.

The next morning I was paired with fellow writer, Rich Creason and local angler, Tim Creighton. This time Rich was the lucky angler who hooked into a musky. Double-lucky was the lure it bit was a single-hook, tube-jig.

“Get the net,” Tim asked and I complied. The net was a Frabill, 40-inch “Hiber Net.” The nice thing about these Frabill nets is the mesh of the net collapses into the handle for easy storage. The bad thing about the 40-inch model is it expands to only an 18-inch triangle.

The first four or five attempts to net the fish simply flipped the fish over and caused it to dive back to the depths. With only a single hook, luckily, it didn't snag in the net. Eventually, the fish fell perfectly, and curled into the mesh and was brought on-board. The fish measured 41-inches.

The moral of this story is if you are fishing Lake Chautauqua-or any other lake that has an abundance of super-sized fish-don't bring a miniature landing net to the party.



## Walleye Action Hot in Erie's Eastern Basin

*By Bill Hits, Jr.*

Lake Erie, the shallowest of the Great Lakes, was made for walleye fishing. It truly is the walleye capital of the world when you consider total numbers of fish being harvested and the overall population in this Great Lake. For anglers in the know, the Western Basin of the lake holds a majority of the fish – the primary spawning grounds for old marble eye. However, in the summer, when a nomadic school of adults head east on a feeding frenzy, the area off New York's shoreline can be as dynamic as it gets.

"The big driver in the summer months is the fish from the Western Basin," says Don Einhouse, Lake Erie Unit Leader and a fisheries biologist with New York State Department of Environmental Conservation (DEC). There is a large population of walleye that move down each summer. The warmer the summer, the farther east they go as they gorge themselves on emerald shiners, smelt, perch and gobies – a smorgasbord of forage food. However, these aren't the only walleye that are available to anglers. There is also local fish that spawn on the reefs and shoals like Van Buren, Myers, Seneca and others. In addition, there are a fair number of fish that spawn in the tributaries like Smokes and Cattaraugus creeks.

New York's walleye season kicks off the first Saturday in May, allowing for anglers to keep up to six fish per person per day at least 15 inches in length. The first month of the season is usually confined to shoreline trolling at night because of the clear water associated with the Eastern Basin of the lake. It's in June, July and August that the lake fishery traditionally takes off for local walleye fanatics.

Capt. John DeLorenzo of Niagara Falls (Niagara River Guide Service; [www.niagarafishing.com](http://www.niagarafishing.com); 716-998-9680) has been guiding the waters of Western New York for 30 years. June, July and August are his primary months to pursue walleye, targeting both populations of fish that are available to anglers that time of year. "We basically fish the locally-spawned walleyes that frequent near-shore structure as well as the migrating school of fish that move down from the western waters of the lake," says DeLorenzo, a real student of the fishery.

"In the beginning of June, I'll target the fish in 20 to 25 feet of water. These fish will adapt to the first structure that they encounter after spawning. Many of these are four to five year old fish in the 18 to 23 inch range ... good eaters. I prefer more of a basic approach to catching these fish, using a three-way rig set-up to bounce the bottom. Customers can either hold the rod in their hands or they can use a rod holder and pay close attention to the rod tip."

DeLorenzo uses seven-foot medium-light action Gander Mountain Guide Series rods outfitted with Daiwa Accu-Depth line counter reels, the latter a requirement for this kind of fishing. "When I start catching fish, I'll know exactly how far I'll need to put my bait back to get into the fish zone."

His main line is a 20 pound Power Pro braid that provides both strength and sensitivity to the three-way swivel. A five foot leader of fluorocarbon line – 15 pound test of either Seagar or P-Line – connects to a worm harness of choice. A drop line with a pencil lead weight (two or three ounces) completes the set-up, 18 inches from the swivel.



## Walleye Action.....Continued

The worm harnesses are a fish favorite. “Walleyes love worms,” says DeLorenzo. “I basically use a ‘match the hatch’ type of presentation. To imitate an emerald shiner, I run a harness that has blue or green beads with silver No. 4 willow leaf blade. For perch color, it’s green and orange beads with green/chartreuse blade. Goby imitations might be black and purple beads with a copper blade. Watermelon is also a popular color combination using green and pink as the primary colors. If you run a little slower, some of the guys like to use a No. 3 or 4 Colorado blade.

Speed is a critical component for fishing walleye on structure like this. There is no need for speed. The fish seem to prefer s-l-o-w. DeLorenzo uses an electric trolling motor rigged to his bow to start his trolling movement at just over one mile per hour. He’ll vary his speed from 1.2 to 1.4 until he starts to hit fish and then replicates that as best to continue to catch fish. And when he does see some success, he goes right back to that same spot, paying attention to all the details like depth, direction, harness color and speed. You don’t need an electric trolling motor to be successful, but in shallower depths it may help with the stealthy approach for these light-sensitive fish. Smaller outboards will also work for you and so will drifting if the winds are right. DeLorenzo fishes out of a Lund 2025 Pro-V so you don’t need a bigger boat to take advantage of this fishery. In fact, it may be an advantage to be in a smaller boat as far as maneuverability.

“I don’t like a lot of fishing tackle out when I’m targeting walleye early in the month,” says DeLorenzo. “I use a four rod set. The two front rods will have three ounces of weight on them; the two back rods have two ounces of weight. Let’s say the front rods need to be let out 85 feet on the counter to maintain contact with the bottom. The back rods may be 110 feet back. When a fish hits, I can get another rod out to the same depth quickly and efficiently – no messing around. I also use my depth finder religiously. You should be marking fish on the structure. If you are not, then move out of there and find the fish.”

As the season progresses, the same techniques can be employed but in slightly deeper waters. “The fish come off that 20 to 25 foot bottom structure to the next lower level of depth that will vary from 30 to 40 feet. As the waters continue to warm, fishing for walleye during the day becomes a bit more difficult on these local structure fish, but they can be caught all summer long. You will have to work for them and concentrate your efforts under low light conditions. Night fishing for walleye on this structure can be very good. This is where the nomadic school of walleye comes into play, a very effective option for fishermen that can be extremely productive all day long – if you don’t limit out first.

“Just look for the boats,” says DeLorenzo. “This is what many of the local walleye fishermen look for, a massive school of fish that are normally suspended, feeding on bait fish.” This is when DeLorenzo will utilize planer boards with lead core line, spreading out his presentation to target suspended fish. How much lead core depends on where he’s marking fish on his graph. There are also plenty of fish on the bottom so the three-way rigs are also very effective. If you have downriggers, this is a perfect approach for controlled depth fishing for suspended walleye. One favorite tactic of local anglers is to place a floating stickbait beneath the school of fish with a downrigger. Pop the lure from the rigger and let the lure float up through the school of fish and wait for the bite as your trolling propels you forward.

The Eastern Basin of Lake Erie does offer anglers a different type of experience if you want to catch walleye in the heat of summer. For a copy of a free Western NY Hotspot Fishing Map, call 877-FALLS US or visit [www.niagara-usa.com](http://www.niagara-usa.com). This includes many of the “hot spots” for the Eastern Basin, as well as where area boat launches are located. It also provides a list of charter captains and bait shops in Chautauqua, Erie and Niagara counties. In addition, DEC offers a weekly fishing report and hotline at (716) 855-FISH or [www.dec.ny.gov](http://www.dec.ny.gov).

# Proposed Media Members

**Jared Bohm:** Jared is a full time freelance writer from Appleton, WI who works in the categories of newspaper, magazine, web and books. His work regularly appears in: Concealed Carry Magazine, Appleton Post Crescent, Deer & Deer Hunting Magazine, Fond du Lac Reporter, Fur-Fish-Game Magazine, Ice Fishing Magazine, Milwaukee Record, Oshkosh Northwestern, Predator Hunting Magazine, Trapper & Predator Caller, and Turkey & Turkey Hunting Magazine. He was referred for membership by Kevin Michalowski.

**Wayne Brewer:** Wayne is a freelance writer from Seneca Falls, NY. He is the current President of the New York State Outdoor Writers Assoc. He was referred for membership by Dave Barus.

**Ed Combs:** Ed is a full time outdoor communicator from Iola, WI who works in the categories of magazine and web. His work appears in: Concealed Carry Magazine, [www.concealedcarrymagazine.com](http://www.concealedcarrymagazine.com), [usconcealedcarry.com](http://usconcealedcarry.com), [www.browning.com](http://www.browning.com), [www.aliengearholsters.com](http://www.aliengearholsters.com), [www.awwba.com](http://www.awwba.com), on YouTube ("Clear Impact" and "Is It Cover?" video series), and Badger Sportsman. He was referred for membership by Kevin Michalowski.

**Austin Creamer:** (Student) Austin is from Hartington, NE and works as an intern, cameraman and editor for Outdoorsmen Productions.

sponsored by Gary Howey

**Carla Dickman:** Carla is from West Bend, WI and is a full time outdoor communicator. She works in the categories of magazine, web and books. Her work can be found in Concealed Carry Magazine, Concealed Carry Report USCCA Blog Guns, Freedom & The American Dream. She was referred for membership by Kevin Michalowski.

**John Hoffman:** John is from Memphis, TN and works as the Photo Editor for Ducks Unlimited. His work is published in each edition of DU Magazine. He is also a freelance writer and photographer. He was referred for membership through the Toyota Scholarship Program.

**Jack Payne, Jr.:** Jack is from Zeeland, MI and works in the categories of newspaper, magazine, radio and photography. His work appears in the Hastings Reminder and the Zeeland Record Newspapers, Mid-West Outdoors, Woods-n-Waters and Fur-Fish-Game Magazines.

**James Proffitt:** James is from Marblehead, OH and works in the categories of newspaper, photography and blog. His work appears in Ohio Outdoor News, guest blogger for Ohio's tourism site, Lake Erie Living.

**Michael Shea:** Mike is from Willeysville, NY and is a Contributing Editor, Field & Stream, and Atlantic Flyway Migration Editor, Ducks Unlimited. He was referred for membership through the Toyota Scholarship Program.

**Drew Youngedyke:** Drew is from Ann Arbor, MI and is the Editor of Michigan Out-of-Doors magazine, Chief Information Officer for Michigan United Conservation Clubs. Host of the Michigan Out-of-Doors podcast and a guest on the Mike Avery's Outdoor Magazine, Trails'n'Tales, Michigan Outdoor Adventures and Wild Michigan talk radio shows. Referred for membership through the Toyota Scholarship Program.

## Proposed Corporate Members

**Biologistix:** Tonawanda, NY. Contact: Gary Steszewski. Distributor of a product called Celox that stops bleeding fast. Celox was developed for the military and has been proven to save lives on the battlefield. We are now bringing Celox technology that stops bleeding fast and saves lives on the battlefield to the consumer markets. There are many bleeding instances and some potentially life threatening accidents that frequently occur outdoors. Celox is the perfect product to have on hand to be prepared for the unthinkable especially when you are miles away from help. Referred by Bill Hilts, Jr.

**K & J Outdoor Products:** Cherryvale, KS. Contact: Kevin Redford. Company whose goal is to develop innovative products that help outdoor enthusiasts complete sport or work projects and tasks in a better way. Our first product due out by August 1, 2016 is called TWO WAY Fillet™, a patented innovative fish cleaning system, Fillet A Better™. Referred by Jim Zaleski.

**Lucky John USA, LLC:** Andover, MN. Contact: Sean Warner. Lucky John USA and Norfin USA are the flagship fishing tackle and outdoor apparel lines of the Salmo Group, Ltd. The Group was formed in 1988, specializing in the manufacture of high quality fishing lures, tackle, outdoor clothing, and accessories. Today, the Salmo Group, Ltd. company has developed 5 brand names with regional administrative, production, and storage facilities in 8 different countries in Europe and Asia. Currently, Salmo brand name products are available in more than 25 different countries, with further expansion planned in both the Western and Eastern hemispheres. The Salmo Group, Ltd. has become a major and influential player in the fishing tackle industry in both Europe and Asia, and looks forward to establishing its reputation of “Authentic Heritage” within the North American sport and recreational angling marketplace. Referred by Bill Hilts, Jr.

**Sellmark Corporation:** Mansfield, TX. Contact: Cole Justice. Sellmark is dedicated to making brands that sell and has accomplished this by developing, acquiring, manufacturing, marketing, selling, and distributing outdoor products. Including these brands: Firefield, Pulsar, Sightmark, 12 Survivors and Southern Crossbow. Referred by Brian Smith.

**W.R. Case & Sons Cutlery:** Bradford, PA. Contact: Fred Feightner. W.R. Case & Sons Cutlery Company is an American manufacturer of premium, hand-crafted knives that are passed down for generations. Based in Bradford, Pennsylvania, Case’s offerings cover a wide range of product categories, from traditional folding pocket knives and fixed blade sporting knives to limited production commemoratives and collectables.

**Al’s Goldfish Lure Co.:** Bedford, ME. Contact: Mike Lee. Al’s Goldfish Lure Co., produces and distributes a this classic fishing lure and accessory line which is being resurrected with great American Made Products.



# Panama Rocks (Yes it does!)

*by Dan Small*



If you are traveling to the AGLOW conference and want to add an out-of-the-ordinary side trip to your itinerary, you'd be hard pressed to find a more fascinating place than Panama Rocks. Located just 15 minutes from Bemus Point on Chautauqua Lake and 25 minutes from Peek 'N Peak, Panama Rocks Scenic Park is a half-mile long ridge that once was a series of islands in a vast inland sea that stretched as far west as present-day Utah.

The park's geologic history in itself is remarkable. Earthquakes some 165 million years ago lifted the rocks from the ancient sea bed, and then the last glaciers, which ground through the region a mere 10,000 years ago, carved a labyrinth of crevices, passageways and caves in the soft conglomerate. The formations here are reputed to be one of the most extensive examples of glacier-cut ocean-quartz conglomerate in the world. Visitors today can explore this natural wonder.

I stopped at the park on my way home from the AGLOW Cast & Blast in May of 2015, and park manager Jonathan Weston gave me a walking tour of the mile-long loop trail that circles the most striking rock formations. The ledges and caves themselves are beautiful, but native plants from tiny ferns to giant hemlocks, and fauna from red efts to turkey vultures add to the richness of this special place.

Weston, who grew up on the site, is well versed in the area's history. His tales of the inhabitants from prehistoric Mound Builders to 19<sup>th</sup>-century bank robbers' gold caches and counterfeiters' hideouts give a visitor the sense of walking back through time.

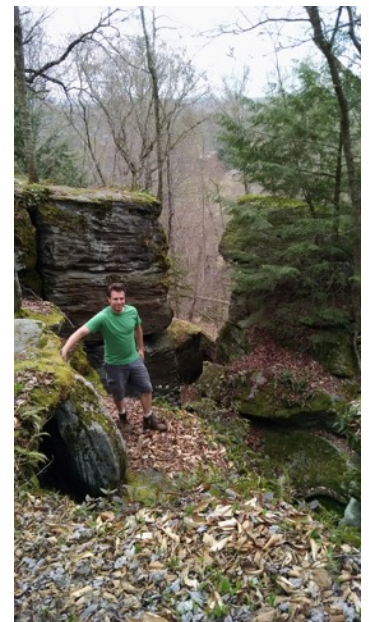
Arrowheads dating back 5,000 years have been found here. Early French explorers used the area to portage between Lake Erie and Lake Chautauqua, connecting the Great Lakes with the Allegheny–Ohio–Mississippi River System. Blink and you'll miss the village of Panama today, but in its heyday, back when Jamestown had only one house, Panama boasted six mills, four blacksmith shops, two carriage factories, the largest tannery in New York, a fairgrounds and racetrack, a daily newspaper, stores, churches, hotels and taverns.

The park was established in 1885 and has been open to the public ever since. You can walk the loop trail in an hour or so, but be sure to allow enough time to explore the side trails that lead you between towering, moss-covered rock walls and into caves used by prehistoric tribes, frontier-era bandits and modern-day adventurers.

Panama Rocks Scenic Park is a photographer's delight. For more information and a video tour, visit [www.panamarocks.com](http://www.panamarocks.com)

# Images of Panama Rocks

by Dan Small



Dan Small checks out some ancient rock formations at Panama Rocks Scenic Park.

TOP: Park manager Jonathan Weston points out a seashell locked in a rock wall that was once on the floor of an ancient sea.

BOTTOM: (L) A tall yellow birch clings to a moss-covered boulder at the entrance to one of many caves at PRSP. (R) Jonathan Weston is well versed in the area's natural and cultural history.



## Member News.....

### Dan Stefanich Joins Clam Outdoors as New Director of Marketing

Rogers, Minn. (Aug 17, 2016) – Clam Outdoors is pleased to announce Dan Stefanich will assume the role of Director of Marketing on September 6, 2016 at the world headquarters in Rogers, Minnesota. An avid outdoorsman himself, Stefanich brings serious experience in marketing, media communications, website development and branding initiatives. “I’m incredibly excited to be a part of the Clam team,” Stefanich said. “The opportunity to combine my marketing skills with my passion for the outdoors is a dream come true, and I’m honored to join the Clam family as leaders in the world of outdoor recreation.”

Steve Geertsen, President of Clam Outdoors made the announcement from their 150,000 s.f. state-of-the-art facility. “We’re equally thrilled to have the business experience Dan brings to the table in this role,” Geertsen said. “He’s owned and managed a successful creative, marketing and website development firm in the Chicago market for over 15 years. He’ll bring expertise he’s developed working with Fortune 500 companies as well as other public and private sector clients.”

“My real passion is the outdoors,” Stefanich continued. “To combine my family’s way of life—hunting and fishing—with my diverse experience in print and online media, brings together what I love to do: educate, inform and inspire people and their families to enjoy the great outdoors.”

Clam Outdoors sets the standard in high-quality products sold through thousands of retail outlets across North America. The company started production with portable ice fishing shelters in 1980 and now carries more than 1,000 SKUs across several brands. Innovation and quality known as the Blue X-factor can be found in all brands including: Clam (shelters, auger systems, rods, reels, accessories), Quick-Set by Clam (screen shelters), Clam Pro Tackle (jigs, lures and artificial baits), IceArmor by Clam (cold weather gear), Dave Genz (shelters, rods, reels and tackle), Big Tooth Tackle (lures), Today’s Tackle (fishing accessories), Jason Mitchell (rods, reels and shelters), and Polar by Clam (trailers, carts and landscape accessories).

For more information on Clam Outdoors go to <http://www.clamoutdoors.com> or call [800-423-3474](tel:800-423-3474).



*Congratulations Stef!*

*from your AGLOW family!*

## Parting Shot



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**Photo by: Mark C. Smith**

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## On the Horizon

### **60th Annual AGLOW Conference**

Sept. 12-15, 2016

Chautauqua, NY

[www.aglowinfo.org](http://www.aglowinfo.org)

### **Room Reservation Deadline**

(extended until rooms run out)

\$99 Conference Rate

(716) 355-4141

### **SEOPA Annual Conference**

October 5-8, 2016

Lakeland, Florida

[www.seopa.org](http://www.seopa.org)

### **ASA Sport Fishing Summit**

October 4-7, 2016

New Orleans, Louisiana

[www.asafishing.org](http://www.asafishing.org)