The Dawn of a New Year

Photo by: Mark C. Smith
2017 Annual Conference
Lake of the Woods, Minnesota

The 61st meeting of the Association of Great Lakes Outdoor Writers will take place at Lake of the Woods, Minnesota next year. Conference dates are September 25-28, 2017. The Sportsman's Lodge, located on the banks of the scenic Rainy River, will be the host facility for the event.

The year was 2008 and Darrell Taylor was President when the AGLOW conference was last held in Lake of the Woods. It must have been a great one because it set the standard for every conference since.

A few things that are in works include more days in the field during the conference dates. The facility is literally right on the water. About 20 steps out of the doors of the Sportsman's Lodge puts you stepping onto one of the charter boats moored there. No long bus ride or Map Quest directions needed.

The dates of September 25-28 have provided numerous opportunities afield in addition to fishing. Three species of grouse inhabit the woods and fields in the area and the season will be open. Waterfowl season will also be open. Duck and goose hunters will have less than a 5 minute boat ride to get to the closest blinds.

Stay tuned for more details and block that week off on your calendar, you don't want to miss this one!

Bismarck, North Dakota 2018

September 10-13, 2018 will be the dates for the 2018 Annual Conference in Bismarck, North Dakota.

AGLOW was in Bismarck last in 1989. So, our return is long over due. Lori Yantzer from the Bismarck-Mandan CVB has worked hard over past couple of years to get us back to the Flickertail State. Interestingly, the state beverage is officially milk, hopefully this will not affect our hospitality rooms!

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Horizons is published eight times per year; February, March, April, June, July, August, October and December. Submissions must be received on or before the first day of the month of publication to be included in that issue. Submissions should be made to Mark C. Smith, Horizons Editor at: aglowoutdoors@gmail.com.
Presidents Column

by Jim Zaleski

Well, my last column as president of this great organization... I cannot express in words the pride and honor it has been to serve the membership of AGLOW. I hope our organization is a little better off than when I took over. I know we had some challenges these past couple years but as an organization I believe we have grown and expanded not only our membership but our position in this great industry.

As I have for the last several columns, I will sign off ... Serving at the pleasure of our membership. I do this because I believe the officers and board members of AGLOW owe it to the membership to make your needs our number one priority. I hope in my time as your president I have at least provided the opportunity for more of our membership to have a say in our organization. I also hope in my leadership and actions that just a bit more weight has been added to what our organization has to say within this industry.

I am confident we will continue to move forward providing insight and leadership for all those that call AGLOW family. Our new president literally has the pulse of the industry beating within his heart and will provide not only an educated and informed, but truly an insider’s view, of our industry’s political climate, which is more important now than ever before.

As I write this I gaze at the wall in my office and among the plaques, awards and other memorabilia the ones from AGLOW are my most treasured. As I look back through the past years of serving on the board and executive committee I have learned so much. The images of the time in the field, on the water and at conferences will forever be carved into my memory.

I would attempt to thank all those that made my personal journey possible but I only have limited space and the list is quite endless in nature. As long as these two years have been for me I can say that I never walked alone. From those that helped shape our future with such initiatives as the Toyota Truck Membership Program to those that made sure we would never forget our past, I thank you.

I now say the words goodbye with a lump in my throat and a swelling in my eyes for the privilege of serving as your president is the highest honor that has been bestowed on me my entire life. I am that proud of this organization and of the people that make up the AGLOW family. I can say without hesitation that deep in my heart, I love you all. Thank you for allowing me to serve you.

Jim Zaleski, President of AGLOW

Serving at the pleasure of the membership
My Heroes Have Become My Friends

by President-Elect, Brandon Butler

In the late 1980s and early 1990s most kids spent their Saturday mornings glued to the family television watching cartoons. Not me. I might have been watching television, but it was at Grandpa's house, and we were tuned into the old UHF Channel 38 out of Chicago. Bill Dance, Al Linder, Roland Martin and Babe Winkelman were setting ablaze my passion for the outdoors while Gene Lalulen was convincing me, “It’s a Keeper.”

Cable came out a few years later and outdoor television exploded into what we have today. With somewhere in the vicinity of 500 outdoor television shows airing across multiple channels, the quality of outdoor content has sunk to an all time low. This is exactly why the Association of Great Lakes Outdoor Writers is as important today as it has ever been. We are the professionals, skilled in our crafts.

With so much outdoor content being produced for so many different mediums - newspapers, magazines, blogs, websites, television, radio, podcasts – our organization’s potential for growth is immeasurable, but AGLOW needs to be a better matchmaker. We need to be the catalyst of introduction between our members, who are quality content producers reviewed for credentials, and corporations and organizations in need of professionally produced material. One segment of the outdoor industry we have hardly scratched the surface of is conservation.

Think of outstanding AGLOW members like past-president Jeff Davis who represents Whitetails Unlimited and current board member Chris Jennings who represents Ducks Unlimited. Then think about all of the conservation organizations you can name, and how few of them have any participation in our organization. They are missing out on an incredible opportunity to tap a wealth of resources to help increase awareness of their organizations, which will help them serve their missions, and we are missing out on having a number of great new corporate and media partners, like Jeff and Chris.

The National Wildlife Federation (NWF), an organization I am heavily involved with, is a perfect example. NWF is America’s largest conservation organization and is rooted in sportsmen clubs. The strength of NWF lies with nearly 6,000,000 supporters associated with 50 affiliate organizations. For example, the Conservation Federation of Missouri, the organization I serve as the Executive Director of, is the Missouri affiliate to NWF. The Indiana Wildlife Federation, Wisconsin Wildlife Federation, Michigan United Conservation Clubs, Minnesota Conservation Federation and the North Dakota Wildlife Federation all represent their states as affiliates of NWF. There are many more and each of these organizations needs help with content. During my AGLOW presidency, I will try to recruit as many of these organizations as possible into our organization.
My Heroes Have Become My Friends, Continued........

I’m telling you, tapping the conservation side of the outdoors industry is a potential gold mine for AGLOW. Think of all the state fish and game agencies, departments of natural resources and departments of tourism. How many state conservation magazines are represented in our AGLOW membership? Not many. *Outdoor Indiana, The Conservationist, Kentucky Afield* and so many more Great Lakes Region tax dollar funded outdoor publications should be involved in AGLOW. Then think of the United States Fish and Wildlife Service and other federal agencies. Same thing applies. These state and federal agencies have print publications, online publications, social media platforms and more. They need help creating content, and AGLOW members answer that need.

The future of the Association of Great Lakes Outdoor Writers is brighter than a Hunter’s Moon. I cannot wait to see where we are five years from now. With a focus on growing our ranks through mining certain segments of our field that have been left untapped or under-tapped, we have an opportunity to significantly increase our media members and corporate partners. I will present to the board a question of whether or not we should consider a special classification of membership for non-profits. This may help us recruit some of the smaller conservation organization across the Great Lakes Region, who need our help, even more so than their larger peers. There are more than 100 such organizations in Missouri alone.

There is no doubt the Association of Great Lakes Outdoor Writers is a leader among outdoor communicator associations. The quality of our memberships is outstanding. The last few years have shown tremendous potential. Our recent conferences and cast and blasts have been wonderful, and Lake of the Woods is going to be a conference to remember. We are headed in the right direction, and I am honored to take my turn on the oars as president while our outstanding executive director, Mark Smith, navigates.

See you down the trail...

2017 President–Elect Brandon Butler
Sometimes it is quite evident, sometimes less pervasive, but we often find writers penning product with verbiage in far elevation of their readers’ craniums. In short, they are writing way over their readers’ heads.

For general publication, our aim should be penning to the reading skills of an 8th grade graduate. Many of our more elite scribes’ may recoil at the thought of dumbing down to such a level. But hey Joe... yes it’s so. The exception would be if you are writing technical journals, white papers or cranking out work for The Smithsonian or National Geographic. Nothing has a tendency to discourage a reader quicker than having to stop reading and look for a dictionary in order to understand what is happening in a story.

Finding our “write level” is not difficult, and help is but a mouse click away. I discovered a site I found helpful at https://readability-score.com.

A grade level (based on the USA education system) is equivalent to the number of years of education a person has achieved. A score of around 10-12 is roughly the reading level on completion of high school. As it states, “Text to be read by the general public should aim for a grade level of around 8.”

Simply type in your text or copy and paste it from a Word document (html copied text will not register). I ran a bird feeding story from my syndicated column through the program and was pleased to see my copy was “write on” target.

A higher score indicates easier readability; scores usually range between 0 and 100. My particular storyline rated a Flesch-Kincaid Reading Ease of 73.3.

The program not only lists the Flesch-Kincaid Reading Ease, but also subjects the sample writing to several other writing analysis programs including; Gunning-Fog Score, Coleman-Liau Index, SMOG Index, ant the Automated Readability Index. Once it has analyzed all of the above, it will post the Average Grade Level.

The average grade level for the sample I had analyzed came to was 7.8. Write on target!

Additionally, the program will breakdown the text into detail, statistically posting; Character Count, Syllable Count, Word Count, Sentence Count, Characters per Word, Syllables per Word, Words per Sentence, and Keyword Density.

One feature I found useful was the listing of “Keyword Density.” In this section, the program picks the most used words in the article and shows the words as a percentage of use in the article. The program quickly highlights overuse of a word, and can be expanded to scan two-word and three-word combinations.

So the lesson here is don’t be consistently ubiquitous, highhanded and over-reaching in our lexicon selections. Don’t use a big word when a singularly unloquacious and diminutive linguistic expression will satisfactorily accomplish the contemporary necessity.

When analyzed by the program, the above paragraph scored an average reading level of 17.1 years of education.

In short... let’s make sure our wording isn’t so aloof it goes “write” over our readers’ heads.

Write on!
We were trolling Norman Little ‘N lures on a flat near deep water when Nadine Spizzirri said, “I’ve got a fish – and I think it’s a good one.” There was a brief tug of war between angler and fish but a steady hand, good rod, strong line, and sharp hooks won, bringing a feisty eating-size white bass to the net.

A prolific fish, white bass, or ‘whites’, are found in freshwater streams and lakes in nearly all 48 states. They are particularly abundant in both warm and cold waters throughout the Midwest and Southwest.

Their range includes natural lakes in the northern states to huge manmade impoundments along the border of Mexico. Whites are also abundant in rivers like the Mississippi, Missouri, Ohio, and Wisconsin’s Winneconne where, during the 1960s, anglers harvested so many that they filled 30-gallon garbage cans full during the spring spawning run. Finally, the Department of Natural Resources set daily and possession limits to protect their future.

Whites are typically silver-white to pale green with a dark back, lighter sides and belly, with narrow dark stripes running lengthwise from behind the gills to the tail. Long lean, muscular bodies help them swim powerfully for long distances. A few years ago, I caught a white bass not far from the Route 5 Niangua Bridge that had been tagged 12 miles upstream the day before – just a stroll in the park for this species.

White bass are visual, carnivorous feeders. When not frightened, they will feed ravenously on balls of shad holding over the lake’s main channels, herding them into tight balls, then slashing into them on the surface.

The ocean-dwelling Atlantic striped bass migrates from salt water to freshwater during the spawning run; however, they can live and grow rapidly in fresh water. These sleek silver colored fish have dark longitudinal stripes and are also known as stripers, linesiders, rock, pimpmfish, or rockfish.

Mainly known for their sportfishing prowess, striped bass commonly reach a length of 36 inches in both fresh and saltwater. They have been widely stocked in large reservoirs across the United States for recreational fishing, and to control populations of non-native gizzard shad.

Unfortunately, striped bass show little tolerance for warm water and cannot reproduce when confined to fresh water. To create a hard-fighting, good tasting fish that could tolerate warm later, biologists crossed the white and striped bass to create a hybrid known as a wiper or whiterock bass. Their environmental tolerance made them a perfect candidate for the aquaculture industry, with their fillets distributed throughout the eastern markets.

All three species exist in Lake of the Ozarks but the inability of hybrids and stripers to spawn creates a ‘put and take’ fishery. A voracious feeder, it does not take long for a stocked hybrid or striped bass to reach a tasty eating size.

Regulations for white, striped bass, and their hybrids are 15 fish daily but no more than four may be longer than 18 inches. Some of Missouri’s waters have special regulations; anglers should always check before keeping fish.

While the three species appear similar, usually there are subtle differences. The white bass has faint horizontal stripes, only one reaches the tail while the striped bass’ stripes are distinct with several reaching the tail, and the hybrid’s stripes are usually broken with several reaching the tail.
The best distinction may be the tooth patch shapes on the back of their tongue. A white’s tooth patch resembles a horseshoe, while the striped bass has two distinct vertical patches, and the hybrid’s vertical tooth patches nearly touch.

Since all three species have pelagic characteristics, they feed on suspended shad over river channels and inside deep coves.

They are voracious feeders, which leads to a better than average catch rate for most anglers. When they are slashing shad on the surface, most small topwater popper lures like Bass Pro Shop’s 2 1/3 inch XTS Popper, or Heddon’s Pop’n Image Jr. work well.

Cruising fish can be tempted with more aggressive propeller lures like Cotton Cordell’s Boy Howdy, Heddon’s Wounded Zara Spook, or Rapala’s X-Rap Prop Topwater. Rip these across the surface in 12 to 18-inch pulls, causing the props to churn the surface.

Deep suspended fish are susceptible to spoons jigged vertically into the school. Spoons like Bass Pro Shops Jiggy Twitch, the Dixiejet, Hopkins No EQL, or Luhr Jensen’s Crippled Herring work well.

Some anglers even troll a muskie-sized Arbogast Jitterbug with a white 3/16 to 1/4 ounce jig attached to the front hook with an 18-inch monofilament drop line. The Jitterbug resembles a feeding fish and the jig represents a small shad.

White, hybrid, and striped bass make excellent table fare if the soft, red flesh is removed from the sides of the fillets. Add some farm-fresh vegetables, a hot roll, a glass of your favorite beverage, and enjoy a meal fit for a king.

Nadine Spizzirri holds a perfect eating-size white bass she caught while trolling a Norman Little ’N.

Darrell Taylor photo
St. Croix Rods was recognized at the 60th annual conference of the Association of Great Lakes Outdoor Writers (AGLOW) held in Chautauqua, New York when they were given the highest award bestowed by the organization. The award was presented during the Clam Outdoors Golden Glow Banquet held at the Peek’n Peak Resort.

St. Croix's history reads as the straight definition of hard work and determination. In 1948, co-founders Bob and Bill Johnson, both avid fishermen, decided to construct and sell landing nets. Their quality nets proved too costly for most sportsmen.

Perusing a display of cane fishing poles, the brothers decided to modify them to make them portable. They cut the poles into three shorter lengths and fitted them with brass ferrules. A local hardware merchant immediately ordered 500 rods, and the St. Croix Rod Company was born.

Brother Doug Johnson and cousin John Olson joined the new venture. It is not clear how they decided upon the company name, but since the St. Croix River bordered their stomping grounds of Minnesota and Wisconsin, it is surmised that this was how the namesake was chosen.

Not many people know that over the years, there were a variety of goods manufactured that were essential to the development and success of the company. Solid and tubular rod blanks were sold to other companies such as Zebco and Waterking. Private brand rods were created for Orvis, L.L. Bean, Cabela's, South Bend, Cortland and many others. Sundry items such as Department of Natural Resources shocking rods and landing nets, pool cues and marine antennas all contributed to the company's longevity.

Low-priced foreign markets and higher costs at home left St. Croix in serious trouble by the mid 1970s. The only solution seemed to be to move production to Japan. St. Croix would be reduced to a name on a foreign-made rod. Its workers, mostly women who were part of low-income families, would be out of jobs. At this time, St. Croix remained the only major manufacturer of rods left in the United States.

Gordon Schluter, a past CEO of St. Croix found two partners to purchase St. Croix Rod. He literally poured his life’s saving into it and risked everything he owned at a time when he could have taken a comfortable retirement.

Gordon Schluter, as President and General Manager of St. Croix Rod decided the plant would go into limited production immediately, and would concentrate on fishing rods and pool cues. St. Croix would no longer handle the associated terminal tackle business, but rather would point all their efforts toward manufacturing the quality fishing rods for which the company had become famous. Paul Schluter, a son of Gordon and current president of St. Croix Rod, was hired as St. Croix's first employee sales representative.

Their rebirth can be credited to dogged hard work and determination. They began improving the quality of the products and sourcing new components. A large private-label contract with Zebco boosted their efforts.

In 1990, Gordon Officially retired at the age of sixty-nine. His four children bought the company from their father. The St. Croix story now belongs to the new generation of Schluters. Together they share a commitment to the accomplishment of St. Croix's mission to deliver high-quality products for fishing enthusiasts. They believe employees and stakeholders should grow professionally, personally and financially as a result of their association with St. Croix. Additionally, it is their goal to keep customers excited about being associated with St. Croix and that it's leadership continue to be respected and admired throughout the tackle industry.
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Dena Vick from Traditions Media Represented St. Croix Rods and Accepted the 2016 Golden Glow Award for Corporate Excellence from AGLOW Executive Director Mark C. Smith during the Clam Outdoors Golden Glow Banquet Held at the Peek’n Peak Resort in Chautauqua, New York

Photo by Gary N-ski.
The Association of Great Lakes Outdoor Writers (AGLOW) named Glenn Sapir, an accomplished outdoor writer, editor, and industry professional, as the winner of the Golden Glow, Individual award for 2016. The award was presented at the AGLOW 60th Annual Meeting at the Peek ‘n Peak Resort and Spa near Chautauqua, New York.

This is the highest individual award presented by AGLOW, and recognizes Sapir’s career as an outdoor communicator, which includes thousands of bylined newspaper and magazine articles, his tenure as an editor of all of the ‘Big Three’ outdoor magazines (Outdoor Life, Sports Afield, and Field & Stream), and his time as an executive at the National Shooting Sports Foundation. Through his varied career, Sapir has consistently celebrated hunting, fishing, ethics, conservation, and the wonder of the natural world.

Sapir was on a trip out of the country and could not receive the award in person, but sent a message expressing his thanks for the award, and in typical fashion gave credit for his Individual award to many other people. “Writers, editors, photographers, illustrators, federal and state agency employees, and industry public relations representatives all have contributed to the symbiotic relationship that I have enjoyed as a professional communicator. My parents and my wife played the most influential role in helping me to develop into the person I am – and, in my mind, achieving professional excellence is more a way of doing business and treating people than the particular creative skills a person brings to the job,” said Sapir.

The Association of Great Lakes Outdoor Writers is one of the nation’s largest, oldest and most active professional outdoor communicators’ organizations. AGLOW members produce material for newspapers, magazines, television, radio, and books on hunting, fishing, outdoor sports and recreation. The Golden Glow Awards are presented in five categories, and nominations are made by the association’s Council of Past Presidents and presented at the annual conference. For more information about AGLOW, visit www.aglowinfo.org.
2016 Conference Sponsors

Branson/Lakes Area CVB: President’s Reception Sponsor. Contact: Tamra Corbin, (E) tcorbin@bransoncvb.com (W) www.explorebranson.com

Chautauqua CVB: Conference Host and Monday Welcome Dinner Sponsor. Contact: Andrew Nixon, (E) nixontourchautauqua@gmail.com (W) www.tourchautauqua.com

Clam Outdoors: Golden Glow Awards Sponsor; Golden Glow Reception and Banquet Sponsor. Contact: Dan Stefanich, (E) dstefanich@clamcorp.com (W) www.clamoutdoors.com

Ducks Unlimited: Awards in Craft Program Sponsor. Contact: Chris Sebastian, (E) csebastian@ducks.org (W) www.ducks.org

Honda Motor Company, USA: Awards in Craft Program Sponsor. Contact: Susie Han, (E) susie_han@ahm.honda.com (W) www.powersports.com

Howard Communications: Thursday Pizza and Wings Dinner Sponsor. Contact: Kevin Howard, (E) khoward@howardcommunications.com (W) www.howardcommunications.com

Lake of the Woods Tourism: Learn-It Session Morning Break Sponsor. Contact: Joe Henry, (E) joe.henry@lakeofthewoodsmn.com (W) www.lakeofthewoodsmn.com

Lightfield Ammunition: Shooting Day and Name Badge Sponsor. Contact: Brian Smith, (E) Brian@Lightfield.ws (W) www.lightfieldslugs.com

Mercer Area Chamber of Commerce: Presidents Reception Cocktail Hour Sponsor. Contact: Tina Brunell, (E) info@mercerc.cc (W) www.mercerc.cc

NSSF: Shooting Day and Shooting Day Lunch Sponsor. Contact: Jennifer Pearsall, (E) jpearsall@nssf.org (W) www.nssf.org
2016 Conference Sponsors Continued….

**Plano Synergy:** Monday Welcome Lunch Sponsor. Contact: Justina Whalen, (E) jkwhalen@planosynergy.com (W) [www.planosynergy.com](http://www.planosynergy.com)

**Ram Trucks:** Tuesday Evening Reception and Dinner Sponsor at the Roger Tory Peterson Institution. Contact: Kelley Enright, (E) [Kelley.enright@fcagroup.com](mailto:Kelley.enright@fcagroup.com) (W) [www.media.chrysler.com](http://www.media.chrysler.com)

**Real Avid:** Super Break Out Hospitality Sponsor. Contact: Bryant Johnson, (E) [bjohnson@revobg.com](mailto:bjohnson@revobg.com) (W) [www.realavid.com](http://www.realavid.com)

**St. Croix Rods:** Wednesday Lunch Sponsor. Contact: Jesse Simpkins, (E) [jesses@stcroixrods.com](mailto:jesses@stcroixrods.com) (W) [www.stcroixrods.com](http://www.stcroixrods.com)

**Sure Shot Game Calls:** Learn-It Session Morning Break Sponsor. Contact: Charlie Holder, (E) [charlie@sureshotgamecalls.com](mailto:charlie@sureshotgamecalls.com) (W) [www.sureshotgamecalls.com](http://www.sureshotgamecalls.com)

**Toyota:** Toyota Scholarship Sponsor and Wednesday Lunch Sponsor. Contact: Curtis McAllister, (E) [curt_mcallister@toyota.com](mailto:curt_mcallister@toyota.com) (W) [www.toyota.com](http://www.toyota.com)

**USCCA:** Thursday Cocktail Hour Sponsor. Contact: Kevin Michalowski, (E) [goodgunguy@hotmail.com](mailto:goodgunguy@hotmail.com)

**Warren County Chamber:** Shooting Day Lunch Sponsor. Contact: John Papalia, (E) [jpapalia@wccbi.org](mailto:jpapalia@wccbi.org) (W) [www.wccbi.org](http://www.wccbi.org)

**Whitetails Unlimited:** Thursday Lunch Sponsor. Contact: Jeff Davis, (E) [jdavis@whitetailsunlimited.com](mailto:jdavis@whitetailsunlimited.com) (W) [www.whitetailsunlimited.com](http://www.whitetailsunlimited.com)

**W.R. Case & Sons Cutlery:** Wednesday Newsmaker Breakfast Sponsor. Contact: Fred Feightner, (E) [ffeightner@wrcase.com](mailto:ffeightner@wrcase.com) (W) [www.wrcase.com](http://www.wrcase.com)

**Yamaha Marine:** Tuesday Newsmaker Breakfast Sponsor. Contact: Neal Wheaton (E) [neal.wheaton@gmail.com](mailto:neal.wheaton@gmail.com)

**Zippo Outdoor:** Tourism Break Out Hospitality Sponsor and Wednesday Newsmaker Breakfast Sponsor. Contact: Amanda DePrins, (E) [ADEPRINS@zippo.com](mailto:ADEPRINS@zippo.com) (W) [www.zippoooutdoor.com](http://www.zippoooutdoor.com)
Tourism Trends
Measuring Return on Investment

By Bob Holzhei

Many tourism bureaus across the United States are measuring the ROI to “determine the efficiency of an investment.” State tourism offices generate ROI data and then use the data to justify increased investments in marketing. Different state offices use different companies to calculate ROI figures, and the procedures many vary from company to company. Ask your state tourism offices how they calculate the ROI!

The Pure Michigan Campaign has netted national attention and from its beginning has data to justify its spending. In 2006 the first year of the Pure Michigan campaign the ROI was estimated at $2.11 return for every dollar spent on advertising. Many larger CVB’s in the state joined forces with the Pure Michigan Campaign to be a featured location in the ads which began state-wide, then to neighboring states, then to regions of the U.S., then nationally and finally overseas.

When national marketing began in 2009 the ROI in Michigan had increased to $3.44, and in 2012 the ROI was $5.76. (Data gathered by Longwood’s International and their white paper can be found at The Power of Destination Marketing.) Many universities have experts in tourism working with communities. In addition, googling a subject such as “Measuring ROI for Tourism Bureaus,” yields a variety of information.

I googled “Measuring the ROI of content marketing,” and although the data was gathered a number of years ago, it yielded some interesting facts. The data was gathered by Marketing Professionals World Wide, and percentages outlining the effectiveness of various methods included:

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<th>EFFECTIVENESS OF</th>
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<tr>
<td>Feature articles</td>
<td>62.2%</td>
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<tr>
<td>Video</td>
<td>51.9%</td>
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<tr>
<td>White papers</td>
<td>45.6%</td>
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<tr>
<td>Photos</td>
<td>37.8%</td>
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<tr>
<td>Interactive media</td>
<td>36.0</td>
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<tr>
<td>Sales copy</td>
<td>29.7%</td>
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<tr>
<td>Info graphics</td>
<td>27.9</td>
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<tr>
<td>Buyers guides</td>
<td>21.6%</td>
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<tr>
<td>Illustrations</td>
<td>17%</td>
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<tr>
<td>Motion graphics</td>
<td>11.3%</td>
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Evaluate the effectiveness of various forms of social media by googling the various forms of media to determine if your ROI is improving. Not only food for thought, but data gathered should be shared with members of your CVB.
Job Posting for Horizons Editor

Attention AGLOW Members! Want to make some extra money while showcasing your digital publishing skills for the betterment of our organization? AGLOW’s Board of Directors is seeking applications from interested AGLOW members to fulfill the following duties of Horizons Editor:

Horizons Editor shall publish six (6) issues per year as follows: January/February issue on or before February 15th; March/April issue on or before April 15th; May/June issue on or before June 15th; July/August issue on or before August 15th; September/October issue on or before October 15th; November/December issue on or before December 15th. In addition, the Board of Directors or Executive Committee of AGLOW may direct the publication of special additional issues of Horizons, as may be required in certain instances.

Horizons Editor shall collect information for each issue as Horizons Editor deems appropriate and relevant, edit the work of contributors, layout of the publication, cause the newsletter to be published electronically, posted to AGLOW’s website and emailed to each member on the AGLOW mailing list provided by the Executive Director for that purpose.

Each issue of Horizons shall not be fewer than sixteen (16) pages, which shall be 8-1/2 inches by 11 inches in size or its equivalent.

Horizons Editor shall have the duty to attend all official AGLOW functions including but not limited to all meetings of the Board of Directors and the Annual Conference. If for any reason Horizons Editor is unable to attend an official AGLOW function, it shall be the duty of the Horizons Editor to secure a competent person to provide coverage of the event for inclusion in Horizons.

Horizons Editor shall be paid the total sum of Nine Hundred Dollars (900.00) for each of the six (6) regular issues and any special additional issues that may be requested by the Board of Directors or its Executive Committee. Payment of the compensation for each issue shall be made by the executive director within fifteen (15) days after each issue is published.

Interested applicants are invited to submit a Statement of Interest and Qualifications to the Horizons Editor Search Committee. We want you get a taste of your editing and publishing skills, so please format your Statement of Interest and Qualifications as a one-page pdf combining text and images that showcase your abilities and qualifications in the form of an appealing layout. Be creative and have fun! Please email the pdf no later than January 14, 2017, subject line, HORIZONS EDITOR STATEMENT OF INTEREST AND QUALIFICATIONS, to:

Jim Zaleski, jzaleski@parsonsks.com; with CCs to Tim Lesmeister, timlesmeister@gmail.com; Josh Lantz, josh@traditionsmedia.com; and Mark Smith, aglowoutdoors@gmail.com.

The committee will review all submittals and may conduct brief interviews with candidates by phone. It will make a recommendation to the Board of Directors at its February 3 meeting. The successful candidate will be notified and, upon acceptance, will enter into an agreement with the Board of Directors per the duties and terms outlined above.
RIVERACTION Named 2016 Golden Glow Organization Recipient
by Bob Groene

The early 1980’s were a turning point in the Quad Cities of Illinois and Iowa regarding the Mississippi River. While several things happened, at point here is: in 1984 three women together decided to promote public awareness, access and use of our greatest natural resource—the Mississippi. They each ponied up $200 as seed money, accepted use of a used copier and for $1 gained office space for a year—they founded RIVERACTION.

Their first project was organizing “Ride The River” in 1985—a Father’s Day family bicycling activity that utilized riverfront recreational trails on both sides of the river. The event was a success drawing thousands and continues today.

Their first major financial project was raising money to ornament-ally light the arched Mississippi River bridge connecting Rock Island and Davenport. When the lights were turned on in 1988, RIVERACTION had not only gained huge traction but also community credibility and confidence.

The list of accomplishments since the humblest of beginnings is lengthly remarkable. The on-going and ever-new activities directly tied to RIVERACTION is constantly increasing. From monthly major events to weekly educational/informational sessions to a smart phone app that guides one around Quad City area Riverways, the creativity is impressive.

RIVERACTION has amassed a legion of partners in both the private and public sectors. Government agencies have taken notice of their influence. A hugely notable example evidenced by the Corps of Engineers asking RIVERACTION to organize and plan an Upper Mississippi River conference some nine years ago. Each October some 200 plus professional and lay stakeholders gather in the Quad Cities for this conference.

RIVERACTION remains a not-for-profit organization. What’s the major difference between the early ’80s and now? What was then three women now numbers well over 10,000 volunteers.

Bob Groene accepts the 2016 Golden Glow Organization Award on Behalf of RIVERACTION at the AGLOW Annual Conference in Chautauqua, New York.

Photo by Gary N-ski
Parting Shots

He came in as “Park Ranger Jim” and went out as the “Scottish Touchdown Jesus”
One parting shot just wasn’t enough for two-time AGLOW President Jim Zaleski

On the Horizon

ATA Trade Show
January 10-12, 2017
Indianapolis, Indiana
https://www.archerytrade.org/trade-show

SHOT Show
January 17-20, 2017
Sands Expo Center
Las Vegas, Nevada
www.shotshow.org