

JANUARY

2020



# HORIZONS

Association of Great Lakes Outdoor Writers

# HORIZONS

January, 2020



## In this issue...

*From the President* .....3  
*From the Executive Director*.....4  
*Board of Directors' Reports*.....5  
*Corporate Partners / Brad Bonar*.....8  
*Ken Kieser's Award winning Article*.....9  
*Bob Holzhei on big fish and* .....10  
*Craft Improvement / Dave Barus*.....11  
*Better Hunting Videos /Dan Small*.....12  
*The Way I See it / Larry Whiteley*.....14  
*Ever-changing "Bite" / Joe Henry*.....15  
*Women Ice Anglers / K.J. Houtman*.....16  
*Renfro / Mike Schoonveld*.....18  
*Market News*.....20  
*Agency Updates*.....21  
*Consumptive Sports Survey*.....22

Cover Photography By  
**GRETCHEN STEELE**  
 "PYRAMID PARADISE"  
 AGLOW 2018  
 2nd Place  
 Best of Photography  
 Outdoor Scenic

## Editor's Notes...



## A Work In Progress...

There are four aspects to editing a publication: compiling materials, deciding what to actually include; deciding how much, if any, to edit, and then physically making it fit within the page format of the piece being published.

Thanks to our professional corporate reps and equally skilled media members, each provide a continuing source of news and information in the form of press releases from the former and well-crafted, multi-topical articles from the latter.

What to include is mostly an issue of timeliness including seasonality, referencing a pending deadline associated with the story or, as in the case of product releases, is this something new or a periodic update on an earlier announced PR piece.

The hardest part of editing is - - editing! All of us gain from someone else reviewing our creative word-smithing, for clarity, flow and the ever-haunting typo. Most often an editor's job beyond the minor first aid on grammar and typos is length. Making five hundred well-chosen words fit into a 440-word column space can be nerve-racking. I first try to squeeze it into a space elsewhere. Red-penning a fellow writer's words is the last resort - but it's the editor's call to make, so hopefully I'll make the right one for your submission.

Formatting is a physical challenge for a new editor: new publishing production programs or changing from one layout style to another. It's obvious I'm still engaged in that challenge if you've seen the last few months of *BETWEEN the HORIZONS* sent to your e-mails. Mark's been a great help and the tech support we use are wizards have helped me work through - or around - glitches. (Although I did stump them with a question on formatting).

There's always room for improvement; I truly hope you will share your thoughts and any concerns regarding our newsletter and "*Between*" publications

—Tom Watson

Updates on all aspects of AGLOW:

**AGLOWINFO.ORG**





## From the President - Tim Lesmeister

### What Exactly Can I Generate in Benefits from the Conference?

I've been a member of the Association of Great Lakes Outdoor Writers since 1987 and have missed but one conference since I joined. I'm always amazed when I hear one of my peers who has never attended one of these events question what benefits they might get from showing up. The results achieved will vary with each individual and where they are at in their career, but there are many take-aways from a conference.

When I first began attending AGLOW conferences I was looking for outlets to distribute my work. There were many editors and publishers at the early events. That has changed dramatically as the system we operate under today has consolidated

---

*We're seeing more young outdoor communicator's each year that understand that process...*

---

many of the hard-copy options in exchange for digital media. Today a start-up communicator would more likely be looking for ways to generate funding for their own web-based media program or ways to piggy-back with others on their social media feeds.

Once I had established myself as a writer, photographer, television and radio host I began to delve into marketing communications for corporate clients. The AGLOW conference gave me many industry options to develop a client base which I did with my partner, Mark Strand. Things have changed there as well because of industry consolidation creating fewer companies to target.

Now, with corporate outdoors shifting much of their marketing campaigns to social media the manufacturers that are attending AGLOW are looking for influencers who can tap into their specific marketing niche.

One of my main reasons for attending AGLOW these days is to maintain my network of

communications outlets, stay on top of the direction the world of communications is heading and to keep in contact with all of my good friends who I have developed close relationships with over the years.

As the future slips by I see organizations like AGLOW becoming more important than ever for those entering the world of outdoor communications and I also picture AGLOW as an extremely important institution for those that are veterans in the field.



Those entering the world of outdoor communications understand that in today's world it's a numbers game and the more individuals they reach the more valuable they become. To piggyback on the success of others on this technological-based planet means growing at an exponential rate rather than a snail's pace. We're seeing more young outdoor communicator's each year that understand that process and they are entering the ranks of AGLOW.

For us veteran communicators AGLOW keeps us on top of the changing aspects of our craft. Those that fail to keep abreast of the quickly changing digital environment we now operate within are destined to get lapped by the communicators that do.

So mark your calendars now for the next AGLOW conference in Gaylord, Michigan on September 14 through 17. I guarantee that you will come away with something from that event that will further your career.





From the Executive Director - Mark Smith

## Happy New Year!

I hope that everyone had a healthy and productive 2019 with great things on the horizon for 2020. I would like to begin by welcoming the new members to our board of directors. Barb Carey and Joe Henry have been elected to serve three-year terms as at-large directors and Chris Sebastian has been elected to serve on the executive committee as our Secretary. These three are no strangers to AGLOW and each have been active members for the past several years. I am overjoyed to have them join the team in leadership roles.

Speaking of leadership, our 2020 President, Tim Lesmeister has hit the ground running. He and his wife Rae, sat down with Paul Beachnau during the annual conference in LaCrosse last September and got a early start making plans for the upcoming 2020 conference in Gaylord, Michigan. Trust me when I say that there are great things in the works and you will not want to miss this conference. I would be remiss if I did not take a moment to thank those leaving the board, Dan Stefanich, Dave Barus and Brian Smith. Dan was our 2018 President and 2019 Board Chair.

Dan and I talked AGLOW business weakly,

usually at 6 in the morning, which anyone that knows me knows that severely cut into my “coffee time” at the bakery next to my office. To quote one of my favorite movies, Dan is a “Righteous Dude” who truly has the love of AGLOW in his heart.

Dave Barus and Brian Smith both served out terms as at-large directors. Both of them were also a joy to work with. They were always full of great ideas and had no hesitation contributing their time and special skills to our organization.

With most membership renewals having been completed I would like to remind each of you to visit your member profile on our website and make sure that you have attached a photo of yourself and that all of your information is up to date. Keep in mind this is what other members see when they seek you out in the directory. If you have forgotten or misplaced your username or password, or just need some assistance, please do not hesitate to let me know.

With that being said, the Tustumena is just about to dock at Kodiak Harbor and I must disembark and head to the airport for the long trip back to Indiana.

### 2020 Board of Directors



Association of Great Lakes  
Outdoor Writers (AGLOW)  
P.O. Box 548,  
Knox, IN 46534  
Tel: 877 HQ-AGLOW  
(472-4569)  
[www.AGLOWINFO.ORG](http://www.AGLOWINFO.ORG)

2019 Chairman  
2019 President  
2019 Vice President  
2019 Treasurer  
2019 Secretary  
Executive Director  
2020 BOD  
2020 BOD  
2021 BOD  
2021 BOD  
2022 BOD  
2022 BOD

Josh Lantz / [josh@traditionsmedia.com](mailto:josh@traditionsmedia.com)  
Tim Lesmeister / [timlesmeister@gmail.com](mailto:timlesmeister@gmail.com)  
Ken Perrotte / [kmunicate@gmail.com](mailto:kmunicate@gmail.com)  
Hannah Stonehouse Hudson / [hannah@stonehousephoto.com](mailto:hannah@stonehousephoto.com)  
Chris Sebastian / [csebastian@ducks.org](mailto:csebastian@ducks.org)  
Mark C. Smith / [aglowoutdoors@gmail.com](mailto:aglowoutdoors@gmail.com)  
Mark Strand / [strandoutdoors@mac.com](mailto:strandoutdoors@mac.com)  
Gary N-ski / [garynski@frontier.com](mailto:garynski@frontier.com)  
Mike Schoonveld / [mike@bronature.com](mailto:mike@bronature.com)  
Josh Huff / [joshanddutch@gmail.com](mailto:joshanddutch@gmail.com)  
Barb Carey / [icefisher@gmail.com](mailto:icefisher@gmail.com)  
Joe Henry / [joe.henry@lakeofthewoodsmn.com](mailto:joe.henry@lakeofthewoodsmn.com)

**HORIZONS is the official newsletter of the Association of Great Lakes Outdoor Writers**

Tom Watson / Editor : <[tom@tomwatsonwrites.com](mailto:tom@tomwatsonwrites.com)>

## AGLOW BOARD OF DIRECTORS REPORT - SEPTEMBER, 2019

### AGLOW 2019 President's Report - Josh Lantz

Fellow AGLOW Officers and Board Members, I want to thank each of you for giving of your time and energies over the past year to serve our organization. Positioning AGLOW for continued longevity and success amidst the rapidly changing outdoors communications industry has been a priority during my term as president. AGLOW relies on a healthy, diverse and vibrant membership, and I've worked with several of you to develop systems to increase our numbers. I've also focused on improving the ways we communicate with and engage our members, as well as the greater outdoors industry. Together, we have...

- Created and implemented new, streamlined media membership requirements to encompass today's digital media communications and allow top social media influencers to join AGLOW;

- Developed a new membership incentive program that rewards existing members for bringing new, dues-paying members (media, corporate, tourism and non-profit) into our organization;

- Incentivized conference attendance for new members by comping a qualifying new member's annual membership dues if they register for and attend the annual conference for the first time;

- Developed improved messaging and communications with our members by changing the frequency of *Horizons*, adding a bi-monthly *Between the Horizons* eBlast, creating a new *Horizons* Editor job description, hiring a new *Horizons* Editor, and creating a new social media communications plan.

There is more work to be done...

- Our Communications Committee must continue to work with the new *Horizons* Editor and our membership to fully implement AGLOW's new communication plan and keep our members engaged, inspired, and feeling connected to the AGLOW community;

- I'd still like to see AGLOW do a better job of celebrating and documenting its history. I'm continuing to encourage the Past President's Committee to ask AGLOW Past Presidents (and any other members who have been with AGLOW for a number of years) to write down and submit some of their favorite AGLOW experiences and memories. These could be assembled and edited into a book, or perhaps just published in *Horizons* or on a special section of the AGLOW website. In my view, the Past Presidents are the perfect group to take on this chal-

lenge and have fun with it. I'd gladly edit any submitted material.

### Vice 2019 President Reports-Tim Lesmeister -

Nominating - Committee is to bring the most qualified individuals into the Executive and Board positions and we fielded some great candidates for this year's ballot.

Toyota Scholarship - The goal with this year's Toyota Scholarship was to bring individuals to the conference who were considered top influencers in the outdoor world. This would be people who were generating large followings on their social media platforms. We extended many invitations to a wide variety of people and have a diverse group attending this year for the first time. As always, we hope these communicators appreciate what AGLOW can do for them and they choose to become long-term members.

2021 Conference Site -There was some difficulty this year in finding bidders for 2021. It's mainly a CVB's budget that is restrictive. They have to attend a conference, set up some hospitality and it can take some time to get to the point where they are awarded a contract. We may choose to modify the process if the regions and locations we wish to visit become difficult to attract.

Awards in Craft - It was a stellar year for the AIC. There were large numbers of entries and the quality was outstanding. The only areas where we failed to generate three winners was in the Electronic Media "Vlog" category for both Hunting and Open. There were also no entries in the "E-Book" category. Next year's Vice-President will be looking for some new judges for a couple of the categories and it would be great if board members could fill those positions.

Tourism - Jim Zaleski - The committee reminds the board to discuss attendance at the State Tourism conference when interviewing potential sites for the annual conference. Tourism membership increased the last time we sent a member to the state conference the year before our conference was held in that state. Tourism membership can be increased by this and not only for that year as some have stuck around for additional years of membership.

### 2019 AGLOW High School Grant Committee Report - Nick Green -

The AGLOW High School Grant Committee Report received two applications this year: one from the Anchor Bay Fishing Club in

southeast Michigan and the other from the Ankey High School Trap Team in Iowa.

In order for a club to have been considered, it must have met the following criteria:

- Consist of mostly high school students;
- Be a hunting, angling, conservation or shooting club or state-sanctioned team;
- Have not received the scholarship in the last five years;
- Demonstrate a financial need;
- Be able to provide a mission statement or document explaining the club or team's mission;
- Provide a public service in their respective community.

**Judging was based on these criteria:** - Financial need; Mission and reach; Alignment with AGLOW's core principles of communicating about and promoting outdoor sports and conservation; Community engagement by club members.

**Scholarship Recipient: Anchor Bay Fishing Club** - The Anchor Bay Fishing Club was selected as the 2019 high school grant recipient because of their dedication to creating new, youthful anglers while championing and spearheading programs like Salmon in the Classroom and Sturgeon in the Classroom throughout the Anchor Bay District.

Instead of regimented fishing tournaments, the club provides youthful anglers the opportunity to learn through a hands-on, non-competitive approach. Members are guided through the tournament process if they choose that is an avenue they would like to pursue.

More important, though, the club is open to all types of anglers: shore anglers, boat anglers, kayak anglers and everything in between. With much of the competitive angling focus on bass and walleye, the club aims to broaden kids' views of conservation and the resource as a whole, rather than two select species of fish.

Students grades six through 12 are invited. There is no cost to participate, and a student's involvement can be as little or as much as they would like. Speakers and events are donated or paid for through fundraising drives held by the club.

Club members volunteered in July of 2019 at the Bay Area Kiwanis Club Kids Fishing Pond. Members operated the pond on that day and helped kids rig a fishing pole and catch a fish. This was a

great opportunity for the students to pass on their fishing knowledge to a younger cohort.

**Past Presidents Report - Dan Stefanich** - The Council of Past Presidents will be reviewing the Golden Glow Awards program at our meeting at the conference. The Golden Glow categories and procedures, as documented, are extremely outdated and in some instances irrelevant. The Council will review, make recommendations and present new documentation with an updated and current program. This might incur a bylaw change, but that is to be determined by the Council.

### **Craft Improvement - Dave Barus**

Loss of our Horizons Communication Device Newsletter was a large impairment to Craft Improvement offerings and, perhaps, provided a view and route for all to consider new methods for craft-sharing among AGLOW members. At the same time, loss of the newsletter continuity may have identified the importance for effective simple communication, without too many bells, whistle, themes and borrowed pictures. When does loss of general communication affect outdoor communicator function and efficiency? ALL THE TIME. A lesson learned and a craft improvement lesson to grow from.

What was planned for our AGLOW membership was not provided for the important "learn-from" or "learn-about" topics related to Craft Improvement. Some of the major themes for craft improvement were "Writing from the Heart" supported by Larry Whiteley, Bob Holzhei and Hannah Stonehouse Hudson, as well as a mini-series of digital craft improvement tidbits. There were 9 tidbits that were intended to help everyone learn more about, and explain, details about Facebook, Twitter, and more.

Things such as content marketing and how we can work to understand more to replace lost newspaper columns and help unemployed outdoor columnists. What can we consider to charge, to be paid? How much is too much or not enough? These are questions I was planning to ask other AGLOW members to contribute thoughts about via Horizon's. Maybe this year we can do more.

I will reset the timer now for the upcoming year if so desired and tap on newcomers, too, to help with considerations in this new world of outdoor communication change. Please feel free to join in, call or email: [dbarus35@yahoo.com](mailto:dbarus35@yahoo.com).



Here is to sharing the adventure of sharing the outdoors with new understanding for tools we need to know about to meet our evolving readership and viewership...for all AGLOW members.

**Media Member Recruitment - Paul Smith** - (The committee includes chair Paul Smith and member Tom Watson). The committee is charged with recruitment media members. Since 2015, AGLOW has added an average of 18 media members to the ranks, according to the organization's records.

In the first 8 months of 2019, AGLOW has added 21 media members, according to data provided by AGLOW executive director Mark Smith. Additional media members are likely to be added through the scholarship program and a handful of others are likely to apply and be approved through separate channels.

In recent years, AGLOW has seen a shift in the composition of its new media members, most whom now publish their work as bloggers and pod

casters in electronic media as opposed to traditional print media.

To entice existing AGLOW members to recruit new members, in February, the Media Member Recruitment Committee recommended the organization resume an incentive program. The AGLOW board approved the action at its Feb. 2019 meeting.

The board action created an "incentive program to credit an existing member \$50 for one referral and \$100 for two referrals of new members, of any membership classification, whether Media, Corporate, Tourism, etc., toward that members subsequent year membership dues."

The Media Member Recruitment Committee will track the results of this program. The committee encourages AGLOW to publicize the incentive program at regular intervals through the Horizons newsletter and other communications with its membership.

### **The Old Doberman -**

An old Doberman out chasing rabbits soon discovers that he's lost. Wandering about, he notices a young lion heading in his direction with the intention of having him for lunch. Seeing some bones on the ground close by, the old dog immediately settles down to chew on them with his back to the approaching cat.



Just as the lion is about to leap, the old Doberman exclaims loudly, "Boy, that was one delicious lion! I wonder, if there are any more around here?"

The young lion halts his attack in mid-stride; a look of terror comes over him and he slinks away into the trees. "Whew!," says the lion, "That was close! That old Doberman nearly had me!"

Meanwhile, a squirrel who had been watching from a nearby tree, figures he can put this knowledge to good use.

The squirrel soon catches up with the lion, spills the beans and strikes a deal for himself with the lion. The young lion is furious at being made a fool of and says, "Here, squirrel, hop on my back and watch what's going to happen to that conniving canine!"

Now, the old Doberman sees the lion coming with the squirrel on his back. But, instead of running, the dog again sits with his back to his attackers. Just when they get close enough to hear, the old Doberman says, "Where IS that squirrel? I sent him off an hour ago to bring me another lion!"

**Moral:** Don't mess with the old dogs. Baloney and brilliance come with age and experience and will always overcome youth and treachery!

Got news that can't wait until the next HORIZONS?  
"BETWEEN" comes out the 7th & 21st of each month!

## Corporate Partners.... Who Are We...? What Are We....?

Brad Bonar / Corporate Liaison - AGLOW Board of Directors



It was just a few weeks back when our Horizons Editor, Tom, asked me to put a few words together

about the AGLOW Corporate Partners. As I pondered just what to write, my mind wandered backwards to the first conference that I attended in Gaylord, Michigan more than a decade ago.

Back then, I was employed by Hawke Sport Optics. It had been suggested by a casual business contact that Hawke could realize some benefit by joining this organization. So, we did just that. At first, as a newly minted CP and attending the conference on behalf that company. I had no idea what to expect, what to do or who to do it with. But over the course of just a few days, it became clear that everyone there, was there to help everyone else.

Wow! So many names, so many opportunities and soooo much to try and remember. When you join as a CP, the resultant benefits, are often not immediately realized, however they are there.... lingering just beneath the surface.

By design, a CP is hopeful of developing relationships with influencers of and for the industry. This will happen as you explain the features and benefits of your product or service. There will be writers, photographers, TV and radio hosts, bloggers and more recently, within the last few

years, the stunning impact of the social media platforms. When you offer a product or service to one of the communicators, they will use it, experience it, give it an honest dose using their favored method of communication.

Weeks, perhaps months later an article, photograph, radio broadcast or some other form appears out there in the ether of the industry for anyone to absorb and act on by purchasing the product or calling your office for more information. This is the first step to garnering yet another sale or establishing another new dealer for your wares. More times that I can count, this happened to the three companies that I have represented as an AGLOW CP.

---

*...developed  
friendships that  
will last a lifetime.*

---

After your first conference experience, you will leave with many, many new friends. You will shake hands, give and receive hugs as everyone scatters to the embrace of the outdoors and get back to work. They will remember you and your product(s) and they in turn will mention you, and your products to their industry acquaintances. And so, the domino effect begins. Calls start to come from obscure places and

people that you don't know who are interested in what you have.

Should you join as a CP, and then perhaps your job changes and you find yourself with another company in the industry, the first thing that goes through your mind is that you need to lobby to the new company to join AGLOW.

AGLOW will, without question, help your company become known in the shooting sports industry and the outdoors world in general. It is more than valid. As you read this, think about industry communicators or companies that you personally may know who also could benefit by joining and nurturing their business. Encourage them to do just that. Joining is simple, quick and inexpensive in the grand scheme of things. The benefits to your employer will go on for decades and you personally will have developed friendships that will last a lifetime.

In closing, I look back on the most recent conference and remember the belly laughs by the hundreds when the likes of Tim Lesmeister, Mark Smith, Jim Zaleski and many others tell stories of their exploits over the years. Or, the amazement I felt during talks by the likes of Josh Lantz, Brandon Butler and others on just how much they have grown, matured and become polished speakers and examples that many in our world strive to emulate.

Looking around the room on the evening of the Golden Glow Awards you stop and think. Wow, this is part of my work, this room is full of my friends. This room is full of my family....



## “Fishing Is A Calming Experience”

(Ken’s Grand Prizing-winning article, originally titled: “Fishing - The Great Release”)

Kenneth L. Kieser

We live in a world of complication. Fake news, disturbing political headlines, threats of war with major powers, rises and drops of the Stock Market and other happenings that cause sleepless nights. Working a daily job, too, takes its toll in exhaustion and often stress.

Some turn to alcohol or in extreme cases, drugs for release from torturous thoughts. Others turn to the good, clean outdoor experience to clear their mind.

Kim Suzanne Deister learned long ago that life’s problems become easier to handle after a couple days at Missouri’s Bennett Springs Trout Park and for good reason. This scenic park located by Lebanon; Missouri in Laclede County has become a world class fishery.

Bennett Springs is fed by a single natural spring that pumps 1,000,000,000 gallons of cold water daily, ideal conditions for trout. The Missouri Department of Conservation state hatchery, located in the park, stocks the stream with 320,000 pounds of rainbow and brown trout annually. Anglers catch more than 400 rainbow trout each year that weigh three pounds or more.

Deister is single and works a job while spending precious time with her kids and grandchildren. When life becomes too much, she loads up fly fishing equipment and waders for a four-hour drive to escape with the family camper at Bennett Springs for peace and quiet and hopefully a few fat rainbow trout. Last season she

---

“This peace and quiet is priceless...”

---

caught a 3.75-pound rainbow trout on a wet fly. “ I grew up lake fishing but look forward to our trout stream visits,” Deister said. “This peace and quiet is priceless. Fly fishing for trout with dry flies on topwater makes the trip even better. It’s a rush to see trout rise to take your fly. We once kept trout for dinner, but now most of our trout are released to fight another day.”

Anglers find peace and quiet at Bennett

wading into this beautiful stretch of clear water and listening to water flowing over a small waterfall while trying to outwit trout that occasionally are swimming around your feet.

---

“I feel like a new person after my trout park outings.”

---

I sometimes feel stressed and fishing in the stream all day keep me grounded,” Deister said. “Sometimes my son and I sit and talk in the evening after dinner, quality time that most never have. The next morning, we return to the stream to match wits with trout. I feel like a new person after my trout park outings.”

Deister and her family discovered what doctors, scientists and outdoor writers have been saying for many years: fishing has many benefits.

The Mayo Clinic reported that fly fishing has many benefits, including lowering post-traumatic stress disorder symptoms and increasing the mood of those that suffer from this terrible disorder. Many soldiers returning from war use fishing as an escape from the horrors they faced.

Fishing, too, is a great release for children escaping peer pressures and the grinding demands of studies. Places like Bennett Springs give children a taste of fishing success, mixed with discoveries of outdoor treasures.

Youth remind older anglers of mysteries long forgotten. Snails, frogs and other wonderments are treasures of nature, noticed by children. A child salutes these sometimes-lowly creatures by paying attention. Bennett Springs is loaded with various forms of wildlife, making the experience even greater. Kids, too, love catching trout.

However, Bennett Springs is not where some anglers consider taking a child to fish. Many experienced anglers wear chest-high waders and wade in holding \$1,000 fly rods with a wide variety of flies in their vest. This is a refined way of fishing their section of the stream. Children, too, have their stretch of the stream. (Continued on next page...)

“...a calming experience”

Bennett has a bait area where you will find kids of all ages. Various brands of Power Bait are fished off the bottom and trout often swim up for a bite. Older children may graduate to spinning tackle and small spoons or spinners.

Benefits to kids fishing in places like Bennett Springs may include developing self-reliance, more confidence in successfully catching fish, planning ways to fool a fish and even motor skills in setting a hook at the perfect moment. More importantly, a day fishing gives children an experience to look forward to.

A favorite memory was cat fishing with my grandparents in the summer. We would find different types of bait in the garden, including worms, crickets, grasshoppers and any other critter a catfish might devour.

I still remember waking up to the smells of bacon frying and coffee brewing before these trips and sitting on the ground with grandpa waiting for the first catfish to bite. These trips took place 50-years ago and I can still close my eyes to remember those cherished times.

Be it any amount of money that in 50 years Kim Deister's grandchildren will remember their moments fishing at Bennett Springs with grandmother, a tradition they will likely continue with their children and grandchildren. I can't imagine inheriting a better legacy.

## My Biggest Northern, Huge Walleye & Wisconsin Women Fish

Bob Holzhei



*A heavy fog moved in the evening before my walleye fishing trip in La Crosse, Wisconsin. The fishing action was slow due to the heavy recent rains which caused the lake to rise 3 feet. Suddenly and without notice my rod, armed with twenty-pound Power Pro line*

*bent double. The fight was on! This was a big fish. The 28 - Northern Pike was netted and our guide, Mike McCulley estimated its weight was well over 7 and very close to 8 pounds. It was the biggest Northern Pike I ever landed.*

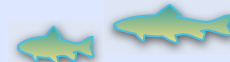
McCulley, with over 11 years of experience as a professional guide, topped 150 other participants in a walleye fishing tournament in North Dakota a few years back. His prize was a brand new 20-foot Ranger Boat mounted with a Mercury outboard, plus cash. His winnings exceeded the \$ 1,700.00 entry fee.

My fishing partner for the morning was Wisconsin Outdoor Writer and Radio Host, Barb Carey. I told Barb it's "your turn to catch the next fish." She subsequently hauled in a beautiful walleye that stretched 36 inches.

Carey formed a women's fishing club in Wisconsin called *Wisconsin Women Fish* which has grown to over 500 members from 14 different states across the nation and 2 Canadian Provinces. "The demographics are changing. I found that women need mentors", stated Carey. "Our rules are simple! You've got to learn something, teach something and have fun! Women are very eager to help one another. Fishing was typically a man's sport. It's taken a long time for companies to get used to selling products to women. Women are spending a lot of money," exclaimed Carey.

"An annual fish camp is sponsored, just for women and we're looking for investors and sponsors to grow the organization. Recently we had a small mouth bass tournament, and kept the participants to 70 women; we also kept the entry fee affordable for everyone. It was \$ 35.00!" added Carey.

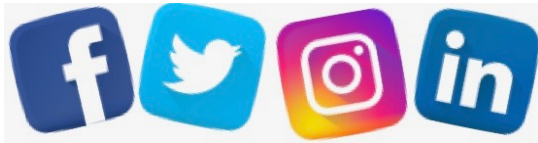
Companies are changing their marketing strategies due to Carey's efforts to get women involved in the outdoors! **For More Information Contact:** Barb Carey -Wisconsin Women Fish / 608 692-7386 or La Crosse Convention & Visitor's Bureau / 608 782-2286.



# CRAFT IMPROVEMENT

## Craft Improvement - The New Direction, Part 2

Dave Barus - CI Chairman



### **Craft Improvement Learning TIDBIT#5:**

What are Keywords and Hashtags? A hashtag (#) links to all other on-line instances (whether you follow them or not) that mention that specific hashtag (ie: #Trout, #Turkey, #AGLOW). They are used on Instagram, Twitter, Tumblr and other websites to connect to other users also posting on the same topic. Keywords are words in your story or title that can be found by a search engine (Google, Bing, etc.) to find your story, your article, your company, the topic of discussion in a story, etc.

Later in the year, we will discuss how Google provides Ad Services based on keywords to deliver an ad from you or your company. There are fees to set up the Google Ad, but these ads can increase viewership and sales and clicks by hundreds of percent. Again, more viewers = more business.

### **Craft Improvement Learning TIDBIT#6:**

What is a slogan maker? You might use this tool to develop a catchy title for that next great outdoor story. Try it to see. Go to <https://getsocio.com/tools/slogan-generator>, and experiment a bit. To try it, type in something like...fishing, hunting or adventure...look at that! Help for that unique title for your next story can be that simple. Of course, these sites just provides ideas, your own creativity is now embellished. Many new options here that you can further customize.

### **Craft Improvement Learning TIDBIT#7:**

What is Google Analytics? It is one of the most popular digital analysis software programs available online. It is free from Google and provides free web analytics services. This service can allow you to analyze in-depth detail about the visitors on your website, where they come from (geographically and using which medium - laptop, desk, handheld, etc.). The service provides valuable insights that can help you or your company to shape a success strategy for your writing or your outdoor business.

You can analyze your most visited online stories and refocus the next story to propel your adventure into the land of targeted viewers, adding SEO from the earlier information. The result can (will) increase your audience numbers for your editor or your blog. More viewers...that is, more visits from viewers, usually means more business. Advertisers like increasing viewer numbers.

### **Craft Improvement Learning TIDBIT#8:**

What is SEO? Search Engine Optimization. Knowing more about this make us better communicators in 2019 and beyond. The majority of web traffic is driven by the major commercial search engines: [Google](#), [Bing](#), and [Yahoo](#).

There are others. Although social media and other types of traffic can generate visits to a website you create, search engines are the primary method of navigation on where to find information for most Internet users. This is true whether your site provides exciting content, services, products, information or just about anything else.

Learn more immediately about SEO at this link and get a free copy of the beginners guide to SEO: <https://moz.com/beginners-guide-to-seo>.





## CRAFT IMPROVEMENT

## Seven Steps to Better Hunting Videos

Dan Small

Want to make a good hunting video? Maybe even a GREAT hunting video? Here are a few tips that have helped me and my partners, Mark LaBarbera and Dave Roll, produce our award-winning annual *Deer Hunt Wisconsin* special, which airs every November on PBS stations in Wisconsin, as well as on Fox Sports North, Fox Sports Wisconsin and several dozen community media stations throughout the state.

1. **Find compelling stories.** Over the past decade, we have found hunters who had interesting stories to tell. It wasn't always about a big buck, but sometimes it was and that didn't hurt. Stories included first bucks shot by a nine-year-old girl and a 12-year-old boy; a state-record crossbow buck taken by a hunter with fibromyalgia; a bowhunter saved from falling from a tree stand by a safety harness; and my favorite—a marriage proposal delivered by a hunter who hung an engagement ring on a shed antler and let his girlfriend find it.

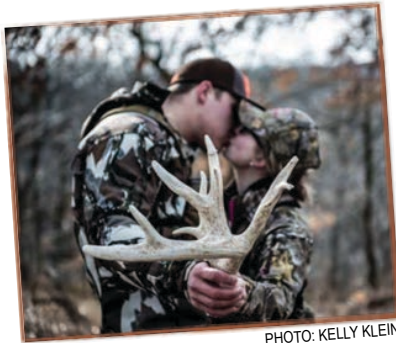


PHOTO: KELLY KLEIN

We've already got one story in the can for next year's show: a 30-year-old hunter's first buck on his first hunt since his dad passed away 15 years ago. These stories hold the interest of viewers, whether they are deer hunters or not. Stories like this are everywhere—you simply have to listen for them and hope the story tellers are willing to work with you. Here's a link to that proposal segment: <https://www.youtube.com/watch?v=bBckZFe-vWA>

2. **Tell the whole story.** Every deer hunter likes to watch videos of successful hunts, and most of us carry a cellphone, GoPro or fancier camera in the woods with us these days. If you video your own hunts or those of your buddies, don't wait until you are in your stand to turn on the camera. Get a few shots of the hunt preparation, deer camp activity,



PHOTO: DAVE ROLL

stand placement, scouting, etc. Let viewers know where you are and why you are doing whatever it is you are doing. Once the deer (bear, moose, goose, or whatever) is down, show how you got it back to camp or to your vehicle. You might even show some tasteful shots of field dressing, butchering and maybe cooking.

3. **Show respect for the game.** Depending on where your video airs or is posted, your audience will likely include some non-hunters and neophytes. It's OK to show some excitement but spare us the high fives and war whoops. You just took a life—show that you appreciate nature's bounty and have respect for the animal.

4. **Don't whisper, for crying out loud!** If there's one scene I would eliminate from just about every hunting video, it's two guys (hunter and cameraman) or one guy (hunter talking to his cellphone or GoPro) whispering in a tree stand. It's OK to set the scene by whispering when you first get into your stand but don't go overboard. You don't need to tell the viewer what they just saw if you showed a deer come into range and you took a shot, hit the deer and it ran off. And once the deer has run off—or fallen over dead—stop whispering and talk in a normal voice. You're not going to spook it anymore!

5. **Get lots of wildlife footage.** This requires a lot of time in the woods, good placement of trail cameras, or both. We capture a lot of footage throughout the year, much of it with trail cameras, to show deer in

## Better Hunting Videos...

spring with newborn fawns, bucks in velvet in summer, bucks sparring in early fall, bucks with swollen necks making scrapes during the rut, deer struggling through deep snow in winter. And we shoot other game as well: turkeys, squirrels, coyotes, whatever wanders past our cameras. Hunters see all sorts of game in the woods, and viewers will appreciate this diversity in your production.

6. **Write a script but act naturally.** If you plan to appear on camera, write a script ahead of time or at least do a storyboard so your production has some direction. If you can memorize short sections and still sound natural, do it. If that's too hard, then just write bullet points so you know where you are going and ad lib. If you want to get really professional, learn to use an ear prompter. I record all my longer scripts on a small digital recorder, then play them back in my ear and repeat what I hear. It takes practice, but it saves a lot of time, and time is money in this business.

7. **Hire professionals.** Mark and I shoot a lot of footage ourselves, but we hire a professional

videographer, Dave Roll, to shoot and edit most of our segments. We have worked with several professionals over the years, but Dave is our go-to guy now because he does a great job in the field and in post-production, where you can spend a lot of time and money to get a good product. And Dave is also an David hunter, so he knows what to look for in the field, what shots will work, and just as importantly, what shots will not work.

There's much more to creating a good hunting video, but these are some basic things we've learned in 35 years of producing TV shows. To see the full-length commercial version of *Deer Hunt Wisconsin 2019*, click here: <https://www.youtube.com/watch?v=gfrSnohC44I>.

*Dan Small is a full-time freelance writer and TV/radio host and producer. He has hosted the award-winning TV shows Outdoor Wisconsin for Milwaukee PBS since 1984 and Deer Hunt Wisconsin for multiple outlets since 1991.*



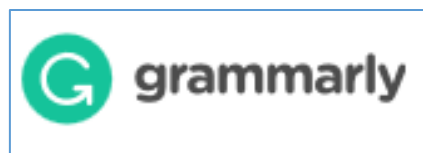
## Writing Right, More Often - with New Software Help

Dave Barus

Every story that we create includes a title, words, spacing, sentence structure, use of verbs, adjectives, nouns and pronouns, and more, as you know. There are rules for the proper use of English and the rules help our communication become clear, usually. Many of us use a standard such as the AP Stylebook, the NSSF Writers Guide to Ammunition and/or the OWAA Writer's Reference Manual, all good.

Today, in complete concert with shelving the slide rule for the calculator or modern cellphone and digital communication, we have a software program that can quite simply help most everyone with proper use of English and the

complicated rules that structure the English language.



That new program is called '**grammarly**', it's for MS Office (WORD) and the basic version is available for free. '**grammarly**' does appear to make writing faster and easier through my first few weeks of using it. The program saves time because it corrects your writing as you go with suggestions for your audience and more. Sort of like using a new fish-finder compared to the old flasher units.

It detects how you write by style and highlights proper rules for your structure and composition. So it helps us to strengthen our skills by offering grammar style suggestions for improvement. It enhances our writing styles. Try the download for free at this link: <https://www.grammarly.com/office-addin/windows>.

The free download will share how well you write by score, then explain your writing issues, will help correct your spelling and punctuation for free, but then offer you their premium service for the cost of under \$12 if you purchase annually. Just using the free portion of '**grammarly**' has helped my writing. Check it out.

*The way I see it*

## Writing From Your Heart

Larry Whiteley

*“Fill your paper with the  
breathings of your heart.”*

— William Wordsworth

Over my many years of writing I have done articles and radio shows on outdoor tips, product reviews and travel destinations just like each of you. But, those I like doing the most are when I write or talk about things that touch the emotions of those that read or listen and hopefully make them laugh, cry, smile or think. It's called writing from your heart to touch the hearts of others. It is the most rewarding and enjoyable writing you will ever do.

To write from your heart you need to write about something that has a deep meaning to you. I like to write about outdoor memories I have made with friends, kid's and grandkids. Things I think about alone in a tree stand or turkey blind. The eagle I see or the loon I hear while out fishing. What I feel out hiking or camping. The thoughts I have of time by myself or with others around a campfire.

I want them to get a tear in their eye when they read “A Christmas Letter to my Grandkids.” I want them to have a lump in their throat when they hear “Time around a Campfire”. I want them to think about their own deer camps and laugh when they read “Deer Camp – It's About Characters”. I want them to smile when they read “Everyone Needs a Special Place”.

You need to be vulnerable in your writing and in your life, and that's not very easy for most of us to do. People listen and read when you're vulnerable. When you do this and include inspiration in some form in your writing and broadcasts, you automatically share from your heart. You will never be able to write from the heart though, if you don't honestly just be you.

Don't think about how others will perceive your words. Everyone will get a different meaning from what you write or say anyway. Just concentrate on pouring in emotion and being you. You need to be you because no one else can tell your personal stories like you can.

It takes courage to write from the heart because that's where we hide things we care about. But that's what makes them enjoyable to read or hear. By writing from the heart, you will never run out of words. What's in there, both the big and small things, really matters. What you share from your heart will touch other people's hearts.

To sum it all up, write from your heart not from your brain. Write from your heart not to impress or show off. Write from your heart so it engages the reader and touches their heart and soul. Write from your heart so it encourages the reader to get out in God's great outdoors and do the things you wrote about or talked about from your heart.

Here's one last thought for you: I love to use quotes like the one I began this article with and the one I end it with. Quotes help add impact to the story you just shared from your heart with your readers and listeners. Like the below quote says while enriching the lives of those who hear or read your work, you enrich your own life.

### Something to think about

*“Writing isn't about making money,  
getting famous, getting dates, getting laid or  
making friends.*

*In the end, it's about enriching  
the lives of those who will read your work,  
and enriching your own life, as well.”*

— Stephen King

#### Story References...

- <http://www.sharetheoutdoors.com/2018/12/25/a-christmas-letter-from-papaw-to-his-grandkids/>
- <http://www.sharetheoutdoors.com/2017/11/07/deer-camp-its-about-characters/>
- <http://www.sharetheoutdoors.com/2018/10/14/everyone-needs-a-special-place-to-watch-and-wonder/>



# Dealing With the Ever-Changing "Bite"

ASSOCIATION OF GREAT LAKES OUTDOOR WRITERS  
Joe Henry / AOWE



Have you ever heard someone say, "Yesterday we couldn't keep them off of the hook. I wonder what happened?"

There are a lot of things that could have happened that changed the bite. One phenomenon that happens often that changes the bite is changing weather, even if it's [Lake of the Woods](#).

One of the weather patterns that has known to make the bite shut down is an approaching cold front. There are things you can do to still be productive and catch more fish when a cold front hits:

**Downsize.** When walleyes and saugers are in more of a neutral mood due to weather changes like a cold front, downsizing your baits can often get more fish to take your offering. Whether it is your jigging line or your deadstick (a live minnow under a bobber stationary), go smaller. That might mean a smaller jigging spoon, tipping the spoon with a very small piece of minnow or maybe even a wax worm or euro larvae. For the deadstick, maybe you go to the smallest minnow in the minnow bucket vs the larger minnows.

**Get the reaction strike.** On a recent ice fishing outing, this exact scenario of a cold front played out. After jigging with a spoon tipped with a minnow head, I switched my jigging line to a Rapala Rippin Rap. This certainly could have been another noisy or flashy lure but I have gained confidence in the



Rippin Rap over the past couple of years and I have a hard time switching.

The point of using a more aggressive lure and presentation is it not only draws fish in due to the flash, action and noise, but it creates some reaction strikes. Reaction strikes are often just what it says, a fish reacting by striking or eating the lure when otherwise they weren't at all in the feeding

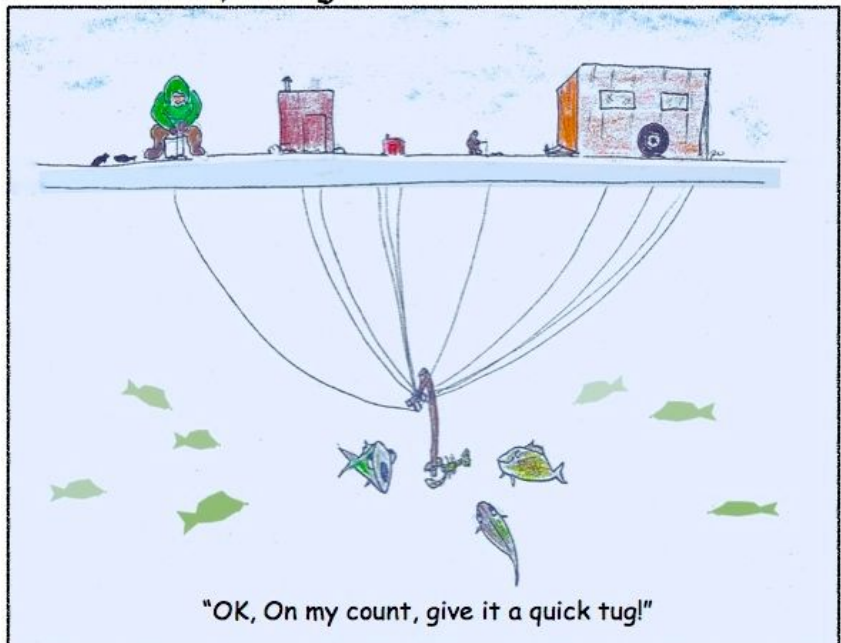
mood. This more aggressive offering saved the day with a handful of bonus fish.

**Slow down.** Just as the suggestion above says to speed things up to get a reaction, another technique is to slow things down. Smaller jigging actions. Letting the lure sit in the strike zone longer rather than moving it around. Laying it on the bottom and slowly lifting it up. In some cases, switch from a lively minnow to a dead minnow on your dead stick. Even a frozen shiner for the additional scent.

When the weather changes, the mood of the fish often changes and not for the better. That certainly doesn't mean you cannot put together a great day of fishing. There are techniques to implement to catch more fish when a cold front hits. Try downsizing, getting the reaction strike and slowing down, all of which can put more walleyes and saugers into your bucket!

## The Nature of Things....

Watson



## 2020 Women Ice Angler Project Camps Out at Lake Minnetonka

Kristine (K.J.) Houtman



The Women Ice Angler Project media event will soon unroll the sleeping bags and set up the heaters on Minneapolis' suburban Lake Minnetonka. Led by Barb Carey, the event slated for Jan. 29 – Feb. 2, 2020, will focus attention on women who ice fish. Sponsors benefit from professionally curated media components depicting women using their products on the ice. These resources help forward-thinking companies show their solidarity with strong outdoor women by having photos and video for their marketing and social media efforts.

"In past years we've stayed at very nice resorts, but this year with one of our team members living on Minnetonka, it gives us some go-to resources," Barb Carey said. "We're going to camp overnight in the Clam shacks with floors built in just for this purpose." Carey is a member of Ice Team and a pro-staff for several fishing companies. The "tents" will be the new Clam X-600 hub shacks

with an impressive 90 grams of insulation per square meter, enough to keep the anglers warm no matter what Mother Nature throws their way. With 94 square feet of fishable space, there's room for several anglers to fish and set up cots. The zip-in optional floor adds warmth and protection from melting snow.

Lake Minnetonka is a 14,000-acre suburban body of water 15 miles west of

---

*Skill-building stations  
will augment learning  
for those who want to  
expand their skills.*

---

Minneapolis. As Minnesota's ninth largest lake, Minnetonka is known as a productive fishery for panfish such as crappie, bluegill and sunfish as well as walleye, northern pike and bass.

Media coverage has been expansive for WIAP in previous years and 2020 will be no exception. Outdoors First will again follow the gals and upload tips and video coverage to their website followers on [IceFishingFirst.com](http://IceFishingFirst.com). The award-winning podcast Woman Angler & Adventurer co-hosted by Barb Carey and Angie Scott will produce shows on site. Media Lodge, focusing primarily to the millions of campers and adventurers with 50Campfires and [Outdoors.com](http://Outdoors.com), will collect and disseminate sponsor-focused tips and techniques in a field trip for their sponsors.

Tickets will soon open for a limited number of hard-sided shack seats for women who want to join in the adventure on Saturday, Feb. 1. Working with Lake Minnetonka local Todd Stauffer of Set the Hook Guide Service, everything (including rods and baits) will be ready to go in pre-heated houses. In addition, a limited number of spots are also available for gals with their own portable shelters and all the gear who want to join in for the day.

Skill-building stations will augment learning for those who want to expand their skills. For those who are already skilled (and equipped) ice anglers, there will be new faces to encourage along the way. "Our team will each share tips at various stations so this will be a great way for gals from the Twin Cities or wherever they come from to meet the team and hang out with us for the day," Carey added.

The WIAP team will host a meet-and-greet for ticket holders on Friday night at Jimmy's Lounge, a private event bar in the lower level of The



## Women Ice Angler...

Lake Room next to The Narrows in Navarre. After a full day of fishing on Saturday, the gals plan to relax to live music at The Narrows with a popular two-gal cover band called "Starlette's Web."

Media sources (outdoor writers, columnists, news anchors) are invited to join WIAP to gather story content from the pros on Thursday and Friday. On Saturday the on-ice village of Women Ice anglers will showcase skills for new ice anglers to seasoned pros and everything in between. Media members interested in joining the event are encouraged to contact Barb Carey to make arrangements.

The 2020 WIAP team includes: Barb Carey, Shelly Holland, Hannah Stonehouse Hudson, Rikki Pardun, Bonnie Timm, Shantel Wittstruck, and Kristine (K.J.) Houtman. New to the team are Dena Vick and Brittany Hoffman. Media Lodge's 50Campfires' Kayak Jana will trade her paddle in for an ice auger to join the adventure. Additional team bio details available at [www.womenonice.com](http://www.womenonice.com).

Project sponsors include: Clam Outdoors, Jiffy, Vexilar, OutdoorsFirst Media/[IceFishingFIRST.com](http://IceFishingFIRST.com), Media Lodge, St. Croix Rods, Fish On Kids Books, Stonehouse Photography, WI Women Fish, Women Anglers of Minnesota (WAM), The Woman Angler and

Adventurer podcast, and local businesses: The Narrows and Jimmy's Lounge at the Lake Room.



Barb Carey / PHOTO: Rikki Pardun

**For more information:**  
[icefishher@gmail.com](mailto:icefishher@gmail.com).  
See [www.womenonice.com](http://www.womenonice.com)  
for additional event and team information.



Wetlands conservation efforts and dedicated conservation funding like the Duck Stamp have paid off with healthy **waterfowl populations** for sport hunting. **Hawks and falcons** benefited greatly from focused conservation policy, such as Endangered Species legislation and the banning of harmful pesticides such as DDT. The impressive gains among some **game birds** such as Wild Turkey are due to the effectiveness of dedicated conservation funding and enterprising efforts of hunting groups. *Graphic by Jillian Ditner.*

It's never too early to start thinking about the next newsletter...

We are always looking for Craft Improvement articles - please share your expertise in any area of outdoor writing.

For more information, contact Tom Watson  
[tom@tomwatsonwrites.com](mailto:tom@tomwatsonwrites.com)



## Renfro Shows Still Going and Growing

Mike Schoonveld

Is it a stretch to compare KFC or McDonald's with the winter outdoor shows held in cities across the country each winter? Not really. KFC, Micky-D's, the start of the baby-boom generation, America's highway system, rapid expansion of the auto industry and the creation of outdoor and travel shows were all a part of what is now termed the Postwar Economy Era of this country.

America's workers were getting more pay, better benefits and more leisure time. Many jobs in this era standardized to eight-hour days, five-day work weeks and offered paid vacations for the first time. The term "on the go" was suddenly something which could be applied to millions of newly minted "middle-class" families.

Colonel Sanders and McDonald's founder, Ray Kroc, recognized this and started the fast food industry. On the go Americans were looking for places to go and American entrepreneurs were building businesses to provide those places as well as the things to do when the vacationers arrived.

As America's highway system matured, destinations with pristine waters filled with bountiful fish populations were suddenly accessible to on-the-go families. Camps, lodges and resorts were developed in these areas to accommodate the vacationers. Imagine you had just invested your life savings to build a small fishing camp on a lake in northern Wisconsin or at a reservoir in Kentucky or Tennessee. How were you going to attract potential vacationers from Chicago, Indianapolis, Cincinnati, Des Moines or other metro areas?

There was no Internet, TV was in its infancy, radio was either very local or on nationwide networks. In America's capitalist system, a problem for one is an opportunity for another.

Harry Renfro in Indianapolis, Bob Hart in Cincinnati and other promoters across the Midwest capitalized on the need to bring outdoor-oriented businesses and people searching for recreational things, places and opportunities together on a grand scale. They envisioned hundreds of businesses and thousands of people all under one roof, in the form of sports and travel expositions featuring anything to do with outdoor lifestyles, including destinations, boats, camping gear, fishing tackle and other items of interest to outdoor-oriented people.

Renfro's Indianapolis Boat, Sport and Travel Show (now called the Ford Indianapolis Boat Sport and Travel Show) was one of the earliest and as other, similar venues were developed throughout the

Midwest, all of the shows and businesses involved with them, grew and prospered. In a few years, shows which had started as a venue designed to showcase outdoor products and destinations became its own destination.

Across the country, many Americans look forward to attending their local or regional winter expos every year – as religiously as watching the Super Bowl or heading to grandma's house for Thanksgiving.

---

*"...get more people into the outdoors and keep them coming back for more."*

---

As shows grew, show promoters started adding entertainment activities to their schedules to attract more visitors and encourage attendees to extend their visits and enjoy the variety of acts provided. Depending on the year and the particular show, a ticket to the "boat show" could and can provide anything from waterskiing squirrels, lumberjack competitions, and high-flying "dock-dogs" to celebrity appearances.

These acts and performers are still available as entertainment at the Ford Indianapolis Boat, Sport & Travel Show each February, but the Indy show has also aligned with the nationwide R3 (Recruit, Retain, Reactivate) movement designed to get more people into the outdoors and keep them coming back for more.

Professional anglers, expert hunters and others hit the stage (or climb onto the Hawg Trough) to teach attendees key aspects about their specific talents. The Hawg Trough is a 5000-gallon aquarium filled with game fish and panfish. Seminar attendees can actually see the pro anglers cast and work their lures and how real fish react to these presentations.

Harry Renfro started the Indianapolis show in 1953 and it's grown to be the largest such show in the country. A few years later, Robert Hart Jr. started the Cincinnati Travel, Sports and Outdoor show and it too, has been ongoing ever since.

Kevin Renfro, Harry Renfro's son and president of Renfro Productions & Management Inc., along with Chip Hart, Bob Hart's son and owner of Hart Productions, Inc. announced in September an agreement to transfer ownership and future operation of the Cincinnati Travel, Sports &

## ***Renfro still going strong...***

Boat Show from Hart Productions to Renfro Productions.

"We are excited and honored to take the reins of such a long-standing and successful show from the Hart Family," said Kevin Renfro. "We have a second-generation business just like Chip and Victoria Hart," added Renfro, who remembers visiting the Cincinnati show with his dad when he was young.

"Chip and I have always had an excellent relationship over the years - not only talking shop, but talking about our latest hunting and fishing trips, too. We both grew up in a business that took our families all across the country and Canada. From a very early age, we both understood the passions of those who love the great outdoors. That understanding translated into producing quality consumer shows for our attendees, both in Indianapolis and in Cincinnati."

The Cincinnati Travel, Sports and Boat Show was originally held at the Cincinnati Gardens. The show was moved in 1967 to the Cincinnati Convention & Exposition Center downtown (now named the Duke Energy Convention Center) where it has resided ever since. It has been Cincinnati's only Boat Show for over 6 decades, introducing generations of families and vendors to the exciting world of boating, travel and the outdoors.

The dates for 2020 are January 17 to 26 (closed Monday and Tuesday) at the Duke Energy Convention Center and the show is now known as the Ford Cincinnati Travel, Sports & Boat Show. Renfro Productions will be operating the show this year, combining a bit of tradition and new excitement attendees are sure to embrace.

The Ford Indianapolis Boat, Sport & Travel Show will be held at the Indiana State Fairgrounds from February 14 to 23, and will include the Indiana Motorcycle & Powersports Expo in an adjacent, connected building the opening weekend and the Indiana Deer, Turkey & Waterfowl Expo the final four days.

Both shows have worked hard and weathered national and international events: wars, economic instability, lifestyle changes, the advent of a myriad of new media forms and the Internet for over six decades. Thinking back about all the

changes impacting the outdoor industry and the outdoor show business over the years brings the realization that change is inevitable.

Changes are certainly planned for the Cincinnati show to provide exciting activities, destinations, businesses and programs to establish the Cincinnati show, as in Indianapolis, as an annual gathering place for passionate Ohio, southeastern Indiana, Kentucky and West Virginia attendees. Just as has been done in Indianapolis, Renfro Productions will continue to build on the

---

*“Embracing the old and providing  
what’s new is what keeps  
businesses, including boat,  
sport and travel shows, vibrant.”*

---

most popular and successful aspects of each show while carefully introducing enough change to keep the shows relevant to all generations. The Renfro team plans include placing increased emphasis on expanding the hunting and fishing aspects of the Ford Cincinnati Travel, Sports & Boat Show in years to come.

A customer can still go to McDonalds or KFC and order products identical to what was offered when they started in the 1950s. Burgers and original recipe chicken are as good now as was when the franchises started. That's tradition. But at these restaurants, it's also possible to order the latest additions to the menus from cell phone apps and pick them up hot and ready at drive-up windows. Soon, they say, those meals will be dropped off by drones. Embracing the old and providing what's new is what keeps businesses, including boat, sport and travel shows, vibrant.

Kevin Renfro and the rest of the Renfro Productions staff approach each day knowing the best way to showcase what Indiana, Ohio and the rest of North America have to offer is to bring in exhibitors who represent all aspects of outdoor recreation. There will always be exhibitors showcasing vacation spots on pristine lakes filled with hungry fish, boat dealers showing the newest designs on the water and families looking for (and finding) the places, ideas and gear to add the outdoors to their lifestyle. Head for the show.



## Market News . . .

### German Precision Optics Named Official Optics of the Archery Shooters Association -

German Precision Optics (GPO) USA, is pleased to announce that it has been named as the official optics of the Archery Shooters Association (ASA) for 2020. Created in 1993, and the world's premier 3D archery federation and tournament host, the ASA will kick off its 2020 season February 20-23 in Foley, Ala.

For more information on this partnership call GPO, USA at 1-844-MY-BINOS (692-4667) or visit [www.gpo-usa.com](http://www.gpo-usa.com).

**Lightweight irish setter® VaprTrek hunting boots** - now offered with higher insulation levels, all-leather, and easy on/off options - one with a side zipper and one with the BOA closure system.

The original Irish Setter VaprTrek® 8" hunting boots were 40% lighter than traditional Irish Setter big game hunting boots. After conducting materials testing and field wear trials, Irish Setter is proud to introduce the new **VaprTrek** lineup, which is even lighter while delivering better traction on rough terrain, all with improved durability and outstanding all-day comfort.

Features include: EVA footbed with a highly breathable and durable memory foam top layer; waterproof, full grain leather, lightweight Rip Stop fabric, military-grade quick dry linings; UltraDry™ waterproofing; Cushin™ Comfort Tongue and ScentBan™ scent control that eliminates odors; durability and abrasion resistance in the heel and toe; plus much more.

For more details: **Kim Emery** at [kim@fireflypublicity.com](mailto:kim@fireflypublicity.com).

### The QuickTuk Cloud For The Popular SIG-Sauer P938 -

Galco introduces the QuickTuk Cloud™ inside the waistband holster for the very popular SIG-Sauer® P938! - an ideal combination of comfort, convenience, security and efficiency. The QuickTuk Cloud uses an innovative backing plate composed of a ballistic nylon front over a closed cell foam body.

Lined with Galco's Comfort Cloth™, the plate provides padding and moisture wicking, making it comfortable to wear for extended hours.

The QuickTuk Cloud features the patent-pending, tuckable polymer UniClip™ for stability and easy on-off capability.

Other features include a rigid, open-top Kydex® holster pocket; full firing grip for a fast draw and easy return to holster.

**Contact: Mike Barham -** [mikeb@galcoUSA.com](mailto:mikeb@galcoUSA.com).



Doug Stamm

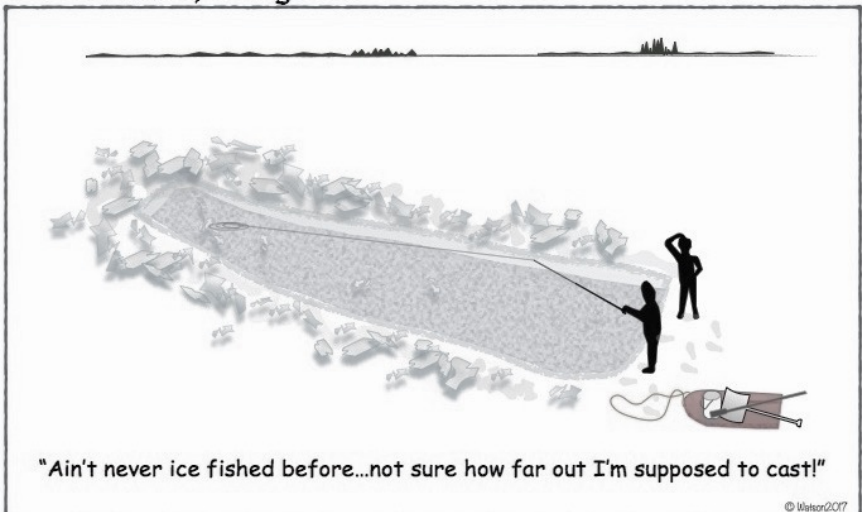
**HOBIE** - AGLOW member and director, Gary Nski, dba Good Ideas Company LLC, has inked a contract with [www.coontail.com](http://www.coontail.com), Wisconsin's largest and number one Hobie dealership based in Boulder Junction, Wisconsin, to team up as their Hobie product specialist, Hobie fishing team member and photographer/media liaison. Nski and the Heartland Hobie Team will be "Mirage Driving" throughout the upper Midwest conducting seminars, demos and attending numerous trade shows. Be on the lookout for the Coontail-Heartland Hobie mobile showroom **Gary Nski**, [garynski@frontier.com](mailto:garynski@frontier.com).

Introduce your new product or program in our BETWEEN newsletter updates:

7th & 21st of each month

Contact Tom Watson  
[tom@tomwatsonwrites.com](mailto:tom@tomwatsonwrites.com)

The nature of things...



© Watson 2017





## **IOWA**

**New Rathbun Reservoir map available on Iowa DNR website:** Iowa DNR fisheries staff recently surveyed **Rathbun Reservoir**. An updated fishing map is available on the **DNR Fishing Maps website**. The lake map includes depth contours, boat ramp locations, and other amenities at Rathbun Reservoir.

Updated lake maps are also available for **Storm Lake, Viking Lake, Red Haw Lake, Badger Creek Lake, and Grays Lake.**

## **Iowa Spring Turkey application open**

**January 1:** Nonresident hunters can start applying for their Spring Turkey tag in Iowa. Make turkey hunting in 2020 your goal and apply now for your top choice season and zone. Hurry!

**The deadline to apply is January 26th.**

## **MICHIGAN**

**Michigan DNR Offers outdoor rec' grants:** Anyone wanting to learn more about the process of applying for public outdoor recreation-related grants is encouraged to attend one of the **free workshops** that began this month.

Michigan DNR grant experts will visit nine regional locations to learn about available grants from the Michigan Natural Resources Trust Fund, the federal Land and Water Conservation Fund and the Recreation Passport Grants Program, which help communities provide access to quality outdoor recreation opportunities.

In addition to the workshops, the DNR will offer two webinars Wednesday, Jan. 22: 10 a.m. to noon (scoring information); to 3 p.m. (standard workshop).

No registration is necessary, and there is no cost for the workshops or webinars.

To learn more about specific grant eligibility and guidelines, visit **Michigan.gov/DNR-Grants.**

**\$3.6 million towards 32 Invasive Species Grant program:** The state of Michigan recently announced the 32 projects that will share \$3.6 million in grants through the Michigan Invasive Species Grant Program.

The program addresses prevention, detection, eradication and control of aquatic (water-based) and terrestrial (land-based) invasive species in Michigan through four key objectives: Preventing the introduction of new invasive species; Strengthening the statewide invasive species early detection

and response network; Limiting the spread of recently confirmed invasive species; and

Managing and controlling widespread, established invasive species.

This year's grants will provide funding for a range of efforts targeting aquatic invasive species including increasing compliance with new "Clean, Drain, Dry" boating laws through use of mobile boat washing stations in northwest Michigan.

Funding also will support projects to improve management of terrestrial invasive species.

Details are available on the Michigan Invasive Species Grant Program website at **Michigan.gov/MISGP.**

## **WISCONSIN**

**Newest Wisconsin Public Land Atlas Now Available:** The atlas includes DNR properties; as federal and county-owned lands. You can also **download and print** the maps free of charge from your home computer.

For more general information, visit **dnr.wi.gov** and type the keyword "**atlas**" in the search bar. **CONTACT: Jacob Cassidy, Jacob.cassidy@wisconsin.gov**



## ***Between the lines...***

Think of this as a mini-Crafts Improvement tip, targeted to our newer, younger media members. Both the Market News and the Agency Updates provide way more information than the press release announcements that they are. Think of

them as leads to article topics beyond the written words expressed. Between those lines might be a program or subject worth exploring on its own.

What *was* the program that introduced turkeys to your state? What *is* the new technology behind that latest fish finder? There's so much waiting between the lines. ***Go for it!***

## Survey studies American attitudes towards consumptive sports

The study - **AMERICANS' ATTITUDES TOWARD HUNTING, FISHING, SPORT SHOOTING, AND TRAPPING** - was conducted for the Association of Fish and Wildlife Agencies Responsive Management and the National Shooting Sports Foundation in 2019.

The study was conducted by Responsive Management and the National Shooting Sports Foundation to assess trends in Americans' attitudes toward hunting, fishing, sport shooting, and trapping based upon tracking public attitudes on the four activities in various forms since 1995. Using a scientific telephone survey of adult Americans, ages 18 and older, the study makes use of this trend data by examining how Americans' attitudes have changed over the years.

Overall, 80% of Americans approve of legal **hunting**- highest in the Midwest (at 86% approval); lowest in the Northeast (72%) - showing a gradual increase since 1995 when approval was at 73%.

---

### *Attitudes toward hunting vary according to the species being hunted*

---

Approval of hunting varies considerably depending on the stated reason for hunting. When the reasons are utilitarian—for meat, to protect humans or property, for wildlife management—approval is very high. However, hunting drops substantially when the reason is for the sport or for the challenge, and less than a third of Americans approve of hunting for a trophy.

The species being hunted also affects approval of hunting. Hunting of ungulates and waterfowl is more accepted than hunting of predator species. Similarly, approval of hunting depends on the technique being used, especially the extent to which the technique allows for fair chase. More Americans approve of hunting with archery equipment than approve of hunting with high-tech gear or hunting on property that has a high fence around it.

The survey findings suggest that **fishing** is less controversial than hunting: 93% of Americans approve of legal recreational fishing. Like hunting, approval of fishing depends on the motivation: more

Americans approve of fishing for food than for the sport, the challenge, or a trophy fish. Most methods of fishing have high approval, with the exceptions of gigging and snagging.

The survey also examined attitudes toward **shooting**, finding that 81% of Americans approve of legal recreational shooting. **Trapping** is more controversial - 52% of Americans approve; 31% disapprove. Again, attitudes appear to be influenced by the stated motivation for the activity: there is relatively high approval of trapping for wildlife restoration, population control, food, and property protection, but less approval for money, fur clothing, and recreation.

Following are the top five approval rankings for various factors:

#### **Motivations for hunting -**

- To protect humans from harm - 85%;
- For the meat - 84%;
- For wildlife management - 82%;
- To get locally sourced food - 83%;
- To get organic meat - 77%;

#### **Attitudes toward hunting different species**

Attitudes toward hunting vary according to the species being hunted. This study, consistent with others, shows that hunting of ungulates, such as deer and elk, or waterfowl is more acceptable than is hunting of predators, such as bear, mountain lions, or wolves. Meanwhile, less than a fifth of Americans approve of hunting for exotic species such as African lions and elephants.

- Deer - 78%;
- Wild turkey - 78%;
- Duck - 74%;
- Rabbit - 72%;
- Squirrel - 65%;3

#### **Methods of hunting**

- With a bow and arrow - 80%;
- With dogs - 55%;
- Using scents that attract game - 43%;
- Over bait - 32%;
- Hunting bear during the spring 20%;

#### **Motivations for fishing**

Approval of fishing can vary depending on the motivations for fishing. Fishing for food is considered much more acceptable than fishing for the sport, for the challenge, or for a trophy fish. These results largely mirror those of the hunting

portion of the survey, indicating that Americans approve of fishing for utilitarian purposes much more than they approve of fishing for sport.

- Fish to eat - 96%;
- To supplement income - 82%;
- For the challenge - 70%;
- For the sport - 73%;
- For a trophy fish - 53%;

**Methods of fishing**

- Catch-and-release fishing - 89%;
- Fishing with bait - 91%;
- Fly-fishing - 84%;
- Fishing with lures - 86%;
- Crabbing - 79%;

**Attitudes toward sport shooting**

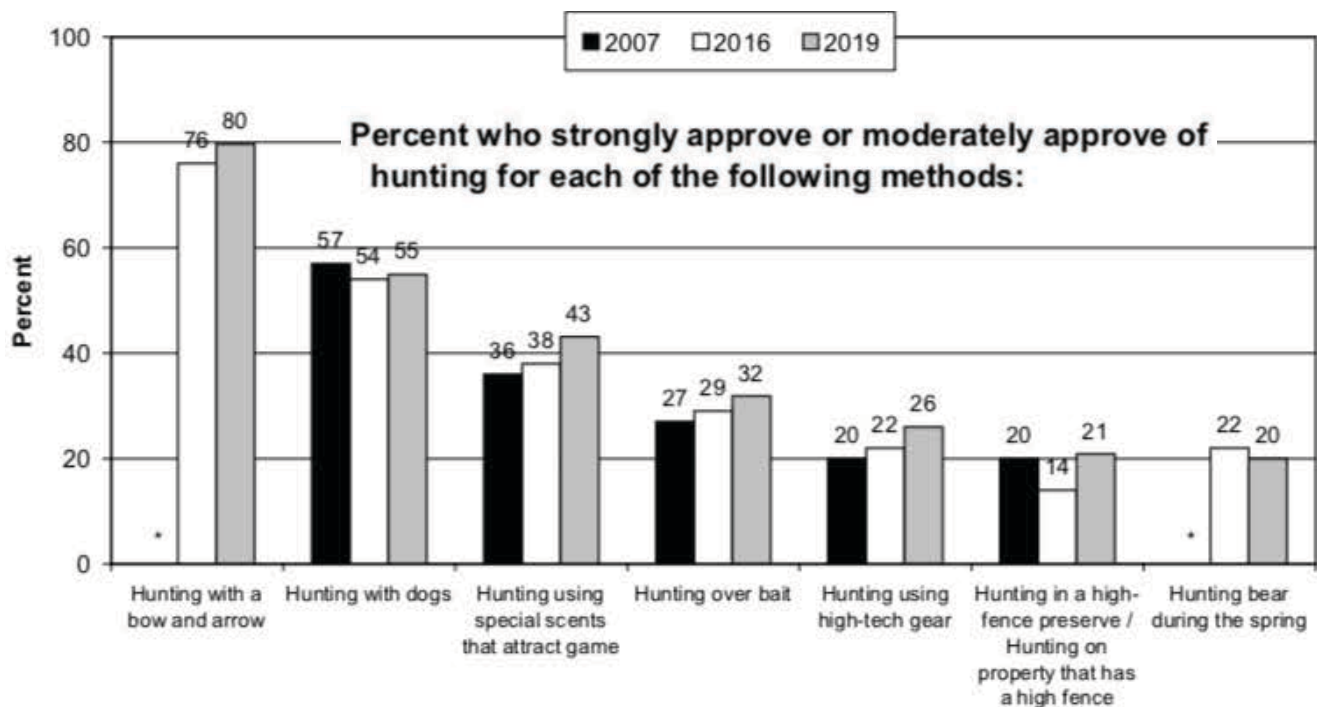
Opinion of recreational shooting sports:

- Perfectly acceptable. (65%)
- OK, but currently inappropriate. (23%)
- Inappropriate nowadays. (9%)

**Attitudes toward trapping**

- As part of a restoration program - 84%;
- For subsistence - 73%;
- Control wildlife populations - 73%;
- For food - 72% approve;
- To reduce damages to crops/gardens - 69%;

For more categories and further details on the methodology of the survey go to:  
[https://www.fishwildlife.org/application/files/7715/5733/7920/NSSF\\_2019\\_Attitudes\\_Survey\\_Report.pdf](https://www.fishwildlife.org/application/files/7715/5733/7920/NSSF_2019_Attitudes_Survey_Report.pdf)



**HORIZONS**

Tom Watson - Editor  
 <tom@tomwatsonwrites.com>  
 Association of Great Lakes Outdoor Writers  
 PO Box 548, Knox, IN 46534  
 877-472-4569