HORIZONS

Communicating the outdoors in word and image since 1956

July 2016 Issue

Barb Carey & her friend “Dottie” at the Spring Cast and Blast in Mercer, Wisconsin
Conference Registration Update

The “early” registration rate has been extended until August 1, 2016.

Simply click on this link www.aglowinfo.org log-in and register. The $100 registration fee for active members will remain in effect until August 1st.

Once you are registered, click on this link www.pknpk.com and make your room reservation using the promo code “AGLOW” to receive the $99 per night room rate. Peek’n Peak Resort will be holding a block of rooms at that rate until August 9, 2016. Or you may make your reservations by phone by calling 716-355-4141.

Sign Up for Pre/Post Trips and Thursday Conference Activities

Those interested in a Pre or Post FAM trip while in Chautauqua or who would like to sign up for the Thursday Afield Activities during the conference, should use this link to sign up.

http://survey.constantcontact.com/survey/a07ecvmfg6oipyfgye7/a005icri3cq/questions

If you have questions you can contact Andrew Nixon at:
(716) 357-4569

Helpful Links

For Conference room reservations and information about Peek’n Peak Resort:
www.pknpk.com

For Conference Registration and access to the new and improved AGLOW website:
www.aglowinfo.org

For Information about the Chautauqua, NY area:
www.tourchautauqua.com

For Driving Directions to Peek’n Peak:
http://www.pknpk.com/about/directions/directions/

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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.
This column was put to a first draft quite a while ago, before the tragedy in Orlando, or the attacks in Dallas and Michigan. Actually, I was sitting out by my pond enjoying a Kansas sunset about to conclude my ideas about solitude and peacefulness when my phone began to light up like it was the fourth of July with reports rolling out of the city of Dallas. Yet another tragedy involving the irresponsible and terroristic use of a firearm in the hands of an individual incapable of rational thought and hell bent on becoming a martyr of some sort or another. As my sunset turned into fireworks I knew filling this column with solitude and peacefulness was not going to be doing my duty.

We live in the best country on earth and we are all involved in one way or another with an industry that promotes the responsible use of our most precious nature resources. We cannot allow those that would destroy themselves in the act of striking a blow against humanity to dictate the conditions in which we live. We have wonderful allies in our friends in the NRA and NSSF, not to mention dozens or more nationwide conservation organizations. But at times, even these powerful voices are drowned out by the continual rhetoric coming from our state capitals and DC. It is then that in my humble opinion it becomes our duty as professional communicators to step to the microphone, airwaves, columns and publications to bring the full story of responsibility and respect to the public.

The reflections of a first time hunt and the wonderful experience of a youngster in the outdoors might seem pale in comparison to the shark-like feeding frenzy of the mainstream media. But if we wish to carry on those traditions and pass our heritage from generation to generation, we must show our industry to society through just such a mirror. Make no mistake, the recent attacks were not attacks simply on individuals or lifestyles, they were attacks on the very fabric that holds together the truths we depend on to keep a country together. We cannot allow the lowest common denominator to dictate the choices we make or even the fact that we get to make those free choices. So as we mourn those that lost their lives let their spirits live in your words and your publications and our communication. Let us serve as the mouthpiece for those that no longer can speak for themselves or for those drowned out by the sensationalism of the sharks.

There are stories to be told of respect and heritage, of wonderful recollections of time in the field and on the water that will serve as a reminder to those that would use another person’s tragedy to forward a personal agenda. There is a saying that in the lack of true leadership the people will listen to whomever steps to the microphone. I think it’s time we took the microphone back from those that don’t deserve it.

God Bless-

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

Chautauqua County and Western New York are looking forward to the 60th Annual AGLOW Conference, September 12-15. Your hosts, Peek’n Peak Resort and Chautauqua County Visitors Bureau are eagerly preparing for your arrival. And our partners, the Niagara Tourism & Convention Corporation and the Warren County (Pennsylvania) Chamber also have some fantastic activities ready to share with you.

Peek’n Peak Resort will exceed your expectations—the rooms, the food, the conference and breakout spaces, and the recreation options will leave you completely satisfied. CCVB and Peek’n Peak will be providing some complimentary options to try out the Peek’s Mountain Adventure Course & Zip Lines and golf on Thursday afternoon, as well as the pool and sauna area throughout the week.

We have some great pre- and post-visit trips available in the Niagara area as well as Chautauqua County. Thursday’s Day Afield Activities include Lake Erie outings with several members of the Eastern Lake Erie Charter Boat Association, inland fishing on Chautauqua Lake or Cassadaga Lakes with a variety of experienced local hosts, and stream fishing on one or two of the Lake Erie tributaries. Hunters will be able to talk part in Chautauqua County’s special early season goose hunt, led by local hosts. We also have a couple of safari options lined up for Thursday morning including a nature walk at the Jamestown Audubon Nature Center, a photo safari at Panama Rocks, and an executive tour at the Roger Tory Peterson Institute. There will also be the opportunity to take out Hobie kayaks on Findley Lake.

It looks like the format for Shooting Day on Tuesday has changed a bit—you get a whole day of shooting activities at the AMVETS in Sugar Grove, PA. We will be providing motor coaches to and from, and the Warren County (PA) Chamber will treat you to a great cook out lunch. The AMVETS facility offers space for a variety of shooting options.

Tuesday’s Evening Away will be at the Roger Tory Peterson Institute of Natural History in Jamestown, NY. Both Josh Lantz and Mark Smith were duly impressed during their site visits to the Institute. We think you all will like it too. In addition to a great meal and some local beers and wines, AGLOW members will be treated to nature and wildlife art exhibits on display at the Institute, including works of famed ornithologist Roger Tory Peterson, who was born in Jamestown.

You won’t want to miss Monday evening’s speaker Alberto Rey. Alberto is a Cuban-American wildlife artist, college professor, fly fisherman and teacher of youth fly fishing, and a certified Orvis fly fishing guide. And, he was recently in Kathmandu, Nepal for a research project. He is kind of an interesting guy.

Again, we are looking forward to seeing you at the AGLOW Conference in Chautauqua County, Western New York state, September 12-15.

Andrew Nixon & Craig Robbins
Chautauqua County Visitors Bureau
AGLOW 60th Anniversary Annual Conference
Schedule of Events

Saturday, Sept. 10 & Sunday, Sept. 11
Pre-Conference Trips available to media members:
- Lower Niagara River Fishing
- Lake Ontario Fishing
- Warren, PA Fishing
- Chautauqua County Goose Hunting
 Reserve your spot by using the link below:
http://survey.constantcontact.com/survey/a07ecvmfg6oipyfgye7/a005iqcrj3c9/questions

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

Tuesday, Sept. 13
7:00am – 8:30am: Yamaha Marine Newsmaker Breakfast (Crown Room)
8:30am – 11:30am: Conference Registration Table Open (Lobby Area)
8:30am – 11:30am: Press Room Open (Mezzanine above Lobby)
8:45am – 9:00am: Load Buses for 9am departure to AMVETS Shooting Range
9:30am: Spouse Tour Departs
9:30am – 10:30am: Shooting Day Orientation (AMVETS, Sugar Grove, PA)
10:30am – 12noon: Hunting & Shooting Sponsors Break-Out (AMVETS)
12noon – 1:00pm: NSSF Shooting Day Luncheon (AMVETS)
1:00pm – 4:30pm: Shooting Day Activities (AMVETS)
4:30pm: Return to Peek’n Peak
5:30: Buses Depart Peek’n Peak for Ram Trucks Evening Away (Roger Tory Peterson Institute)
6:00pm – 8:30pm: Ram Trucks Evening Away Reception/Dinner & Ducks Unlimited and Honda Awards in Craft Program (Roger Tory Peterson Institute)
8:30pm: Buses return to Peek’n Peak
9:00pm – Midnight: Hospitality Rooms (Nottingham Room)
Wednesday, Sept. 14
7:00am – 8:30am: Newsmaker Breakfast (Crown Room)
8:30am – Noon: Conference Registration Table Open (Lobby Area)
8:30am – 1:15pm: Media Room Open (Mezzanine above Lobby)
8:45am – 9:25am: Learn-It Session
8:45am – 9:25am: Learn-It Session
8:45am – 9:25am: Learn-It Session
9:25am – 9:35am: Sure Shot Morning Break
9:35am – 10:15am: Learn-It Session
9:35am – 10:15am: Learn-It Session
9:35am – 10:15am: Learn-It Session
10:15am-10:25am: Lake of the Woods Morning Break
10:00am: Spouse Tour Departs
10:20am – 11:00am: Learn-It Session
10:20am – 11:00am: Learn-It Session
10:20am – 11:00am: Learn-It Session
Noon – 1:00pm: Toyota Scholarship and St. Croix Rods Luncheon (Woods’n Wedges, upper Golf Course)
1:30pm – 4:30pm: Super Break-Out Afternoon (Retreat)
1:30pm - 4:30pm: Real Avid Super Break-Out Hospitality (Retreat)
6:30pm – 7:00pm: Clam Corp. Golden Glow Reception (Lodge Deck Area)
7:00pm – 8:45pm: Clam Corp. Golden Glow Luncheon and Awards (Lodge)
9:00pm – Midnight: Hospitality Room (Nottingham Room)

Thursday, Sept. 15
4:00am – 6:30am: Hunters and Fishermen Grab and Go Breakfast (Crown Room Foyer)
5:00am: Goose Hunters Depart
6:30am – 8:30am: Newsmaker Breakfast (Crown Room)
7:00am: Lake Erie Fishermen Depart
7:00am: Chautauqua Lake Fishermen Depart
8:30am: Other Morning Afield Trips Depart
8:30am – 4:00pm: Media Room Open (Mezzanine above Lobby)
10am: Spouse Tour Departs
1:00pm – 2:00pm: Whitetails Unlimited Luncheon (Woods’n Wedges)
2:15pm – 2:45pm: Board Meeting (Dorchester Room)
6:00pm – 7:00pm: Pre-Auction Reception (Retreat)
7:00pm – 10:00pm: Howard Communications Pizza & Wings Buffet and AGLOW Auction (Retreat)

Friday, Sept. 16
Post-Conference FAM Trips
Conference Highlights Part I

Learn-it Session Speakers

Alberto Rey is an Distinguished Professor at the State University of New York at Fredonia, an Orvis Endorsed Guide, founder and director of the Children in the Stream Youth Fly Fishing Program and an international renown artist whose work in over 20 museum collections. In 2014, a book about his work and life, Life Streams, was published by SUNY Press. Alberto lives with his family in a farmhouse in western New York that overlooks a steelhead stream that he often guides on. For more information please go his website at www.albertorey.com. Photo courtesy of David Moog

TEST DRIVE THE NEW MEMBER PORTAL

Don’t miss this hands on session where both corporate and media members can learn how to work within the new website and membership portal. Be sure to bring a laptop or tablet. AGLOW webmaster Dan Stefanich will guide attendees to log in and learn how to:
- search the current "real-time" AGLOW membership directory
- update their AGLOW profile for other members to see
- use a message board community to network with other AGLOW members
- quickly and easily register for events or pay dues with a credit card

Hannah Stonehouse Hudson is a photographer, speaker, and consultant based on the South Shore of Lake Superior. Her photography work can be viewed at http://StonehousePhoto.com. Her writing on the chaos of the social media world in the midst of tragedy can be read at http://hannahstonehousehudson.com

As a photographer and TEDx speaker who has been through numerous viral moments both personal and professional, Hannah Stonehouse Hudson is uniquely suited to help people navigate viral chaos. Join Hannah for a seminar to help you create a plan to have in place before a viral event or emergency happens. How will you communicate with family members, clients, and volunteers? Who will be the point person for correct information and media inquiries? Various scenarios will be presented - and worksheets and templates will be provided for use to formulate your own unique plan.
Pre and Post Conference Trips

Highlighted here are just a couple of the Pre and Post Conference FAM Trips that are being offered to AGLOW Media Members this year. A limited number of these trips are available and it is very important that you sign up for them ahead of time. Simply click on this link to do so:

http://survey.constantcontact.com/survey/a07ecvmfg6oipyfgye7/a005iqrj3co/questions

There are also some special activities available on Thursday afternoon during the conference that are also available on a limited basis. This same link will allow you to sign up for those as well.

Take a guided trip down the Allegheny River with knowledgeable guide and fisherman Travis Larson. Travis is an experienced guide with Lance Witt Outcast Anglers Guide Service LLC. Travis specializes in fishing the Allegheny River for trophy Brown and Rainbow Trout. The river is also plentiful with other trophy species including bass, musky, pike and walleyes. Anglers can expect great action fishing from the tail waters of the Kinzua Dam to the city of Warren. This guided trip can accommodate up to three anglers!

Fly fish with local expert Gary Kell on the abundant Warren County Trout Streams. Gary the “fly fishing coach” will share his secrets to catching trout in the numerous trout streams throughout Warren County. Gary is an experienced fly fisherman and knows all the hidden treasures in Warren County where trout can be caught all year. You won’t want to miss this information and fun trip. Gary can accommodate up to 3 anglers.
When someone listens to a HuntFishTravel episode, they are donating their time to me. They listen to my voice, they listen to me talk about experiences I’ve had, places I’ve been and products I use. They’re fiercely loyal to and trust me.

With the right strategy, a podcast is a unique way to connect with consumers that do not read blogs or may not watch TV commercials.

Statistically 67% of podcast listeners don’t mind sponsorship messages compared to 6% of television or radio listenership.

They don’t turn the dial on the radio station when the commercial comes on and they generally don’t fast forward.

They know how much time, effort and work goes into my show. They don’t mind sitting through a 30 second commercial to support me and the people who are providing this content at no cost to them.

When I talk about how I purchased an item from Real Avid for my dad as his Father’s Day gift - they remember it. How many blog posts are there reviewing a Real Avid item? What’s that? You know you read a review, but you can’t quite remember where? Oh...but you remember the story Carrie told about the Father’s Day gift because you remember the excitement in her voice and the laughter as she told the tale.

There’s nothing wrong with other forms of media marketing, but podcasts have a unique ability to provide branded content in a way that stands out among the noise.

As a company you may be very successful in your chosen advert format. Print, TV, radio, may very well be working for you.

But it’s also working for your competitor. Why not take a step forward and get in front of consumers your competitors don’t even understand are out there?

Podcast listeners will be technologically savvy, they are tech aware, social media friendly and well connected online. They’ll be more likely to visit your website, like your Facebook page and follow you on Twitter.

On top of it - they’ll be the EXACT demographic you’re targeting.

The most successful companies in the outdoor industry all have podcast marketing strategies. Whether it’s partnering up with a podcast who has an established listener base or starting their own show dedicated to highlighting their products, get in the game before your competition does.
Tourism Trends

Shortage Tourism Professionals- Part 2

By Bob Holzhei

The October 2015 issue of Horizons discussed the shortage of tourism professionals and how CVB’s are reaching out to area colleges to develop curriculums and train students to explore tourism as a career and offer student internships.

What are the qualities of a good internship?

“A successful internship exposes the student to a wide range of industry-specific experiences, by teaching them about the entire process. Then we give them ownership of a project,” according to Liz King, in a recent SKIFT article. The Convention Industry Council’s CMP (Certified Meeting Professional) International Standards handbook provides the required components needed for an on-the-job learning experience for students.

There are ten experiences for interns including a wide exposure to the meetings industry. A typical day on the job might include counting tables, chairs and table ware. Teach interns how to work closely with the sponsors of the event. Ask questions and get to know what they want to accomplish by holding their meeting at your location. Expose the intern to the event life cycle from beginning to end. Train them to make the deal, close the contract and plan the entire event.

What are potential risks for things to go astray?

How will you teach interns to function with grace under pressure? How will you teach networking and the importance of following up with folks? Financial management skills are critical. How will registrations fees be collected, deposited, and who will be in charge?

Each attendee at a conference is a potential client. How will an intern reach out to them? Don’t forget that an intern coach from the college will be working with you to assist in providing an unforgettable experience leading to entry into the job market!

“The Convention Industry Council launched the certified meeting professional program in 1985” and “today the program is recognized globally as the badge of excellence in the meeting, convention, exhibition, and event industry,” according to the CMP website.

The program and curriculum was created by and for meeting professionals, and after completion of the course an exam is taken which leads to CMP certification. Currently more than 10,000 meeting professionals in 55 countries have the CMP certification and the number is growing.

FOR MORE INFORMATION: www.meetingprofessionalsinternational.com and www.certifiedmeetingprofessionals
Secrets to Modern Media Success

by Kristen Monroe

Countless talented bloggers share compelling thoughts and stories on the World Wide Web. But bloggers often fight a credibility battle – at least until they gain a loyal following – that other communicators using traditional print media outlets don’t face. Why? Well, put simply, anyone can blog. And depending on the website where their written work appears, those written words may be subject to little-to-no factual scrutiny or editorial standards.

The amount of credible information on the Internet is growing increasingly scarce. The ability to self-publish blurs the boundaries so that readers find it increasingly difficult to separate facts from farce and news from satire.

Of course, many successful and legitimate bloggers exist, and there are certain elements that set the good ones apart from the bad. In short, a successful internet personality provides honest and trustworthy information and entertainment for the reader. The reader must get something out of it, whether it’s educational or simply a good laugh. The goal is to get the reader to come back and, hopefully, share your work with others in their social network.

It’s important to know your audience and what they want to read about. This is a fairly easy task in the outdoor space that most of us operate in. But that doesn’t mean you shouldn’t think about it, especially if you monetize your blog through sponsorships or advertising. Knowing the demographics behind your readers’ interests and buying patterns will allow you to produce better content that helps drive sales for your sponsors. This doesn’t mean you are a sell-out, or that your blog needs to contain relentless product plugs or impressions. It simply means that you are telling the stories that attract the interest of readers who may also be interested in your sponsors’ products.

Be up front with what type of audience you provide to your advertisers. Digital surveys are easy to set up in order to learn more about your audience. In the interactive blogging environment, there are numerous ways to ask your followers what they want to hear more of. It’s pretty simple really.

Readers like consistency. This is where your writing style comes into play. Consistency comes from your subject matter, but it also comes from your personality, so whatever it is, let it shine. If you self-publish your blog, remember that you are your own editor. Make sure your copy is crisp and easy to read. Some readers will overlook less-than-proper grammar, punctuation and composition, but your credibility will be highest if you take these aspects of your writing seriously. Finally, don’t BS your readers. It’ll come through and your following will suffer.

Keep up with your work and the demands of your readers. This means writing regularly. Personally, I could stand to improve the frequency of my blogs. The best way to do this is to keep them short and sweet by providing your audience with a quick tidbit of news, entertainment, or education. Whether you write weekly or daily, provide a consistent blog so your followers know when to expect new material.

Video Killed the Radio Star. Remember that song? Well, today video is still killing it... in all forms of digital media. Short videos no longer need to be professionally produced. They create an emotional jolt and are widely shared. Digital media makes it easier than ever to incorporate videos into your blogs that will help both your brand and those of your sponsors by attracting more readers, views, likes and other measures of digital communications success.

Finding success with modern media isn’t really that different from doing it with traditional forms of media. It just takes a bit more discipline. Strive to understand your readership, be trustworthy, write in your own voice, edit your work, maintain frequency, and utilize plenty of photos and video content. Do these things and you’ll attract a loyal readership. Of course, it’s up to you to monetize, but if you have a popular blog... and can prove it... sponsors and advertisers will follow.
When your big bother takes on a new job it usually means that the little bother has to work as well, or at least is how it usually turns out for me. So, the call came in that Shooting Day needed a Chairperson, and that person needed to be of higher intelligence with strong leadership skills... yes, the stroking began immediately. I have graciously and humbly taken on the task. It was either that or he was going to tell Mom on me and then there would be real trouble. Myself and fellow committee members have retooled shooting day and have come up with what we think will become a template for all other outdoor communication associations.

Unlike the “shooting afternoon” of the past, this new day-long event comes with a breakout style set up, plus other great new features. All hunting and shooting corporate members (old and new) are being offered the opportunity to set up their product displays at the range, in addition to hosting shooting demonstrations. This will allow for our corporates to demonstrate their products in a setting in which they were intended to be used.
Shooting Day Continued....

Not Just Shooting ...

This AGLOW event begins with a morning classroom opportunity for participating corporate sponsors, who will provide hands-on shooting or other product demonstrations later in the day at their specific station and or activity. After classes have ended, media members will move outside to the Hunting & Shooting “break-out”, where they can see, use and play with a full range of hunting and shooting products. The shooting ranges will open after lunch, and break-out will continue throughout the entire day. This schedule will allow for ATV and truck courses, game calling and dog training demonstrations, decoy set-ups, as well as a host of other hands on experiences not offered at shooting day in the past. This schedule will allow corporate representatives saddled with the double duty of manning break-out as well as a shooting demo to effectively conduct both activities. Those particular corporate sponsors will be noted on the itinerary for the day as a “first-attend” since they will be busy with shooting duties during range time. Corporate representatives with adequate staffing will man their breakout booth all afternoon.

In addition, each media participant will be given a scorecard at lunch and will be encouraged to attend every station to receive a score. Scores will be tallied and awards given in Expert, Intermediate, and Novice categories. At the same time, media members will be keeping score on the stations they visit, scores will be tallied and awards given to our corporate members on presentation, demonstration, product, etc. The idea here is total participation and reward for all who attend.

(please note: This break-out set up does not replace the regularly scheduled break-out ... you are encouraged to set up at both)

**Corporate Members**

If your product is shooting sports or hunting related and you would like to participate in this new event during the Tuesday Shooting Day:

Contact:
Brian Smith
(574) 274-2112
brian@lightfield.ws
Executive Director’s Message
by Mark C. Smith

Well, here is sit staring out the window once again. Unfortunately the window is in Northern Indiana and not overlooking Kizhuyak Bay in Alaska. Not to worry, I am headed that way next week to clear my mind and make sure I have re-charged batteries and clear, focused concentration on the home-stretch before the Annual Conference.

Registrations have been coming in steadily and it appears as though all of the glitches experienced early in the process have been ironed out. The “early” registration pricing has been extended to the end of the month, so take advantage of the already reasonable rate of $100 and register today. Don’t forget to reserve your rooms at Peek’n Peak Resort as well. They are holding a block of rooms for us for $99 per night until August 9th. If you are reserving your room on-line, be sure to use the promo code “AGLOW” to receive the discounted room rate.

I must extend a huge note of gratitude to our corporate sponsors, who are the reason that this event is so memorable every year. In particular I must mention Ducks Unlimited, Whitetails Unlimited, Honda and Clam Corp. When we lost our long-time sponsor of the AIC Awards and the Golden Glow Awards and Banquet, it left a huge hole in our budget. I reached out the these folks and they responded by graciously picking up the tab. You don’t understand what a relief it was to have these sponsors rally and pick up the pieces. I must recognize the fact that American Honda Motors is a brand new sponsor. The ink wasn’t dry on their membership card when they sponsored the Cast and Blast in Mercer, Wisconsin and then followed up with a check for one half of the sponsorship of AIC. I have long said that the membership of AGLOW are some of the greatest people I know, and this just proves it.

I still have some sponsorship opportunities available for a small number of the events during the conference. If you, your company, or someone you know would be interested in sponsorship of a breakfast, lunch or reception or advertising in the program, please let me know. I am also glad to accept shipment of items for the Thursday night auction at this time.

There are big changes taking place surrounding the “Shooting Day” on Tuesday of the conference. I need to thank Brian Smith, Kevin Michalowski, Brad Bonar, Josh Lantz and Craig Robbins for all of their hard work to bring about this new format. We are calling them the “Shooting Day Committee” it really looks more like a police line-up.

As always, if anyone has any issues at all with the new website or membership management system, paying dues or registering for the conference, or whatever, please do not hesitate to contact me.
Proposed Media Members

**Steve Pennaz:** Steve is a full time outdoor communicator from Independence, Minnesota, Pennaz Multimedia produces Lake Commandos Television and Coastal Chaos Television shows for Sportsman Channel and World Fishing Network, and Stone Cold Fishing on Fox Sports Net. Freelance articles have appeared in Bassmaster, Outdoor Life and multiple regional/local print and digital publications. His work appears in the following categories: Magazine, Television and Web. His Web Address is [www.lakecommandos.com](http://www.lakecommandos.com).

He was referred for membership by Josh Lantz


He was referred for membership by: Lance Valentine and Dave Mull

**Fredy Riehl:** Fredy is from Point Pleasant, New Jersey and is a full time outdoor communicator and the Editor of [ammoland.com](http://www.ammoland.com). Web Address: [www.ammoland.com](http://www.ammoland.com).

He was referred for membership by: Brian Smith

**John Hageman:** John is a part time outdoor communicator from Weston, Ohio and works in the following categories: Newspaper and Magazine. His work appears in: Ohio Outdoor News, the Sandusky Register, Midwest Outdoors, Great Lakes Angler, Ohio Valley Outdoors, and Fur-Fish-Game Magazine.

He was referred for membership by: Chip Goss and Jeff Frischkorn

**Jay Anglin:** Jay is from LaPorte, Indiana and works as a full time outdoor communicator in the categories of: Newspaper, Photography, Web, Lectures and Public Relations. His work appears as a weekly columnist and occasional feature writer for LaPorte Herald Argus and Michigan City News Dispatch (Indiana), freelance sports photographer for both of these newspapers and often include outdoor related photographs with his column. Press-releases for Traditions Media as well as syndicated articles. A regular guest on Indiana Outdoors Radio with Bryan Poynter as well as Adam Carpenter’s Outdoor Show broadcast in Michigan’s Upper Peninsula and N. Wisconsin.

He was referred for membership by: Josh Lantz

**Terri Sweckard:** Terri is from Mackinaw, Illinois and is a part-time outdoor communicator in the categories of: Newspaper and Magazine. He work currently appears in Heartland Outdoors. Terry was referred for membership by Jeff Lampe.

**Laura Evans:** Laura is from Canandaigua, New York and works as a full time outdoor communicator in Public Relations. Her work appears in The Outdoor Wire, Ammoland, Shot Business, [huntinglife.com](http://www.huntinglife.com), Shooting Wire, Women’s Outdoor News, and Outdoor Hub.
Proposed Corporate Members

American Honda Motors, Inc.: Honda products including: Motorcycles, ATV’s, Scooters, and Side by Side All Terrain Vehicles. Located at: 1919 Torrance Blvd., #100-4C-3A, Torrance, CA 90501. Contact: Susie Han (T) 310-783-3743 (E)susie_han@ahm.honda.com (W) www.powersports.honda.com.

Dayton Montgomery County CVB: 1 5th St., Suite A, Dayton, Ohio 45402. Contact: Bev. Rose (E) brose@daytoncvb.net (T) 937-226-8211.

Eagle River Area Chamber of Commerce: 222 E. Erie, Suite 400, Milwaukee, WI 53202. Contact: Ken Leiviska (E) kleiviska@boelterlincoln.com (T) 414-271-0101

Peek’n Peak Resort: Located at: 1404 Olde Road, Clymer, New York 14724 (T) 716-355-4141, (E) KimK@visitcott.com , (W) www.pknpk.com Contact: Kim Kantola. Peek’n Peak is a four-season resort located in Clymer, NY, with 27 ski slopes, border-cross course, 7 lane tubing arena, 2 championship golf courses, an aerial adventure course, mini-golf, Segways, 2 giant dual ziplines, and an indoor/outdoor pool complex. Onsite conference spaces, as well as 108 newly renovated hotel rooms and condominiums, are ideal for your next event. Be sure to include a visit to our Serenity Spa by Aveda, or enjoy a gourmet dining experience at any one of our on-site restaurants. Peek'n Peak's Upper Golf Course will host the 2016 PGA Web.com Tour.

Stormy Kromer: Located at: 1238 Wall Street, Ironwood, Michigan 4993. (T) 888-455-2253 (W) www.stormykromer.com. Media Contact: Michael Collin, Pale Morning Media, michael@palemorning.com, 802-496-6082. Established in 1903, Stormy Kromer is an outdoor apparel company comprised of genuine, hardworking artisans who strive to provide classic, yet contemporary products with the same passion, purity and practicality as the first Stormy Kromer cap over a century ago. Located in Michigan’s beautiful Upper Peninsula, today Stormy Kromer proudly continues its tradition of hand-crafting American made products and supporting American made jobs. For more information, visit www.stormykromer.com.

Yamaha Motor Corp.: 1270 Chastain Road, Kennesaw, GA 30144. (W) www.yamahahoofdoors.com Contact: Van Holmes, public relations. (E) van.holmes@specpr.com (T) 310-902-9457 Yamaha Motor Corporation, USA, (YMUS) a leader in the motorsports market, makes the toughest, most capable and versatile ATV and Side-by-Side vehicles. The company’s ever-expanding product offerings also include motorcycles, outboard motors, personal watercraft, snowmobiles, boats, outdoor power equipment, accessories, apparel and much more. All of Yamaha’s full-size ATV and SxS vehicles are Assembled in the USA at the company’s Newnan, Georgia, manufacturing facility. YMUS products are sold through a nationwide network of dealers in the United States. Headquartered in Cypress, Calif., since its incorporation in 1976, Yamaha also has facilities in Wisconsin and Georgia, as well as factory operations in Tennessee and Georgia.
Two time President and long time member of AGLOW, Walter B. “Bud” Stigall, age 95, of Rock Falls, IL died Tuesday, Dec. 16, 2014, at his home.

He was born Dec. 30, 1918, in Rock Falls. Bud served in the Army Reserve, and then enlisted in the Navy during World War II. He married Darla J. (Fritz) Fullmer on Aug. 11, 1961.

Bud occupied a seat on the Board of Directors of AGLOW from 1962 to 1965. He served his first term as President of AGLOW in 1984 and held his annual conference in Fon du Lac, Wisconsin. He also held the office of President in 1985 and presided over the annual convention in Marquette, Michigan that year.

He was a business owner, a journalist, and a newspaper columnist, writing the Outdoor Outlook for the Daily Gazette for 30 years. He was a member of the American Legion; OWAA, Outdoor Writers Association of America; a founding and life member of the Sinnissippi Rod and Gun Club; a past member of the Rock Falls High School Board; a founding member of Rock Falls Chamber of Commerce; and a past member of the Whiteside County Tavern Association, Whiteside County Clean Stream Committee, and the Illinois-Wisconsin Waterways Commission.

He was the recipient of multiple awards, including from the Whiteside County Youth Program, the Resources Communication Award; Illinois Fisheries Department; Hennepin Canal Parkway; Illinois Department of Conservation; Better Fishing Association of Illinois; and RRDA, Rock River Development Authority.

1984 AGLOW Directors

AGLOW President Bud Stigall (center, back row) pictured with executive committee members from 1984.

1987 AIC Recipients

1987 Awards in Craft Photography Division winners from 1987, pictured left to right, Bud Stigall, Jay Mermoud, Tom Krisman and Bill Radke.
Proposed Slate of Officers for 2017

The Nominating Committee has selected the following slate of officers to serve as members of the Executive Committee in 2017

Board Chairman
Jim Zaleski

President
Brandon Butler

Vice President
Dan Stefanich

Secretary
Josh Lantz

Treasurer
Tim Lesmeister

Corporate Liaison
Brad Bonar

Jim Zaleski is from Parsons, Kansas and has been an AGLOW member since 2006. He has served two terms as President (2015 & 2016).

Brandon Butler is from Fayette, Missouri and has been a member of AGLOW since 2008. Brandon is the Current Vice President.

Dan Stefanich is from Wilmington, Illinois and has been a member of AGLOW since 2011. Dan is the current Secretary.

Josh Lantz is from Three Oaks, Michigan and has been an AGLOW member since 2003. Josh served as Executive Director of AGLOW from 2010 - 2015.

Tim Lesmeister is from Minnetonka, Minnesota and has been a member of AGLOW since 1987. Tim served as President in 1996.

Brad Bonar is the Corporate Representative for Hawke Optics and has been a member since 2009.
The Nominating Committee has presented the following three AGLOW members to serve four year terms on the board of directors beginning January 1, 2017.

**Josh Huff** is a prolific outdoor communicator regularly posting on his Facebook page. He creates 12 syndicated columns per year distributed monthly to publications in the upper Midwest. Josh also produces material exclusive to specific publications and is a regular contributor to Outdoor News Radio and From the Pages of the Outdoor News. Josh Huff is a full-time outdoor communicator and fishing guide. His base of operations is La Pointe, WI located on Madeline Island, part of Lake Superior’s Apostle Islands Chain. Josh guides mainly on Lake Superior for smallmouth bass, lake trout, salmon, northern pike and walleyes. His media communications and promotions cover the entire region of the Great Lakes and the upper Midwest and includes all of the lakes and rivers in this region of the country. Josh is on the Yamaha and Ranger Boats pro-staff and is an active promoter for Madeline Island tourism.

**Gary N-ski** is an award winning outdoors photojournalist/communicator for over 40 years. His work has been published in the Milwaukee Journal Sentinel, Wisconsin State Journal, The Missoulian, Montana Trails Magazine, Anchorage Times, Pheasants Forever, Country Magazine and Hometown Newsgroup, Wisconsin Academy of Arts & Science, Lodi Valley News.com ..to name a few. He was the Photography Coordinator for UW-La Crosse - Mass Communications Dept.Photography Instructor for the University of Alaska, Madison Area Technical College, and the Glacier Conservatory of Music and Fine Arts -Whitefish Montana. Gary and his wife Deb of 32 years, own the Good Ideas Company LLC . Gary was co-founder of Ultimate Outdoors Radio Show. Gary was co-host and director of marketing for The Big Wild Radio Show. Gary is Co-Host/Owner of The Great Wild Radio Show.Since 1975 Gary has won dozens of State and National photojournalism awards. Gary's also a founding member of the ArtsTribe . A visual arts collective based in Madison Wisconsin.

**Mike Schoonveld** started his outdoor writing career in 1986 when he sold a story to the now defunct Great Lakes Angler magazine. Since then, he’s written for dozens of now defunct publications, as well as being a loyal contributor to several other publications, some of which are actually turning a profit.

Schoonveld joined AGLOW in the early 1990s, dropped out of the association for a few years and then rejoined in 1999 when the AGLOW annual conference was held in Northwest Indiana, within commuting distance of his home. He’s remained a member ever since and has served as a member of the board of directors, treasurer, vice president and president of AGLOW.

Since 1999 he and his wife, Peggy have only missed attending two conferences. In 2014 "Captain Mike" was awarded the Golden Glow Award for Excellence in Craft.

Schoonveld is a Purdue University graduate with a major in Wildlife Science. He worked his “real job” as a wildlife biologist with the Indiana DNR for 38 years. In 2009 he took early retirement from the IDNR and is now a full-time outdoor writer and operates a charter fishing business on Lake Michigan.
Parting Shot

Curt Hicken on Lake Superior while at the Mercer Cast and Blast this spring.

Photo by: D. Lori Smith

On the Horizon

60th Annual AGLOW Conference
Chautauqua, NY
www.aglowinfo.org

Room Reservation Deadline
Aug. 9, 2016
$99 Conference Rate Ends
www.pknpk.com

AGLOW member Brent Wheat (R) received the “2015 Outdoor Media Representative of the Year Award” from the Indiana Bow Hunters Association Treasurer Herb Higgins (L) at their annual banquet held in Indianapolis, Indiana.