Early Morning Musky Excursion on Chautauqua Lake during the 2016 Annual Conference in New York.

Photo by: D. Lori 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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What the Heck is R.O.I.?

By Mark C. Smith

What is R.O.I? Return on Investment is the simplest answer; and the one you will get if you look it up on Wikipedia. It has become the buzzword for all kinds of investment strategies. Everything from business models, advertising, marketing, stocks, bonds, your 401K, and even outdoor media. On the surface it sounds like a good idea and a needed tool if you are to cash in on your investment. The question is; How does one accurately measure R.O.I. or more importantly, How much R.O.I. are you capturing with the media you are producing?

A quick search reveals that there are many different companies that offer “R.O.I. Calculators” perfectly suited to predict and monitor the efficiency of your activities. These calculators typically look at numerous outlets to take this measurement. Many of them specifically look at whether or not there is any “cross-over” between the outlets.

So, what does this all have to do with AGLOW members? The answer is simple, many of our corporate members use them. Believe it or not, your articles, tweets, Instagram photos, Facebook posts, podcasts, radio and TV spots, and the like, are being plugged in to these calculators. Also plugged in to the equation is the value of the product that was given to you, the cost of your room, your meals, your guide and any other associated expenses. The calculator then puts a monetary value on the media that you produced. That dollar amount is then compared to the expense that was incurred.

Every company has different ways of handling this data. Some are content to see that there is any return at all. Some have placed very specific expectations of what the “return” should be. Many are ratios, and they aren’t 1:1. Some are looking for a 15 to 20:1 return for every dollar invested, with 10:1 being a minimum. These ratios then become the basis for whether or not a company continues to do business in the same manner.

The emphasis of these calculators seems to be, for the most part, focused ONLY on outlets that have an internet presence. They measure things such as; likes, shares, followers, subscribers, hash-tags, click-through and most importantly, whether the information is shared across multiple “channels”. They even measure what type of device the information is being viewed on. Some calculators do not consider an item successful unless it has a measurable presence across multiple channels and multiple devices.

This discussion raises many questions in my mind. What exactly is being measured? How accurate and reliable is the measurement? Do some media forms carry more weight than others? Which is worth more 10 Twitter hash-tags or 10 Facebook shares? Most importantly, how do we, as outdoor communicators and as an organization, stay relevant in this atmosphere?
2016-17 Wendy O’Donnell Scholarship Winners

Lisa Kuczmarski is a senior majoring in journalism and media studies at University of Wisconsin-Stevens Point. Her career goal is to become a freelance writer and produce broadcast content on issues related to outdoor recreation and conservation. Lisa is a “non-traditional” student and a mother of three. Her college education has spanned two decades, including the time spent raising a family. She grew up in the Wisconsin North Woods and learned to love fishing and the outdoors at an early age. Her jobs over the years have included writing for newsofthenorth.org, an online news publication in northern Wisconsin; working for the City of Rhinelander to help design and implement an urban deer hunt program; and as host of Blues Friday, a radio show in Rhinelander that includes discussion about issues in the region. Her outdoor interests include fishing, and especially fly fishing and ice fishing, as well as canoeing and camping.

Abby Marion is a junior majoring in agricultural communications and education at the University of Florida. Abby was born and raised in Florida and acquired extensive experience in outdoor activities, especially on farms. Part of the “millennial” generation, she has used her skills in social media and computers to found a website called “Florida Agricultural Scholarships Online.” She continues to be webmaster and content writer for the site. She has also published articles for the Volusia County Farm Bureau News. After graduation from college, she hopes to continue to write and produce content for print and electronic publications related to the outdoors and agricultural industries.
Geneseo High School Awarded 2016 AGLOW High School Grant

by Bob Groene

The Geneseo High School FFA umbrella spreads far beyond Future Farmers of America education. At least three major thrusts are tied directly to the great outdoors and associated life skills: fishing, trap shooting and archery. Learning that, I nominated GHS to receive the 2016 Association of Great Lakes Outdoor Writers (AGLOW) High School Grant. I've proudly been an active member of AGLOW for over 20 years serving as President about ten years ago.

GHS has had an active trap shooting club/team for over ten years that typically has about 30 members—girls and boys alike—several are hunters. Not only do they practice and hone their skills weekly at Bi-State Sportsman Association; but they compete in and host high school shoots in both fall and spring.

The GHS archery club typically attracts about 15 kids—both girls and boys—again several are hunters. They practice with bullseye and 3-D targets year-round and compete in high school competitions both home and away.

GHS has had a fishing club for about eight years that usually has about 30 anglers—girls and boys. Over those years they have fished at many local ponds & rivers and invited many fishing experts (e.g. accomplished tournament anglers, CPOs, fishery biologists) to speak at meetings to learn more of the sport. Last fall they entered the competition arena with some success and this spring made the move to IHSA competition. The two GHS 2-angler teams took first and second in the Sectional tournament.

But after school activities are not only what caught the eye of the AGLOW grant committee and Board. GHS FFA kids: maintain a city park, they help city crews with landscaping chores, adopted two miles of Illinois highways and collect food & clothing for the local pantry.

While the GHS students have and certainly are doing great things, some of the credit certainly goes to veteran teacher, Brian Stahl, who is the FFA Advisor to several extra circular clubs. He once told me that 'if the kids have interest in something and will do their part, I'm 100% with and behind them in support.'
AGLOW’s 2016 Awards in Craft Winners Named at 60th Annual Conference in Chautauqua, New York

Best of Newspaper / Fishing
3rd Place  “Fly Fishing World Championship a Muskie Marathon” by Dan Small (WI)
2nd Place  “Catfish Eager Biters, Tremendous Fighters” by Gary Howey (NE)
1st Place  “Sea Bass of the Ozarks” by Darrell Taylor (MO)

Best of Newspaper/ Boating & Boating Safety
3rd Place  “Boaters Access Granted” by Steve Griffin (MI)
2nd Place  “Is Your Boat Ready for Winter?” by Darrell Taylor (MO)
1st Place  “Don’t Miss the Boat-Tips and Precautions for Fun on the Water” by Bill Hilts, Jr. (NY)

Best of Newspaper / Hunting
3rd Place  “Delta Offers Up Greenheads on Rice” by Kenneth Kieser (MO)
2nd Place  “The Science of Tracking Wounded Deer” by Dan Stefanich (MN)
1st Place  “After 5 Springs of Trying, Monroe Finally Kills a Bird” by Kristen Monroe (WI)

Best of Newspaper / Travel, RV & Camping
3rd Place  “Fishing, Family and Fun in Biloxi, Mississippi” by Dan Stefanich (MN)
2nd Place  “New York’s 1000 Islands-Food for Thought for Vacationing” by Bill Hilts Jr. (NY)
1st Place  “Destination Yesteryear; Ashland Takes You Back in Time” by Bob Holzhei (MI)

Best of Newspaper / Open
3rd Place  “The Story Behind Shipwreck Alley” by Bob Holzhei (MI)
2nd Place  “Believe it or Not” by Bobby Whitehead (MO)
1st Place  “A Look at Cecil’s Killer’s Actions in Wisconsin” by Dave Zeug (WI)

Best of Newspaper / Best Outdoor Page
3rd Place  “Midland Daily News-Outdoor Page” by Steve Griffin (MI)
2nd Place  “The Buffalo News-Outdoor Page” by Will Elliott (NY)
1st Place  “New York Outdoor News-Outdoor Page” by Bill Hilts, Jr. (NY)

First Place Best of Photography Black and White
“Dancing for Tourists”
by Gary N-ski
Best of Magazine / Hunting
3rd Place  “Ghosts of the Frozen North” by Kenneth Kieser (MO)
2nd Place  “Carrying in Public Parks” by Tom Watson (MN)
1st Place  “Grand Passage Epiphany” by Dave Zeug (WI)

Best of Magazine / Fishing
3rd Place  “Fly Fishing the Long Island Sound” by Angelo Peluso (NY)
2nd Place  “Brown Trout on Ice” by Dave Zeug (WI)
1st Place  “Picture Perfection” by Jim Kalkofen (MN)

Best of Magazine / Boating & Boating Safety
3rd Place  “Winterizing Your Boat Now is the Right Choice” by Jason Houser (IL)
2nd Place  “Dreamboat” by Bill Antonides (SD)
1st Place  “Kodiak by Kayak” by Tom Watson (MN)

Best of Magazine / Open
3rd Place  “Sturgeon making a comeback in Lake Ontario” by Bill Hilts, Jr. (NY)
2nd Place  “Duck Band Pioneer” by Jeff Helsdon (ON, Canada)
1st Place  “A Type and a Shadow of a Different Sort” by Thomas Carney (MI)

Best of Magazine / Travel, RV & Camping
3rd Place  “Might Versus Right” by Bill Antonides (SD)
2nd Place  “Writers Tried Them All-As Loaners” by Thayne Smith (OK)
1st Place  “Wisconsin's Rustic Roads” by Tom Watson (MN)

Best Book
3rd Place  “Among the Aspens” by Thomas Carney (MI)
2nd Place  “A Return to Hunting North American Waterfowl” by Kenneth Kieser (MO)
1st Place  “Braving It” by James Campbell (WI)
Best of Web Communications / Open
3rd Place  “Able Outdoors” by Barb Carey (WI)
2nd Place  “Surviving on Icy Waters” by Tom Watson (MN)
1st Place  “What Have We Become” by Gretchen Steele (IL)

Best of Web Communications / Fishing
3rd Place  “Homemade Fishing Lures” by Tom Watson (MN)
2nd Place  “Why You Need To Dispose of Your Old Fishing Line Properly” by Jason Houser (IL)
1st Place  “Alligator Gar in the Kaskaskia?” by Gretchen Steele (IL)

Best of Web Communications / Hunting
3rd Place  “How Not to Kill a Deer” by Jason Houser (IL)
2nd Place  “Waterfowl Opener, A Real Blast” by Bill Hits, Jr. (NY)
1st Place  “Tips for Taking Youngsters to a Duck Blind” by Gretchen Steele (IL)

Best of Television / Open
3rd Place  “Outdoor Beat #68” by Bill Hilts, Jr. (NY)
2nd Place  “Aberdeen Wounded Warrior Pheasant Hunt” by Gary Howey (NE)
1st Place  “Wisconsin Turkey Hunting” by Mark LaBarbera (WI)

Best of Television / Hunting
3rd Place  “Dan Brown Memorial Pheasant Hunt” by Gary Howey (NE)
2nd Place  “Lotta’s Luck” by Jason Houser (IL)
1st Place  “Wisconsin Turkey Hunting” by Dan Small (WI)

Best of Television / Fishing
3rd Place  “Carroll Lake Ontario Walleye” by Gary Howey (NE)
2nd Place  “Lake Superior Steelhead” by Barb Carey (WI)
1st Place  “West River Bluegill” by Gary Howey (NE)

First Place Best of Photography Outdoor Scenic
“Life @ a Snail’s Pace”
by Ed Cheeney
Best of Radio / Open
3rd Place  “Shoots Like a Girl” by Barb Carey (WI)
2nd Place  “Remembering Terry Redlin” by Gary Howey (NE)
1st Place  “Habitat Acres and Pheasant Numbers on the Rise” by Gary Howey (NE)

Best of Radio / Hunting
3rd Place  “Trapper Matt Brauer” by Barb Carey (WI)
2nd Place  “Eddie Salter: Turkey Man” by Gary N-ski (WI)
1st Place  “Deerfoot Lodge” by Bob Willging (WI)

Best of Radio / Fishing
3rd Place  “It's Never Too Late to Start Ice Fishing” by Barb Carey (WI)
2nd Place  “Kids and Fishing” by Gary Howey (NE)
1st Place  “There's Something in the Air” by Gary Howey (NE)

___________________________________________________________
First Place Best of Photography Outdoor Recreation
“Front Row Seat”
by Tom Watson
Best of Photography / Black & White
3rd Place “Eye of the Arrow” by Gary N-ski (WI)
2nd Place “Lilly Pads in the Rain” by Pat McGrath (KS)
1st Place “Dancing for Tourists” by Gary N-ski (WI)

Best of Photography / Fishing
3rd Place “Sunset: Back from the Catch” by Ed Cheeney (MI)
2nd Place “Staying Free of Trouble” by Gary N-ski (WI)
1st Place “Beach Bass on a Fly” by Angelo Peluso (NY)

Best of Photography / Hunting
3rd Place “50 Years a Coyote Hunter” by David Zeug (WI)
2nd Place “Next Generation” by Dan Stefanich (MN)
1st Place “Partners” by Gretchen Steele (IL)

Best of Photography / Outdoor Recreation
3rd Place “Profiles in Falconry” by Angelo Peluso (NY)
2nd Place “Thumbs Up in Biloxi” by Dan Stefanich (MN)
1st Place “Front Row Seat” by Tom Watson (MN)

Best of Photography / Outdoor Scenic
3rd Place “A Paradise of Jewels in Springfield” by Thayne Smith (OK)
2nd Place “Strutter Show Offs” by Gretchen Steele (IL)
1st Place “Life @ a Snail’s Pace” by Ed Cheeney (MI)

First Place Best of Photography Hunting & Pete Czura Award Winner
“Partners”
by Gretchen Steele
Best of Show for Excellence in Writing or Electronic Media
“After 5 Springs of Trying, Monroe Finally Kills a Bird” by Kristen Monroe (WI)

Best of Show/Pete Czura Award for Excellence in Photography
“Partners” by Gretchen Steele (IL)

Excellence in Industry / Public Relations
For Digital Press Releases and Syndicated Content: Traditions Media
Leslie Sundahl (MN) and Noel Vick (AR), Owners

Kristen Monroe was awarded Best of Show for Excellence in Writing for
“After 5 Springs of Trying, Monroe Finally Kills a Bird”

Josh Lantz (r) and Dena Vick (l) accepting the Excellence in Industry Public Relations Award on behalf of Traditions Media

After 5 years of chasing the elusive Eastern Turkey, Kristen wanted to make sure this one didn’t get away. Added bonus: She drove in the “Car-Pooling” lane all the way back to Wisconsin.
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@mercercc.com (W) www.mercercc.com

**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

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

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

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

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

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

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

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

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

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

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

**Zippo Outdoor:**  Tourism Break Out Hospitality Sponsor and Wednesday Newsmaker Breakfast Sponsor. Contact: Amanda DePrins, (E) ADEPRINS@zippo.com  (W) www.zippoutdoor.com
Tourism Trends
Create Great Copy

By Bob Holzhei

A great headline coaxes the reader into staying awhile! The opening sentence captures the reader’s attention and delivers as promised. These two ideas apply to meetings and conference programs. Analyzing the marketing effectiveness of headlines and conference session titles is easy.

Dave Lutz, Certified Meeting Professional advises to google [www.aminstitute.com/headline](http://www.aminstitute.com/headline). The free website allows the reader to select from nineteen businesses. I chose “media and communications,” and typed in the following headline. “National Outdoor Writer’s Conference Held at Peek n Peak Resort.” I submitted the headline and received an analysis of the headline and a score of 50% effectiveness was attained.

Communication is the key to effective marketing. The key element in communication is reaching the audience at an emotional level.

Corporate members, convention and visitors bureaus, and members of AGLOW can use strategies to improve their effectiveness in marketing services and products.

Five strategies to capture and deliver include: 1. Write a title that keeps the reader reading. It must be authentic, specific, and useful to the reader. 2. The title must connect emotionally. Analytical help is available from the aforementioned web site. 3. Focus on “what’s in it for me.” Explain how attendees or organizations will benefit. 4. Explain what readers/attendees will take away from the session. The goal is to get folks to recall key concepts which were presented. 5. Focus on the reader/attendees of the message. For example, the “Learn It-Do It sessions at AGLOW conferences are designed for specific audiences.

I rearranged the order of words in my headline and submitted new ones. My score came in consistently at 50%. I trust you will do better.
Answering Etiquette

by Mike Schoonveld

There used to be a time when dialing a phone number produced one of three outcomes. Sometimes the phone being called would ring and ring and ring until the dialer gave up and hung up - no one home. Sometimes after a ring or two, the caller would hear, “Hello....” Sometimes the “busy signal” would sound - eent, eent, eent - reminiscent of a woodcock performing its diurnal mating ritual.

Do phones even have busy signals, these days?

There used to be a time when “voice mail systems” a fancy way to say “answering machines,” were the solution to the ring, ring, ring, nobody here when a phone was unattended. Phone users had been schooled to drop everything when the phone rang to attend what could be, but probably wasn't, an important call. Calling and hearing “Hello....” these days is the exception instead of the rule.

It seems most people, especially, people at work such as public relations contacts at the places I phone almost always screen their calls. “Leave a message and I'll get back to you....” But will they? Does every person you request to call you back call you back?

If not, it may not be their fault. It may be yours.

As a charter captain, I route my business calls to my land line phone at home. Cell service is spotty or non-existent on the lake and when I’m fishing, I want to be paying attention to my customers, not my cell phone calls.

“Leave a message and I'll get back to you....” At least I will if I can. Often it's tricky, impossible or tedious.

That's made me a better voice mail caller.

It’s tricky to call back a person who tends to run words together - especially words like, one, two, three and other numbers. I’ll probably decipher the message, “I wannago fishin for what'sitcost and weardojoo habit,” well enough to know it’s not a call from the dentist’s office. But when they get to the end and say, “Call meeyat three-tree-ee-seven-doofiezik, I get puzzled. So I hit the replay button and try to come up with some interpretation of what they said that looks like a phone number. Sometimes I get lucky, often not.

The worst is when I get someone on the line who yammers on for 5 minutes before reciting the phone number. Even if I can understand the numbers, I can’t write them as fast as the caller can speak them and I end up wondering if the last two digits were five, six or six, five because I was still scribbling out the middle numbers. Now, I have to listen to the five minute monologue a second time to make sure I call right the number.

Here's my tip. A message I'd leave for John Mazukiewicz would go like this. “Hey, John, Mike Schoonveld here. 219-394-2123. I need to talk to you about the Shimano products that scored well at ICAST for a column I'm writing. Give me a call, 219-394-2123, 219-394-2123.”

Mazurk is going to call me back. Not only because we are friends, he'll call because I made it easy for him. He’s either written down my number and was able to check he got it right or he doesn't have to listen through my entire message a second or third time to get it right.

THE END
Executive Director’s Message
by Mark C. Smith

Once again I find myself on the shores of Kizhuyak Bay staring out the window at the mountain across the bay as it gathers snow on its peak. Somehow, I think this will inspire me to write this column, instead, I sit wondering how many blacktail deer are gathered on that opposite shore just waiting to jump in the boat with me. I came here for a little rest and relaxation after the conference. According to Lori building the deck on the front of the house is the reason I came here. Either way, I’m just as happy to be here.

Looking back at the conference a couple of things have come to mind. The new membership management system tied to our website worked wonders organizing many of the aspects involved with the details of the conference. As it turns out, the meal counts that were tied to the registrations that you all filled out, were almost perfectly spot on. Attendance counts for the various other events were also right on. Payment processing from sales at the auction were also handled through that system. One of the “behind the scenes” success stories here is that the payment processor used by our online system has much lower fees associated with credit card payments than anything we have used in the past. Bottom line is that AGLOW realized a higher profit as a result.

Thanks to our corporate sponsors the conference was a success and profitable. A list of those sponsors and their contact information can be found elsewhere in this edition of Horizons. Please take a moment to make contact with them and say “Thanks”. If you produced any media that involved any of their products please forward a link to them. This is the ultimate “Thank You” to them and it also lets them know that all of their hard work and expense to participate in our events is worth while.

Looking forward, I just completed the site visit at the Sportsman’s Lodge in Lake of the Woods, Minnesota for the 2017 annual conference. After visiting the host facility (Sportsman’s) and talking with owners Gregg and Diana Hennum and Joe Henry from Lake of the Woods Tourism, I left feeling really inspired about the conference. We are all working together to develop some “in the field” opportunities that are unique to that area. This place has what it takes to provide a truly awesome back-drop for an outstanding conference.
Parting Shot

Photo by: Mike Schoonveld

On the Horizon

Press Registration Opens for the ATA Trade Show.
October 25, 2016
https://www.archerytrade.org/trade-show/press

*New this year: You must Pre-Register to receive press credentials. No press badges will be granted at the event.

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