



HORIZONS



Association of Great Lakes Outdoor Writers
July, 2022

Editor's Notes...



The Final Edit

Dear AGLOW friends and associates,

It is with mixed emotions to announce that I am stepping down as the editor of AGLOW's HORIZONS newsletters effective at the end of August. It's been an interesting ride since producing my first issue back in October, 2019.

Taking on the role of editor was built upon what the AGLOW board was looking for as a revision or new direction for our former newsletter. Calling upon decades of newspaper production work and freelance writing, I decided to use the KISS approach in formatting our flagship publication. Nothing fancy, just basic newsletter layouts, with AGLOW-appropriate content that was for and about our members and the companies they represent.

I thank those special contributors who always rose to the occasion - and need - to provide timely, professional and entertaining/enlightening copy to share. While it was like pulling teeth to get news from others in many cases, it was with smiling satisfaction when those few turned in features that - as always - made it obvious that they were, indeed, professional outdoor writers.

The board is steering the great AGLOW ship towards broader horizons, their compass needle pointing towards a new communications position with duties that will incorporate newsletter responsibilities into its far-ranging scope of tasks to better link AGLOW with a broader media and consumer marketplace. The technology that will be called up to achieve those objectives are beyond this tech' dinosaur's expertise and reach. I learned the trade pasting up galleries with hot wax and using a typesetter the size of my washing machine, where the speed and spread of breaking news was measured sometimes in hours - instead of in today's social media nano-seconds.

For my last issue as editor, I've dedicated a fair amount of space in the newsletter with tidbits on our 2022 conference site, Branson, Missouri - only about eight weeks away, and counting - to remind you of all to opportunities to enjoy your Branson experience.

To all of you who helped make the newsletter a reality each issue, I thank you.

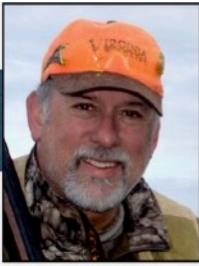
— Sincerely, Tom Watson, HORIZONS editor



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From the President - Ken Perrotte

Well, it's officially here. Summer. Hot, ain't it?

Some people pine for summer's heat during winter's depths. Once scorched by summer's blast furnace breath a few times, though, many of us quickly wish for the cooler days heralding the advent of autumn.

I'm hoping everything will be comfortably wonderful this September as we gather at the beautiful Chateau on the Lake in Branson, Missouri for our AGLOW national conference.

Your board and executive committee are trying to continuously improve how we operate as an association and how we serve our diverse, talented fellow members. Part of this includes an improved conference format, something our conference committee chaired by Trent Marsh, is working on. The goals are to help attendees meet more people, attend educational and news making sessions, enjoy great food, and sample abundant opportunities in and around Branson, including a wealth of outdoor-related excursions.

Lynn Berry and Larry Whiteley, our two point people in Missouri, are lining up an array of enticing activities. Fishing, of course, is on the docket. Multiple lakes, including Taneycomo and Table Rock for rainbow and brown trout, crappie and bass, are featured, with other excursions – perhaps a trip to Bull Shoals Lake for walleye and striped bass, and night fishing using gigging and archery equipment are also being researched. Some fishing trips may be led by nationally and regionally known pros. Also being explored are fishing expeditions with AGLOW supporting members in the watercraft industry.

Early teal season will be in. Guided hikes at the Ruth & Paul Henning Conservation area, tours of the Shepherd of the Hills fish hatchery and the incredible Fishing Museum are planned. Other activities that might be possible include zip-lining, special behind-the-scenes experiences at the incredible Silver Dollar City and more. Spouse tours include a mix of shopping and dining, including a lunch and tour of College of the Ozarks, a visit to Branson Landing and the Crystal Fish, one of Branson's most unique shops.

In terms of the conference program, Bass Pro Shops Founder and CEO Johnny Morris is invited to speak but has not yet confirmed his availability. It is Bass Pro Shops' 50th Anniversary year! Visits to nearby Springfield, home to the Bass Pro Shops' amazing "Granddaddy" store, plus the adjacent Wonders of Wildlife, routinely voted the best aquarium in America, are a must while in the area. And, our shooting sports day is scheduled the incredible, new Bass Pro Shops Shooting Academy, situated on a scenic Ozarks mountaintop.

The National Shooting Sports Foundation's Managing Director of Public Affairs Mark Oliva has locked in a repeat engagement. The NSSF is a valued corporate sponsor, hosting a breakfast this year. Oliva's newsmaker session will look at several hot-button issues.

So, register now, if you haven't already. And, please, be an ambassador for our association and our avocation. If you know someone who might be a great AGLOW member, encourage them to attend and experience what it is that sets this amazing group apart from all others. Look for emails, website updates and other communiqués as the conference schedule and activities are finalized.

We'll see you in Branson.

— Respectfully yours, *Ken Perrotte*

From Our Executive Director - Mark Smith



Annual Conference & New Communications Coordinator Position

I hope that everyone is having a great summer so far. These certainly are busy and exciting times here at AGLOW. With the annual conference in Branson bearing down on us in just a couple of months the usual bustle surrounding that is ever present. If you haven't registered yet, please do so <https://aglowinfo.org/events/annual-aglow-conference/>

You will also find instructions on how to reserve your room at Chateau on the Lake Resort. Do this as soon as possible as the reserved room block is filling fast. Also take a moment to review the schedule for the conference this year as there have been numerous changes. Most of the changes involved the day of the week that certain events take place. They are not in the traditional order as in years past. That conference schedule can be found by using the same link above. Some of the big changes include; Break-Out Day will be on Monday, Shooting day will still be on Tuesday, but will be followed that evening by the Golden Glow Awards, and the conference will wrap up with the AIC Awards Banquet on Thursday evening. Lynn Berry and Larry Whiteley have arranged for tons of exciting things to do in and around Branson during the conference and we have set aside a fair block of time on Wednesday to partake in those activities.

The other really big thing happening with AGLOW right now is the creation of the Communications Coordinator position. This person will create and oversee all of the communication between the Association and all of its members. This will include management of all of our social media platforms, news and newsletters, and a brand new direct email platform to help our corporate and tourism partners distribute press releases, employment opportunities and other important information, not only to our members, but the public as well. The resumes started coming in within minutes of sending out the notice and there are some really great candidates already in the running. If you have an interest in this position, please get your resume to me ASAP.

Have a safe and prosperous summer and I am looking forward to seeing you all in Branson.

— Mark Smith, Executive Director



2022 AGLOW Annual Conference
Branson, Missouri
September 18-22, 2022
Chateau on the Lake Resort Spa & Convention Center
888-333-5253

The Most Important Fishing & Boating Organization You've Never Heard of

The Future Angler Foundation (FAF) unites anglers and communities through education and outreach, with the overarching goal of growing the sport



Ever heard of the Future Angler Foundation (FAF)? Some tackle and marine industry members have, but a surprising number can't put their finger on exactly what this 501(c)(3) non-profit organization does. Fewer still realize the vital role it plays in growing recreational sportfishing and safe boating across the United States.

"This may be the most important recreational fishing and boating organization you haven't heard about," says the foundation's cofounder and president, Patrick Neu. "The FAF was formed in 2012 by a small group of anglers dedicated to growing participation in angling and boating. For over a decade now, we have teamed with educators, individuals and fishing and boating organizations throughout the country to expose potential newcomers to our sports by educating on how to catch fish, boat safely, and to be conservationists."

"Sounds simple enough, but you'd be amazed how much strategy, effort and logistical planning goes into such a major outreach program. There's a huge educational component at the grassroots level involving passionate, knowledgeable anglers and boaters, most of whom volunteer their time for their individual programs...but that is only part of the story. The FAF also supports and directs a massive digital outreach program that reaches tens of millions of potential new anglers and boaters each year under the "Getting Families Fishing" initiative," says Neu. "Funding for these programs come from various sources, but at this point, there has been limited fishing and marine industry support

of the FAF's mission to create new anglers and boaters, with the majority of our funding coming from federal grants, a few foundation grants, and the general public."

"We want to do more than simply grow participation," states Neu. "We want to teach people introduced to angling and boating to be good stewards of the water and active participants in all aspects of the recreational fishing and boating communities. We hope to draw in new anglers and boaters of every age that will make fishing and boating a permanent part of an outdoor lifestyle that we believe is a critical part of life in this country."

To that end, the Future Angler Foundation supports volunteers and organizations hosting angling and boating educational events that contribute to an increase in participation in these activities. The FAF does not run these events; rather it supports the volunteers who host them by granting them no charge rod/reel combos, angling promotional items such as T-shirts with conservation themes, and angling educational literature. Attendance numbers at FAF-supported events prior to COVID averaged an impressive

Our desire to share angling
as a life-changing activity
with future anglers and boaters...
remains our driving force.

20,000 youth and parents each year, with about 4,000 rod and reel combos plus 4,000 T-Shirts donated annually. Support for and participation of 2022 events is ramping back up to meet or surpass the pre-pandemic numbers.

"All of this is just an introduction to the great work FAF carries out under the industries' agencies, and all who care to see angling and boating thrive in the years to come. Our mission is much more than a feel-good story. It's real."

The FAF's estimated annual budget for programs and activities breaks down as follows:

(Continued on next page...)

Future Angler Foundation

- 30% equipment/support materials given to attendees by volunteers at educational events;
- 50% production costs for “Getting Families Fishing” program content/curriculum;
- 15% grant administration, communication, accounting, record keeping, and Futureangler.org website operation;
- 5% travel expense to attend angling-related educational conferences and trade shows.

Our desire to share angling as a life-changing activity with future anglers and boaters –



BOB HOLZHEI's Take on Tourism...

Changes in Marketing Strategies: Attract Tourists

There's more to marketing than having a visitor's center that passes out area informational guides! New strategies are being used by convention & visitors bureaus. The use of storytelling in visitor's guides and media posts is attracting more visitors to an area. The typical visitor's guide has names and lists of business addresses, divided into categories including services such as lodging, eateries, and attractions.

Tourism destinations are changing the look of visitors guides by using story telling in their guides and media posts. People are no longer buying what you sell, they buy why you sell it! Target the audience and tell them why your service is made for them and explain what they will experience if they decide to buy your product or service and visit your destination.

Stories have power! They are easier to remember, share with others, and increases your potential market. But how do you create valuable content and optimize marketing?

Use short four-letter key words in creating a brand for your destination. Include the words in the title on the page, in the first paragraph of the content, repeat it several times throughout the content and localize the content.

Seventy per cent of travelers read TripAdvisor before deciding on destination locations and 53 percent make reservations after reading reviews.

through education and outreach – remains our driving force,” says Neu,

In short, the FAF believes exposing non-anglers and boaters to our sports, and reactivating anglers and boaters who haven't participated recently, can solidify a place for sportfishing and boating in American culture for generations to come. “That,” concludes Neu, “is what we're all about.”

To learn more about the FAF visit: www.futureangler.org. Media Contact: Noel Vick: noel@traditionsmedia.com.

Reviews can be beneficial - or harmful - in a business. Respond to negative comments in a positive, polite manner. Eighty-seven percent of folks believe an appropriate response to a negative review improves the impression of an establishment.

Respond as quickly as possible. Do it politely. Thank the individual for sharing his impression and let him know this is helpful. Consider apologizing. Mention your company takes guests comments seriously, and include ways that services will be improved. Offer solutions after allowing for staff input. Destination marketing is designed to attract more visitors to an area. Destination Marketing serves as a link between the visitor and the destination.

What makes your destination unique? Is it a unique history or landmarks?

What age group does the destination appeal to? Make your location, more attractive to visitor. What additional features can be included; doing what has been done in the past is history.

Brain storm with members of the tourism board; and also include ideas from the entire membership. Make a list of ways marketing has been used in the past. Then make a new list of ideas. Evaluate which ideas are workable and also cost effective. Be sure to involve every member in the CVB. Allow time for feedback from the group. Make modifications!

Never view criticism as a threat; the opinions of customers can help to improve a business and offer better experiences to future customers. Sixty-six percent of folks tend to ignore extreme comments when reading reviews.



The Evolution of the Branson Area...

Larry Whiteley

Many of you have told us that the 2012 conference in Branson was one of the best AGLOW conferences you have ever attended because there are so many outdoor opportunities along with all the other fun things to do in and around our city.

Whether you were in Branson 10 years ago or this will be your first time, we encourage you to come a few days before the conference starts or plan to stay a few days after the conference. Go to www.explorebranson.com and discover world-famous live entertainment, thrilling attractions, outdoor beauty, delicious food and genuine Ozarks hospitality that will make you feel right at home. To find out about the history of Branson and get a better feel for this beautiful area of the country click on <https://video.pbs12.org/video/the-evolution-of-the-branson-area-s9utym/> and watch a documentary about Branson created by Ozarks Public Television.

We are looking forward to seeing you all in Branson September 18 - 22. Media Contact: Larry Whiteley; Branson CVB Outdoor Ambassador; larrywhiteley2@gmail.com



Shepard of the Hills

— Kenneth L. Kieser

May 4, 2022 a crowd gathered at the Shepherd of the Hills theater to celebrate Harold Bell Wright's 150th Birthday. Missouri Governor Mike Parson and a group from the Branson Chamber of Commerce and other guests celebrated this author of "The Shepherd of the Hills," the book that put Branson, Missouri on the map.

The Ozark Hills have seen a lot of suffering and hard times over the past two centuries. Harold Bell Wright captured some of this despair in his award-winning book.

Today his bestselling novel is reenacted at an Amphitheatre on the original farm of his lead characters, Old Matt and Molly. The surrounding Ozark Mountains are the same inspirational symbols of pristine beauty that caught Wright's attention-while writing "The Shepherd of the Hills" in 1904.

The book, published in 1907, drew attention and tourists to the Branson area in search of this pure but poor life and a chance to meet characters featured in Wright's book. Suddenly this impover-



ished area discovered new economic opportunities in tourism.

"The Shepherd of the Hills" brings huge crowds in annually, many return visitors. Skilled actors and actresses portray the era when Wright discovered ancient hills of drought and suffering. Yet he brought out the warm and loving spirits of hardy settlers who fought daily to feed their families.

Wright introduced these people of substance

to the world. His remarkable book helped give Branson an identity of strength and honesty. The Shepherd of the Hills play that started in 1960 and is the world's longest running outdoor pageant.

"The show is relatively unchanged over the last 20 or so years," said Jeff Johnson, General manager of the play and property. "Actors and actresses come and go and they deliver things in a different way. The changes are fairly subtle for the "Shepherd of The Hills" traditionalist but we like to keep it updated and fresh. We still have plenty of live animals in the play and many of the original actors came back."

I recently went backstage to watch how each actor prepares for their performance.

The evening was hot and characters dressed in the show's costumes all sat around and visited. A wedding cake from one of the actor's children's marriages was shared as two men a few feet away played pool on a regulation-sized table. All were exceptionally friendly and just waiting for the show to start.

This evening the actor playing Walsh Gibbs sat outside by the horses visiting with several actors and wranglers. He plays the show's leading villain, head of the Baldknobbers, the name of a real vigilante gang of ex-Civil War soldiers who met on the top of bald hills on moonlit nights. He was a big, strong man who could have played linebacker for a college team.

The hero who played Young Matt was about 60 pounds lighter.

"Are you going to wrestle with him in the show?" I asked.

"Yep," he answered with a sick look on his face.

Luckily for him all of the action scenes in this play are well rehearsed. Otherwise, he might have looked a bit more beat up after several performances with his miss-matched opponent, although there have been injuries over the years.

Soon the show started and actors in the opening scene stepped out of the modern-day air-conditioned building to 100 plus years earlier. Sev-

eral of them admitted to mentally going back in time during the play. Each polished actor made the audience believe they were in a different time.

The live show was broadcast on a loud speaker inside and outside of the building. I watched the beautiful actress playing Sammy Lane waiting on her horse for the cue that would send her galloping onto the set.

The show, too, features a lot of horses and mules. Two big, beautiful sorrels harnessed to a wagon spooked for some unknown reason and went wild. Soon wranglers were leading the horses back to a stable area. The show went on without that wagon. In live theater everything is timing. Harnessing another team would take too long for the progressing show.

The Shepherd of the Hills is mainly played by actors from the area. Many are second or third generation that picked up where their parents or grandparents left off.

I watched a young man who played Little Pete prepare for his first show ever. His brother had played the part for a couple of years until he outgrew it and moved into the role of an older character. The boy's mother waited nervously in the wings while her son walked in front of several hundred people to play a mountain boy.

"He practiced his lines for hours," she remarked nervously.

Finally, the sissy-boy Ollie was played by a very animated actor who the crowd loved, especially the women. He was even cat-called by a couple of women during a part where he was alone and talking to the crowd. He handled it well by laughing and fencing back with the hecklers and the audience loved it.

The Shepherd of the Hills Play has succeeded because of professional acting and directing. Part of the show has pyrotechnics; it is a tribute to the wranglers that nearby horses don't go berserk. But even the animals in the play have rehearsed their parts over and over again. I recommend this show to all, whether you've seen it before or not. I have appeared in the play and am grateful not to wrestle Walsh Gibbs.



Branson's Old Days -

The year was 1969 and we had hair longer than the older generation approved of. My two buddies decided we should take a road trip to Branson, Missouri. We were avid readers and were drawn by Shepherd of the Hills fame.



Downtown Branson had a classic look that today is described as old Americana. The 76 Highway Strip featured a few tourists' souvenir shops, four music theaters featuring home grown talent and restaurants. We drove past the Toby Show and Mexican Hacienda Restaurant then suddenly entered the beautiful Ozark woodlots that led to the Shepherd of the Hills, Silver Dollar City and Indian Point on Table Rock Lake where we camped.

Today Branson is a different town. Silver Dollar City is ten times larger and the 76 Highway Strip is loaded with family-oriented activities. Many more theaters have been built and all shows are still based on-good, clean family entertainment. More importantly, there is

still a feeling of my old Branson.

Visitors are made welcome and the hospitality three long haired boys discovered 53 years ago still exists. Add Taneycomo fishing and you can understand why I always will return.

Lilley's Landing -

Early in my career, about 40 years ago, Phil Lilley bought a trout dock on Lake Taneycomo. The Branson Chamber of Commerce contacted me to come down and meet this guy who planned to create a complete fishing camp.

A week later Lilley welcomed me and said go take a nap, we're night fishing. I met him about midnight on a cool September night and we waded in below Table Rock Dam. There was an intense fog and we fished blind, flipping flies in the darkness and catching one big trout after the other. Years later we did an afternoon Christmas fishing trip and found a mayfly hatch. The trout went crazy. We caught and released over 20.

The rooms then were adequate then, but comfortable. Today they are remodeled and very nice.

Lilley's Landing and Resort features a tackle store, a huge trout dock and top guides working year-round. The dock has an underwater camera that occasionally shows huge brown or rainbow trout looking for forage.

Phil Lilley has been instrumental in helping conserve quality trout on Taneycomo. Phil is a great interview and has always worked well with outdoor writers.

Shopping Mecca -

Cat and I have found several great shopping destinations in Branson. Our first choice is the Grand Village Shopping Center. The T. Charlestown Book and Gift Store features books about the region and national best sellers, hundreds of Christmas ornaments and Thomas Kinkadee art prints.

This unique outdoor shopping center has a tea shop, boutiques, leather or wood artists and Lori's Soap Shop where Cat purchases oils and candles. Another favorite is the old downtown stores. We have art pieces hanging in our house from several of these unique places.

Want to step back in time? Dick's 5 & 10 store located downtown is similar to the old versions we grew up with. They have thousands of items that you likely would not find elsewhere, many from your youth.

Branson has several Outlet Malls that have many top brand-name products. These are large areas so wear your best walking shoes.

Branson Landing has many shops you might find at an upscale shopping center. This, too, is where the Bass Pro Shops is located. There are several fine restaurants and bars throughout this long shopping mall that stretches along Lake Taneycomo.

There are many, many more places to shop while in Branson.

Branson Restaurants -

Branson has numerous restaurants, but my wife and I



prefer the family-owned versions. We have always enjoyed The Farmhouse Restaurant in Branson's old downtown area. They serve good home cooking at reasonable prices.

Billy Gale's Cafe is a great breakfast choice, but come hungry. The pancakes are huge, food is delicious and reasonably priced. People are often waiting in line for a table.

Mel's Hard Luck Dinner, in the Grand Village Shopping center, offers a return to the old soda shops. The food is good, mainly hamburgers and hotdogs with other items on the menu including ice cream treats. Prices are fair and the waiters and waitresses will occasionally break out in song with juke box accompaniment. This is an enjoyable place to visit.

Finally, no trip to Branson would be complete without stopping at Bass Pro Shops White River Fish House on Lake Taneycomo. This is pricier than the above-mentioned restaurants but the food is excellent.

Top of the Rock is another Bass Pro Shops restaurant. This is closer to five-star dining and the food is excellent.

Just like everything else in Branson, there are plenty of great restaurants to choose from.

Smallmouth & Spotted Bass on Table Rock -

Captain Don House, of Ridgedale, Missouri, is a fishing guide with a reputation for constantly putting clients on bass. When the bite is tough, he uses nightcrawlers. He hooks each crawler through its head and lets it sink to the bottom with a medium-sized piece of split shot.

Then the rod tip and line are studied for slight motions.

"...the big fish are there if you know how to catch them."

Nightcrawlers are dropped down to the bottom and brought back up with one reel turn as instructed. We drifted about a minute before the rod tip dipped and house caught our first spotted bass of the day.

My rod tip slightly dipped and I set the hook on a three-pound smallmouth and noticed it was darker green than most. Later a five-pound smallmouth bass took the bait.

Table Rock Lake, by Branson, is deep and clear. Fishing for almost any species in over 30-foot depth is normal. Light line and medium tackle are normally required. Heavy line looks more like anchor rope in this well-fished lake where fish have seen more than their share of fishing pressure. Yet the big fish are there if you know how to catch them.

Take A History Hike -

The Ruth and Paul Henning Conservation Area is located on the west side of Branson. Much of this 1,534-acre area consists of steep hills covered with typical upland oak/hickory forest. The forested hills are interspersed with a series of scenic glades. The glades or balds, as local people refer to them, played an important role in the history and folklore of the region. Because post-Civil War vigilante groups often met on the balds, they became known as baldknobbers. Several features of the area were also immortalized in Harold Bell Wright's book, "Shepherd of the Hills".

Most of the area was donated or purchased from Ruth and Paul Henning. Paul is best known as the creator of the Beverly Hillbillies, Green Acres, and Petticoat Junction television series.

There are 5.6 miles of hiking trails, a scenic overlook, and a lookout tower. The 3.4 mile Homesteaders Trail features 14 informational stops that either showcase the natural features of the area or places of historical interest. Information on those stops can be found on the area brochure found at trailheads.

Make sure you sign up for the guided tour to be offered during the Branson conference.

Kids and Taneycomo Fishing -



Branson is noted as a great destination for children because of rides and other attractions. Yet Lake Taneycomo, that runs beside Branson, is an excellent stretch where kids can discover the fun of catching a rainbow trout.

Approximately 560,000 rainbows and 15,000 brown trout are stocked in Taneycomo annually.

I highly recommend the

first trips be with a guide that will teach how to catch trout in most water conditions on bait. A ball of TroutKrilla or Power Bait on a tiny hook held down with split-shot under a float may be dangled over the side of a fishing dock or bounced on the bottom while drifting downstream.

Use a hypodermic needle when fishing live worms to inject air after impaling it on the hook. This floats the worm off the bottom where it's easier pickings for the fish. Trout are sight feeders that, too, attract to scents.

The river is perfect for boating anglers and their kids. There are numerous trout allowing anglers to motor up and drift back down with the current.

Make no mistake, children love catching these scrappy rainbow trout.

Taneycomo Walleye -

Taneycomo is noted as one of the world's most prolific trout lakes. Yet you might be surprised what other quality fish are caught from this ice-cold water released from the bottom of Table Rock Lake.

Duane Doty, owner of Ozark Trout Runners, is one of Taneycomo's fishing gurus and a top guide. I joined him on a cold, mercifully windless morning when Table Rock Dam was releasing water from four chutes, causing high-water conditions on Taneycomo.

Doty handed me a spinning rig with a unique looking plastic jerk bait to resemble shad. I took a long look at the lure that was crafted and painted by the talented guide and was warned that catching walleye from the bottom of Table Rock Lake were possible.

"The Missouri Department of Conservation doesn't stock walleye in Lake Taneycomo," Doty explained. "Walleye come through the flood gates of Table Rock Dam."

My first three casts were practice runs developing my lure jerking action to match Doty's. The fourth cast produced a strike and pleasant surprise when the first walleye was netted. The slender fish fought well and measured long enough to enter our livewell. There more were caught by days end.



Conference Schedule- Highlights

Sunday, September 18

Registration Desk - 1pm -5 pm

Board of Dir. Mtg - 1:00pm

Presidents Reception

5:30pm-8:00pm

Monday, September 19

Activities Afield -7 am-11:30am

Breakout Setup - 11:00-12:00

Welcome Lunch -12:00-1:00pm

Membership Mtg - 1:00-1:45pm

Corporate & Tourism Rep Speed-Dating - 2:00pm-2:55pm

Spouse Reception - 2 pm-3:00pm

Corporate & Tourism Break-Out

3:00-5:00pm

Branson Welcome Reception

6:00pm - 7:00pm

Dinner - 7:00pm - 9:00pm

Hospitality Room - 9:00pm...

Tuesday, September 20

Meet the 2024 Conference Bidders

- 9:00-9:45am

Depart for Range - 10:15am

Shooting Day Orientation and

Breakout - 11:00am - 12:00pm

Range - 1:00pm-3:00pm

Depart for Chateau - 3:15pm

Golden Glow Awards Cocktail

Reception - 6:00pm - 7:00pm

Golden Glow Awards Dinner

7:00pm - 9:00pm

Hospitality Room - 9:00pm...

Wednesday, September 21

Branson Day Afield - 9am - 5 pm

AGLOW Auction Cocktail Hour

and Preview - 6:00 - 7:00pm

Silent Auction Opens - 6:00pm

AGLOW Auction, Raffles, & Dinner

- 7:00-9:00pm

Hospitality Room - 9:00pm...

Thursday, September 22

2022 Kickoff Panel - The Changing

Expectations of Media and

Influencers - 9:15am - 10:45am

Session Block 1

11:00-11:45am

Session A; Session B - TBD

Session Block 2 - 1:15 - 2:00pm

Session A; Session B - TBD

Session Block 3

2:15 - 3:00pm

Session A; Session B - TBD

2023 Wrap-up Panel - The Editor's

Roundtable - 3:15-4:45pm

AIC Awards Cocktail Reception

6:00 - 7:00pm

AIC Awards Dinner

7:00pm - 9:00pm

Hospitality Room - 9:00pm...



TO REGISTER, GO TO
[https://aglowinfo.org/events/
annual-aglow-conference/](https://aglowinfo.org/events/annual-aglow-conference/)

**2022 AGLOW Annual
Conference to Be Held in
Branson, Missouri**
Chateau on the Lake Resort
September 19-22, 2022



MARKET NEWS...

Whitetail Hunting Apparel that Checks Every Box - Select ScentLok apparel to be available in Mossy Oak's all-new Elements Terra Outland pattern -



ScentLok is pleased to announce that the all-new Mossy Oak Elements Terra Outland pattern will be available in select early- and mid-season ScentLok garments, including the all-new early-season ScentLok BE:1 Phantom Pullover and Pant, the all-new ScentLok BE:1 Reactor Windproof Jacket and the mid-season ScentLok BE:1 Voyage Jacket and Bib.

Designed to conceal when it matters most, Mossy Oak Elements Terra Outland was inspired by the diverse habitats of whitetails and the vast range of land they call home. Mossy Oak Elements Terra Outland combines the highly effective pattern scale of Elements Terra with defined colorations and pattern tones tailored to the regionality of deer. Elements Terra Outland is an evolution of the incredible performance hunters found in Elements

Terra Gila. Mossy Oak recognized the opportunity to retool the pattern with deer hunters in mind. Featuring a mix of earthy browns and natural greens combined with the incredible visual depth of the Elements Terra camo family, Elements Terra Outland is a highly effective camouflage choice for white-tailed deer hunters across North America.

Select ScentLok apparel in the all-new Mossy Oak Terra Outland pattern will be available to hunters later this summer at ScentLok dealers worldwide, an online at scentlok.com.

MEDIA: Josh Lantz / Traditions Media, LLC / Josh@traditions-media.com

Give 'Em the DieZel! - Z-Man® DieZel Eye™ Jigheads built for big soft plastics

tics - Sometimes, you need a bigger hammer . . . If you're an angler - someone seeking a jighead big and tough enough to tame jumbo soft plastics and apex predators, we suggest you step away from the piles of mismatched jigheads and tie on a DieZel Eye™ for size.

Orders of magnitude beyond wimpy jigs with flimsy hooks and incompatible heads, the new Z-Man DieZel Eye Jighead is an entirely different animal. Want to arm your 5- and 7-inch **DieZel MinnowZ™** and other supersized soft plastics with a wicked-sharp, anvil-strong 6/0 or 8/0 hook? Grab a DieZel Eye and go to work.

The DieZel Eye's



impressive black nickel Tri-Forge™ Power Hook offers precision-cut

angles—a strength-enforcing, three-sided configuration yielding muscle mass and a definitive cutting-edge tapering toward the hook point.

Z-Man equipped the DieZel Eye Jighead with exclusive Tri-Forge™ hooks, featuring a triangular cross section at the bend for unmatched strength. Hook-strength tests showed that the Tri-Forge Power Hooks were significantly stronger than traditional hooks.

Crafted in concert with the jighead maestros at **Eye Strike Fishing**, Z-Man's supersized DieZel Eye leads with its ocular assets. The jig's oversized 3D eyes grab your attention—that goes for fish and humans alike - preyfish eyes provide the most prominent and compelling strike target in every aquatic environment. The most productive lures, by far, prove to be those sporting bright, prominent eyes in terms of provoking a predatory response.

Overshadowing each DieZel Eye Jighead, 3D Red, Glow or Chartreuse eyes neutralized the need to add additional color. On the largest 3-ounce, 8/0 size, the eyes measure a full ½-inch across.



The DieZel Eye's jighead features an all-new, purpose driven profile. The head fits seamlessly with and maximizes the horizontal action of paddletail swimbait like the DieZel MinnowZ. A pronounced, natural-looking nose and rounded chin makes it less likely to hang up in rocks or other cover. The base of the head is flattened to rest upright and stable on bottom, allowing buoyant ElaZtech baits to tilt slightly tail-up. The 60-degree eyelet to hook-shank angle also accentuates side-to-side shimmy action on a straight retrieve.

Market News . . .

The collar is endowed with sharp, dual bait barbs that keep soft plastics affixed tightly in place. A second skirt keeper or retainer collar allows for an **EZ Skirt®** ahead of an

ElaZtech bait. An ElaZtech trailer with a colorful, lively jig skirt can entice big redfish, black sea bass and stripers.

Swimming with a smooth, shimmying action, the DieZel Eye Jighead matches elite paddletail baits like the 5- and 7-inch DieZel MinnowZ or 6-inch **SwimmerZ™**. The giant 8/0 DieZel Eye provides ample hook-shank length and bite to roll with an 8-inch **Mag SwimZ™** or **StreakZ XL™** all the way up to a 10-inch **HeroZ™**.

Forged in eight hook-weight



combinations, from a 3/8-ounce-6/0 size to a depth-probing 3-ounce-8/0 beast—each in Red, Glow or Charreuse.

More information: www.zmanfishing.com., Contact: Cory Schmidt / Z-Man Fishing / cschmidt@zmanfishing.com

The Infinite Evolution of Stella FK Continues at ICAST 2022 - The new Stella FK reel is packed with innovative technologies that enhance power and durability, drag performance and line management. Loaded with industry-leading features, the redesigned

Stella represents the pinnacle of Shimano reel engineering and enhances the on-the-water experience of every angler.

The Shimano legacy of high-precision gear development continues to evolve within the all-new InfinityXross system, making its debut in the Stella FK family of reels. InfinityXross expands the drive gear tooth horizontally, dispersing load between the drive gear and pinion gear more efficiently. By distributing contact points over a larger surface area, Stella's **InfinityXross** system delivers unrivaled gear durability to enhance reel performance and longevity.

Shimano's technologically advanced **Infinity Drive** system is the heart of the new Stella FK. Infinity Drive features a unique low-friction bushing that significantly decreases frictional resistance, delivering smoother and more powerful winding. A proprietary surface treatment on the main shaft coupled with special processing drastically reduces rotational torque, yielding a reel that



can actively wind even under heavy loads – dramatically benefiting anglers when fighting stubborn game fish.

Shimano's new DuraCross drag system fortifies the new Stella FK family with enhanced run-stopping power coupled with extreme durability. Revolutionary DuraCross washers incorporate cutting-edge materials woven in a unique pattern

compared to conventional drag washers.

One of Gustafson's favorite elements of the Stella FK is Shimano's new InfinityLoop line management system. By extending spool oscillation during the retrieve, InfinityLoop ensures the line lays as evenly as possible on the spool, virtually eliminating gaps and line stacking during the retrieve.

Anglers fishing with monofilament or fluorocarbon main lines are familiar with the challenge of line twist. Stella FK's new Anti-Twist Fin is an elastic polymer placed on the underside of the roller, which maintains constant tension on the line as it enters the spool. This Stella-exclusive system eliminates twist before line contacts the roller and prevents line from sagging on the spool during the retrieve.

A refined Propulsion Line Management System completes the array of technological innovations in the redesigned Stella FK. By adjusting the angle of the spool's upper lip and reducing the edge of the drag knob, the new Propulsion Line Management System results in fewer tangles should anglers inadvertently throw a loop into their line during a cast or retrieve.

Stella FK C3000 (STL-C3000XGFK) has the capacity to handle 200 yards of 10-pound-test PowerPro and has a 6.4:1 gear ratio to retrieve 37 inches of line per crank. While touring bass professionals who demand the best rely on the Stella FK, anglers casting to speckled seatrout, snook, redfish and bonefish atop the shallows will also appreciate how the newest member of the Stella family helps them conquer inshore fisheries.

For more information / media contact: Dena Woerner-Vick: dena@kingeiderpr.com

Daiwa's New Shake and Bait - Daiwa's new Bait Shaker

manages your baitfish off the Sabiki as well and moving your fish in the cooler. Daiwa's innovative new Bait Shaker is a versatile tool that'll instantly become a necessity for your boat and to your day.

Gaffs are great for hoisting and landing larger fish and those with razor teeth. They aren't,



however, overly effective for all the other onboard maneuvers asked of it, like moving fish around the deck or icebox. The new Bait Shaker, with its intentionally dulled point, can control and guide a fish along the deck like nobody's business. However, the main function is to shake your baitfish off your bait rig, dropping them softly and safely into the well without harming the bait.

The Bait Shaker masterfully manages fish in the icebox, too.

Offshore and near-shore anglers will especially appreciate the Bait Shaker's promise as a Sabiki Rig savior. Baitfish like sardines, menhaden, and pinfish are easily shaken not stirred, dropping to the deck for quick retrieval or directly into the livewell so you can put those tiny hooks and feathers back to work.

Daiwa's floating, saltwater grade Bait Shaker measures 17-inches and features a comfortable EVA handle and is backed by a one-year warranty. Daiwa: <https://daiwa.us>.

Contact: Noel Vick/Traditions Media: noel@traditionalmedia.com.

Spypoint Flex Now Available At Retailers

- The most anticipated cellular trail camera of the year is now available and poised to help SPYPOINT customers have their best season ever. By addressing common pain points identified by cellular trail camera users from all

brands, adding in premium features, and doing so while maintaining the affordability that has been a hallmark for SPYPOINT, the FLEX is ready to become the next in a long line of industry-leading cellular trail cameras.

Features include: a unique dual-sim configuration allowing it to connect to whichever cellular network provides the best, most reliable signal; optimized antenna; 33-megapixel photos; 1080p videos - all with reliable



connectivity and transmission.

Those videos will also be available to be transmitted to the SPYPOINT app and will appear in the gallery as an animated preview, after which users can request the full-length HD version which will be sent to the app and replace the preview. Every SPYPOINT customer that activates their first new FLEX will receive five free FULL-HD Video Requests in their account. This will give users the chance to test out the new feature and see how the process works. Additionally, the free photo transmission plan that has set SPYPOINT apart for so many years is still available with the arrival of the FLEX.

The new, unique dual-sim configuration of the FLEX includes two preinstalled and pre-activated SIM cards allowing the FLEX to connect to the best cellular network available, without the user having to select a specific carrier model. The camera automatically selects the best, most reliable network, and if the best network changes, the FLEX will automatically make that change. The user never has to do any manual process. The dual-sim setup works with the optimized antenna to make the most of any available signal, and the enhancement to network connectivity.

With the push of a button users can format the microSD card right in the camera. The new test button ensures that the camera is taking the photos users want, and sending them to the app is simple as well.

The SPYPOINT app and the FLEX are optimized to work together. The FLEX is GPS-enabled, maximizing the performance and function of the customizable in-app maps. Visit www.spypoint.com/flex. Contact: Trent Marsh / Editorial Manager: tmarsh@spypoint.com



Shimano Reel Technologies Propel Anglers to Success -

Shimano elevates the angling experience. Thanks to unparalleled metalworking and gear design expertise, innovative features permeate Shimano conventional, bait-casting and spinning reels, with premium technologies appearing first in flagship offerings and then working their way into reels throughout the entire lineup.

Gears are the heart and soul of every reel. In-sightful engineering and high-tolerance manufacturing, ensure smoothness, power and durability. Shimano's HAGANE design concept creates reels that withstand continual use and extreme abuse by seamlessly blending toughness and durability with precision engineering and enduring craftsmanship.

Shimano's **HAGANE Gear** is a cold-forged aluminum drive gear that delivers smooth feel and reliable function by leveraging an exclusive three-dimensional design process and eliminating cutting work on the drive gear - offering unparalleled durability compared to reels with die cast or machined gears.

Shimano elevates gear technology to unmatched levels with MicroModule Gear II, delivering refined, ultra-smooth reeling using an entirely new gear set with an increased number of smaller teeth to provide additional con-

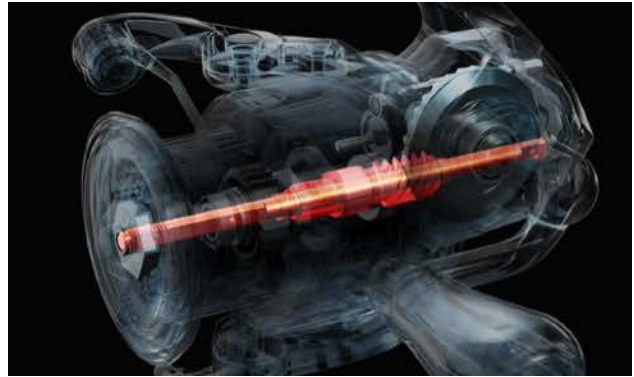


tact points between the pinion and drive gears - delivering a smoother and more efficient gear train - in a wide range of spinning and bait-casting reels.

Infinity Xross

The Shimano all-new InfinityXross system expands the drive gear tooth horizontally dispersing load between the drive and pinion gears more efficiently. A unique main shaft supporting structure and special low-friction bushings and coatings in the Infinity Drive system significantly reduce sliding resistance when anglers reel against large and powerful fish - every reel handle turn requires less effort to get headstrong adversaries moving toward the boat.

Infinity Drive



Shimano engineers developed an array of unique technologies to help anglers cast farther and more accurately - including the new InfinityLoop system. By extending spool oscillation during the retrieve, InfinityLoop ensures the line lays as evenly as possible on the spool, virtually eliminating gaps and line stacking.

On every cast, smooth and even line lay results in reduced friction as line departs the spool, yielding dramatically enhanced casting distance. Shimano's Long Stroke Spool enhances casting distance by increasing the total stroke length of the spool, allowing line to lay on the spool more evenly and smoothly during the retrieve. With help from Long Stroke Spool, line flow from the spool during the cast is effortless, adding distance to every cast. Shimano's Propulsion Line Management System is a uniquely angled upper lip on the spool that dramatically reduces friction with the line during the cast and supports enhanced casting distances.

Shimano's unique Digital Control (DC) braking technology, which uses a microcomputer to monitor spool speed 1,000 times every second applies the perfect amount of brake to slow the spool's rotation, turning backlashes into distant memories while maximizing casting distance.

Infinity Loop

Eliminating the line twist that may develop when using fluorocarbon or monofilament line is now a reality thanks to Shimano's Anti-Twist Fin. This innovative elastic polymer tab placed on the underside of the roller maintains constant tension on the line as it enters the spool. Anti-Twist Fin eliminates twist before line contacts the roller and prevents line from sagging on the spool during the retrieve.

Anti-Twist Fin

Shimano's new **DuraCross** drag system provides the smooth feel and operation of felt washers with 10x the durability. Cross Carbon Drag provides an expanded range of drag settings for exceptionally smooth



performance and fortifies the performance of a broad range of Shimano spinning, baitcasting, and conventional reels.

Contact: Dena Woerner-Vick / dena@kingeider-pr.com.

LOTW Summer Sturgeon Season Is Underway!

Joe Henry - LOTW Tourism



The summer sturgeon season is underway. The “keep” season for these monsters runs from July 1st through September 30. One per calendar year is allowed and the length must be 45 – 50” inclusive or over 75”. Anglers must have a sturgeon tag if you wish to keep a sturgeon. Oct 1 – April 23, 2022 is the catch and release season. If you have never sturgeon fished before you may be asking yourself, “How can I give it a try?”

Sturgeon get much of their attention in the spring but summer is a very productive time to catch sturgeon. Each year Birchdale, located east of Baudette on the Rainy River, holds an International Sturgeon Tournament and the number of sturgeon boated within site of the Nelson Park access is impressive. These fish are feeding up and down the Rainy

Where do I start?

One option is to get a guide from a local resort. This is an easy way to use heavy duty sturgeon gear you might not own, be introduced to the right set ups with sturgeon rigs and of course, have the opportunity.

If you are going to use your own boat and tackle, some ideas. Use strong rods, reels and line. Muskie gear or your strongest freshwater gear is a good choice. These fish fight hard and on walleye gear, the fight often times can last an hour. Heavier gear will allow you to pull in the fish quicker, which puts less stress on the sturgeon and ultimately is better for releasing.

Basically, a no roll sinker combined with a sturgeon rig will get the job done on the tackle end. A sturgeon rig is an 18” snell with a 5/0 circle hook loaded with a combo of nightcrawlers and frozen emerald shiners. Some anglers also like to put rotten



chicken or pork down as well. In short anything that emits a strong smell works great. Fish this set up on the bottom much like you would fishing for carp or catfish.

Where to fish for sturgeon.

Although these prehistoric fish do roam the vast waters of Lake of the Woods and are often caught by unsuspecting walleye anglers, the best stretch of water to fish for sturgeon is at the mouth of the Rainy River called Four Mile Bay all the way up river to the falls near Birchdale. This is about a 40 mile stretch of ideal sturgeon habitat. Anglers typically choose areas to anchor just upstream from a deep hole in the river. The idea is when the sturgeon decides to eat, it swims upstream from the deep hole to shallower water to feed.

Equipment to have ready.

- Use tackle that is suitable for landing a fish that weighs 100 pounds, or more
- Camera;
- Large landing net;
- Gloves, especially for handling small sturgeon that have razor-sharp projections (scutes);
- Pliers to remove hooks from fish. Sturgeon are almost always hooked in the mouth;

- Device to accurately measure the length of a long fish. We see fish over 80 inches long;
- A wet towel to place over the fish's head when measuring. This helps calm the fish;
- Device, such as a seamstress tape, to measure maximum girth for weight estimation;
- A pen or pencil and a pad of paper to record numbers from tagged fish that you catch

The first time fishing these monster fish is always the most intimidating. Most anglers have some success their first couple of times out. Over time, knowledge and confidence grows leading to even more sturgeon success.

Local bait shops and resorts are a great resource to get you started. Bait shops also have the necessary bait and tackle to catch a sturgeon.

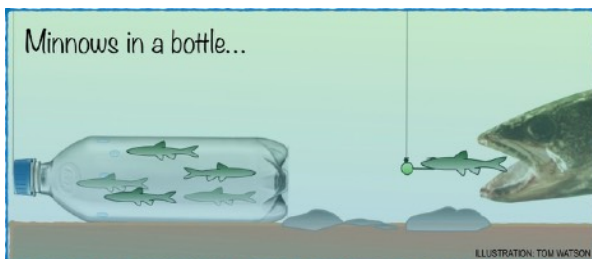
See MN DNR Fishing Regulations for more info. LOTW Tourism info - Joe Henry: joe.henry@lakeofthewoodsmn.com; (<https://lakeofthewoodsmn.com/sturgeon-fishing/>)



Minnows In a Bottle

Bob Holzhei

“Fish are naturally attracted to objects, especially on a flat bottom with nothing else and with minnows,” stated Joe Henry, Executive Director of Lake of the Woods Tourism. He’s Minnesota’s Tourism Professional of the Year for his work on behalf of the Minnesota tourism industry, and an extremely knowledgeable and avid fisherman.



How can minnows in a clear plastic bottle also serve to attract fish? It may be worth a try!

Take a clear plastic bottle and drill a hole in the cap to tie a rope on. Drill holes in the top half of the bottle to allow lake water to fill up the bottle. Add minnows to the bottle and

lower it to the bottom of the lake. Bait your fishing hook with a minnow and lower the bait so it is near the plastic bottle. Fish will be attracted to the number of minnows in the bottle but will not be able to feed on them. Suddenly the fish notices the minnow on your hook.

“Fish on!”

Minnows in a bottle! Who would have thought an idea so simple could yield a stringer of fish?

“I can tell you when you are anchored up and jigging, the activity of the lures, noise, scent, scales, draws more fish to your baited hook. Catching fish attracts more fish and creates an ecosystem below your boat,” concluded Henry. The idea caught my attention and I planned to give it a try this summer, while fishing from the Manistee, Michigan Lighthouse pier

Earlier, as Lake Michigan awaited our arrival in our camper, it had been time to get the gear out of the basement from winter storage, and check everything over: different sized hooks and an assortment of lures; slip sinkers that sit on the bottom of the lake so when the fish takes the bait, the hook is set; fishing line checked by tying a knot in it and snapping it (as freezing weather can deteriorate and weaken line, if the line breaks it must be replaced).

Now I watched a feeding frenzy of fish on the shoreline while casting in the surf one early summer morning. A river outlet into Lake Michigan was a natural attractant for fish to gather - a natural food source that served as an easy smorgasbord meal for the fish without them needing to swim all over the lake to search for an easy meal.

I was already anticipating a nice mess of fish, filleted at the fishing cleaning station, chilled and ready for a fish fry outside of our camper. Add French fries, ketchup and cole slaw.

Dinner is almost ready! My mouth is beginning to water.



Craft Improvement

Insights PR Pros Need to Win Over Journalists

(Excerpted from the Cision Report - 2022 State of the Media)

By ROCKY PARKER, Published June 1, 2022; Post originally published on the [Cision blog](#).)

Building and maintaining any relationship takes work, including the one between journalists and PR pros. To help answer PR pros' burning questions and strengthen those relationships, journalists spilled all the tea on what they want (and need) from communications professionals for Cision's latest [State of the Media Report](#).

Underlining the importance of these relationships, 18% of journalists responding said connections with PR pros grew more valuable over the last year. But as journalists face continued challenges of understaffed and overworked newsrooms, combatting accusations of "fake news," and declining ad and circulation revenues, there are steps PR teams can take to make journalists' jobs easier.

Cision's 13th annual report – based on a survey of over 3,800 journalists worldwide – asked about the types of content journalists wanted, why they'd put PR pros on the "block/don't call" list, and what it really takes for a pitch to grab your attention.

Here are just a few of the takeaways.

1. Journalists are busier than ever.

According to the report, 43% of reporters are covering five beats or more and nearly 30% file 10 or more stories a week. So it comes as no surprise that you have little time to review every pitch in depth – let alone respond to each one. More than one in five (22%) journalists say they receive 100 or more pitches per week, adding to this burden.

Compounding the workload obstacle for journalists, **the vast majority (91%) say most pitches they get aren't even relevant to their audiences.** (It's also possible that they've blocked a PR pro for "spamming" them with irrelevant pitches or following up relentlessly.)

Nearly two-thirds of respondents (63%) told us that "understanding my target audience" is the best way for PR pros to make their jobs easier.

2. Journalists still value press releases.

76% of journalists surveyed said they want to receive press releases from PR pros, and press releases are the #1 resource journalists rely on for generating stories or story ideas.

But not all press releases are created equal. Respondents told us about the overused words in headlines that have essentially lost all impact, including such words as "leading," "unique," "ground-breaking" and "innovative."

In addition to an eye-catching headline, journalists are also looking for multimedia with those press releases. Nearly a quarter of journalists (22%) told us that the inclusion of multimedia with press releases and pitches would make their jobs easier.

3. Journalists are using social media for work – but don't necessarily want to be pitched on it.

How important social media is for completing certain work tasks? Receiving pitches from PR pros is on the very bottom of the priority list. While 23% of journalists say it's A-OK for PR pros to contact them via social media, more (34%) don't prefer it, and 12% say they'll even block a PR pro who tries this tactic.

Succeed on social: One in five journalists (20%) say they find social media valuable for publishing and promoting their content – making it the most popular answer.

4. Journalists want PR pros to do their homework before pitching.

Cision explicitly asked how PR pros could make their jobs easier. The top answers: Understand my audience and what they find relevant; provide me with data and expert resources when I need them; and stop spamming me with irrelevant pitches.

In a nutshell, journalists need PR pros to exercise empathy and understanding when working with them. That includes everything from respecting their deadlines and responding quickly to their inquiries, to providing the assets, intel and other resources they need to do their jobs. Journalists say that with a better understanding of the challenges they face, PR pros can better serve their media partners and build strong professional partnerships that will serve them time and again.

For Full Report: <https://www.cision.com/resources/research-reports/2022-state-of-the-media/>.

Craft Improvement



Common photography mistakes and how to overcome them:

Wrong White Balance (WB) - We see white as white under all lighting conditions, but the camera doesn't. You have to guide the camera to know the light source of the current scene you are photographing. — Set the correct White Balance in the field or shoot in RAW mode where you'll have a choice to set the correct White Balance in post-processing.

Overexposed Highlights - The dynamic range of your eyes (the ratio between the brightest elements to the darkest elements in the scene) is far greater than the camera's dynamic range. Overexposed highlights (white patches in a photograph) are more unacceptable to our eyes than underexposed shadows (black patches) — Expose for the highlights so that nothing gets overexposed

Subject in the Center - Use the Rule of Thirds and keep the subject out of the middle of the frame. An off-centered subject makes the photograph dynamic and uneven negative space creates interest.

Wrong Focus - The main subject of interest needs to be in sharp focus, otherwise viewers will get distracted and will not find a point to rest on in the image.— Check the focus by zooming in on your subject after you take a photograph (zoom feature in playback mode). Make sure there is enough light or color contrast between the subject and the background so that autofocus is able to lock the focus properly. If you are making a portrait, then focus on the eyes of the person (or bird or mammal).

Breathing Space - It is quite common to fill the frame with your favorite subject but they are squeezed in the frame, they look suffocated because there is no place to move, no place to breathe! Sometimes there will be enough space around the subject, but in the wrong direction. — Rule of Thirds is the best composition technique that helps you to give enough space around the subject.

Think about the image border as a concealed box where there is no ventilation.

Pay Attention to the Background - A cluttered or distracting background plays the major role in ruining photographs — The real photography starts after you choose your subject. Pay attention to the rest of the scene; include only those things that complement your subject and exclude everything else.

Skewed Horizon - Viewers feel uneasy when the horizon is skewed. It also indicates that the vertical subjects should be perpendicular to the ground. — Use the grid overlay while composing in the field, or correct the horizon using the Crop and Straighten Tool in the post-processing stage.

Lack of Depth - Photography is two dimensional medium but we see everything in three dimensions. — There are lots of ways to create depth: include a foreground object, use leading lines, use perspective distortion, change the point of view, and so on.

Too Much in the Photograph - When you see a scene, you see it as whole, which is natural. But if you try to include everything that you saw in one image then you end up with a photograph that has too much. — What is not in a photograph is just as important as what is in there.

Bad Light - Light has quality and direction. Many photographers don't seem to care about the direction and the quality of light, either it's so harsh that there are multiple patches of light and shadows in the scene, or the subject's eyes are in dark shadows. — The best way to appreciate light and its amazing qualities to transform a scene, is to go to the scene before sunrise and stay beyond sunset.

Forgetting to Reset Settings - Experiment with various camera settings. In some situations, it is necessary to alter settings such as shutter speed to adjust to the ambient lighting conditions. Learn the art of capturing the right moment with the right settings — Make a habit of resetting the camera's setting each time you move towards a different scenario.

Blurry Pictures - Several factors result in blurry results: shutter speed being too low; ISO being too high, not using a tripod to keep the camera steady, or the subject could be moving. — Make sure sufficient light is getting into the camera so the snapped image is sharp by adjusting your shutter speed; prevent setting the ISO too high, this does avoid the effects of camera shake, but it diminishes the details as well due to the

camera's noise reduction processes. Use a tripod to keep the camera firm and avoid any camera shake that may cause blurriness.

Not Paying Attention to Ambience - Ambient conditions: lighting, time of the day, other weather-related effects.— Is the lighting correct? How can I adjust the shutter speed or ISO to capture exactly as I see?

Choosing the Wrong Lens - The lens is the eye of the camera, without a proper lens, you cannot create the images that you want. — Understand at least the two major properties of lenses: the focal length (and resulting angle of view) and maximum aperture. Also consider the various types of lenses suitable for specific types of photography: Ultra Wide, Wide Angle, Standard, Telephoto, Super Zoom, and Macro.

Adjusting Exposure Incorrectly - Getting the exposure right is crucial but there are times when even the auto-exposure mode of the camera isn't able to get the exposure right.— Clearly understand what affects exposure: the amount of light that enters the camera's sensor.

Having a Wrong Composition - There are no rights and wrongs; every person has a different perspective of looking at things. A good composition is one that captures a scene in a way that it transforms the image into an awe-inspiring piece of art, engaging the audience.

Flash Too Bright or No Flash At All - A common mistakes photographers make is never to use flash in low-light conditions, in fill-flash situations (where the background is brighter than the subject in focus), or light up a room so there is better color contrast, Another problem is understanding how different flash metering modes will affect the overall exposure. In flash photography, there are two sources of light that affect the exposure: ambient lighting and the flash itself — Experiment with your flash (both indoors and outdoors) and see the desired results. Flash exposure compensation allows manual adjustment of the amount of flash that will illuminate the subject without altering the camera's aperture or shutter speed.

Shooting in the Wrong Focus Mode - An incorrect focus mode causes the camera to try and continuously refocus, and it may make it unable to track the subject or their movement. — The three types of focus modes are the One Shot (AF-S / designed to focus only for one shot.), AI Servo (AF-C / continuous focus) and AI Focus (AF-A / a combination of the above two modes).

[Editor's Note: These tips were compiled from the following websites:

- <https://www.photoworkout.com/common-photography-mistakes/>;
- <https://digital-photography-school.com/10-common-photography-mistakes-overcome/>

BoatUS Foundation Tests Your Emergency Beacon Knowledge

- *Take this 4-question true-false quiz; rental beacons available*

The proliferation of personal locator beacons (PLBs), whose diminutive size belie their enormous on-water safety advantage, are no longer thought of exotic rescue electronics.



However, do recreational boaters fully understand the difference between a PLB and its larger cousin, the Emergency Position Indicating Rescue Beacon (EPIRB)? The BoatUS Foundation has a four-question true-false safety quiz to help boaters understand the benefits of each:

- 1. True or false? It's OK to use a PLB instead of an EPIRB for your boat. - False.** "A PLB is designed to be small and easy-to-wear, and it has smaller batteries with a shorter lifespan compared to an EPIRB. Perhaps, most significantly, only EPIRBs activate automatically upon submersion. The best setup for heading into a remote end of the lake or to the wild end of the coast is having a EPIRB assigned to the boat, *and* individual PLBs for each crew member.

(Continued next page...)

Emergency Beacon Knowledge

2. True or false? The best place to attach a PLB is your pant belt loop, foul weather jacket breast pocket, or zippered pouch in a life jacket. - True.

To get the full benefit, it must be securely attached to the wearer's body. All of these attachment points are good as long as there is a firm connection – a clip, snap-ring, lanyard or other securing device. If you decide to connect it to an inflatable life jacket, ensure the PLB will not interfere with its inflation.

3. True or false? Cellphone communications have improved so much that a boater doesn't need a PLB to summon emergency help. - False.

While cellphones are an acceptable secondary means of calling the Coast Guard, more boaters unfortunately use them today as their *only* way to seek emergency help. Cellphones fail for a variety of reasons that a PLB won't. Unlike a cellphone, an accidental drop overboard, a dying or dead battery, or a lack of a nearby cell tower will not negatively affect your chances for rescue.

4. True or false? For PWC's (personal watercraft such as jet skis), a PLB is a better choice than an EPIRB. - True. That's because PLB's, unlike EPIRB's, are manually activated and do not activate upon getting wet, a common occurrence while riding personal watercraft. PLB's are also a great choice for paddle craft operators and adventurers.

The cost of a PLB starts at around \$300. For boaters who have a temporary need for a distress beacon such as a long-distance race, adventure regatta, offshore fishing tournament or summer cruise, the BoatUS Foundation offers GPS-enabled PLBs available for rent at \$7 a day and EPIRBs for just \$10 a day, and weekly rates available as well. Renting from the Foundation eliminates having to register the device with NOAA before your trip; your vessel's data is seamlessly provided to U.S. Coast Guard rescuers to help ensure a swift response if needed.

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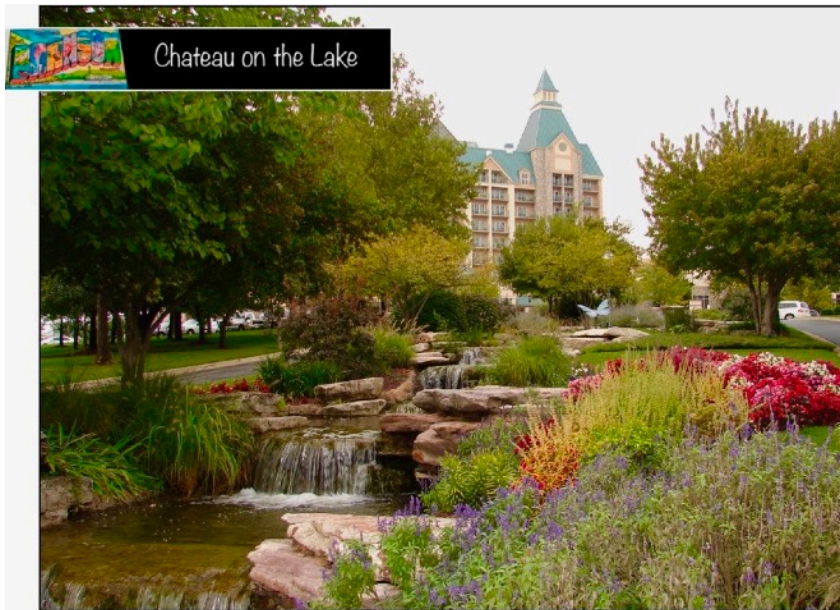


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