



Join the FOWA Family

Your services, location or products can benefit greatly by being exposed to millions of Florida's anglers, hunters, outdoor enthusiasts and vacationers. We can help you do that.

How? FOWA is a 501C 3 non-profit organization composed of outdoor journalists from all media, including representatives from Florida Sportsman, Sport Fishing, Salt Water Sportsman, Florida Game & Fish, Southern Boating, Florida Fishing Weekly, Miami Herald, Tampa Tribune, Florida Times, Lakeland Ledger, Sarasota Sun-Herald, Palm Beach Post, radio & TV fishing hosts (including ESPN, TNN, OLC), web site publishers, book publishers, game & fish researchers (Florida Wildlife Commission), and on and on. On a daily, weekly and monthly basis, our members communicate to millions of Florida's outdoor enthusiasts the bounty and excitement of fishing, boating, hunting and outdoor pursuits. We also invite public participation with our programs related to conservation.

FOWA boasts the most prominent Corporate and Tourism Development member roster in the industry, including 3M/Scientific Anglers, Bass Pro Shops, BenelliUSA, Columbia, Bushnell, Gander Mountain, Canon Camera, Coleman, Daiwa, D.O.A. Lures, Pure Fishing, the Florida Fish & Wildlife Conservation Commission, Florida Guides Association, G. Loomis, IGFA, Leupold & Stevens, MirrOlure, O. Mustad & Sons, Smith & Wesson, Plano, PRADCO, Remington, Shakespeare, Shimano, Verizon, Winchester,, Zebco --- and on and on. CVB's (Citrus, Lee, Charlotte, Ocala/Marion, St. Lucie, Visit Jacksonville and Seminole, for example) and resorts also belong to FOWA to better publicize what they offer to vacationers and visitors. Take a look at our website, www.fowa.org, to see the complete list.

Since 1946, FOWA has been a gathering place for outdoor communicators and those with related products and services, bringing like-minded people together for networking and mutual benefit. Our group is composed of professionals who earn an income from their media pursuits.

We cordially invite you to become a Corporate or Tourism Member of the Florida Outdoor Writers Association. We're proud to be the nation's largest and oldest state outdoor writers group.

Your \$125 annual dues bring you:

- The invitation to include corporate updates on new products, promotions and services in the monthly FOWA "Market Edge" email newsletter.
- Inclusion in the FOWA Membership Directory of Active, Corporate and Tourism Members.
- Unrestricted access to the membership databases for your promotional use.

- An invitation to attend the FOWA Annual Conference, held each fall, which allows Corporate and Tourism Members to showcase their products, locations and services to members at the always-popular Al Hubbard ‘Breakout Session’.
- The ability to easily reach and network with your choice of Florida’s top outdoor communicators, including writers, photographers, editors and videographers.
- Priority over non-member entities in sponsoring meal breaks and publicly addressing members at the conferences.

We're the only professional organization for Florida's outdoor communicators. We invite you to be a part of FOWA so you and our members can become better acquainted.

Have a great day in Florida’s outdoors!

Tommy Thompson, Executive Director

Florida Outdoor Writers Association, Inc.
24 NW 33 Court, Suite A Gainesville, FL 32607
(352) 284-1763 www.fowa.org info@fowa.org



FOWA MEMBERSHIP APPLICATION

Please check one: Corporate Tourism

(Please complete this entire form and enclose your Directory Information)

DATE _____, 2008

ORGANIZATION/COMPANY: _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CONTACT PERSON (S): _____

PHONE: _____ FAX: _____ CELL PHONE: _____

EMAIL: _____ WEB SITE URL: _____

MEMBERSHIP DUES

Corporate/Tourism dues are \$125 per year. Applications received after September 1 are prorated to \$145, which includes the following year's dues.

PAYMENT METHOD: CHECK \$ _____ AE _____ MC _____ VISA _____ DISCOVER _____

CREDIT CARD #: _____

EXPIRATION DATE: (00/00) _____

NAME ON CARD: _____

NOTE: Name, address and phone number must match your credit card's billing information. If not the same, please note on reverse. Please advise if receipt is needed for check.

Official Notice, Florida Outdoor Writers Association, Florida Registration #CH17939:

A copy of the Official Registration and Financial Information may be obtained from the Florida Division of Consumer Services by calling toll-free (800-435-7352) within the state. Registration does not imply endorsement, approval or recommendation by the state.

FOWA's FEIN: 59-2190309

Mail to: Tommy Thompson, FOWA, 24 NW 33 Court, Suite A, Gainesville, FL 32607

FOWA DIRECTORY INFORMATION

Please take a few minutes and write your updated directory listing on this page (or attach a separate sheet or disc with digital file) and send it along with your membership renewal.

The FOWA Membership Directory is published each May and will include this information.

Here are a few examples:

CHARLOTTE COUNTY VISITOR'S BUREAU

Email: becky.bovell@charlottefl.com

Website: www.charlotteharbortravel.com

18501 Murdock Circle, Suite 502, Port Charlotte, FL 33948. Contact: Becky Bovell Charlotte Harbor & The Gulf Islands invites writers to take advantage of our good nature. The people here are friendly and welcoming. Their smiles are warm. Life is comfortable, the pace unhurried. Just like the days of old Florida. At the same time, we're well in tune with what's going on today. Halfway down Florida's Southwest Gulf coast, between Sarasota and Ft. Myers, is the nature-blessed destination of Charlotte Harbor & the Gulf Islands. Extending from the beaches at Englewood and Don Pedro Island State Park on the northern boundary, through the quaint communities of Placida and Boca Grande, along the expansive shores of Charlotte Harbor to the historic downtown atmosphere of Punta Gorda, these true Florida offerings hold enormous appeal for nature lovers as both a short- and long-term getaway destination. This region inspires prose as diverse as its offerings. Contact the Charlotte County Visitor's Bureau for assistance with media kits, image library, area information and familiarization tours. (2003)

PH: (941) 743-1900

FAX: (941) 743-2245

COLEMAN CO., INC.

Website: www.coleman.com

3600 N. Hydraulic, Wichita, KS, 67219 Media Contact: Jim Reid, Senior Director of Public Relations, jreid@coleman.com Coleman is the world's leading manufacturer of camping and outdoor recreation equipment, including the legendary Coleman lanterns and camp stoves, plus grills, coolers, jugs, tents, sleeping bags, outdoor furniture, cookware, electric lights, backpacking gear, heaters, fireplaces, and a wide array of accessories. Brands include Coleman, Coleman Exponent, Coleman for Kids and Coleman BackHome. Member: OWAA, SEOPA, TOWA, AGLOW, POWA, OKW. FOWA Excellence in Craft Awards Category Sponsor. (1989)

PH: (316) 219-7535

FAX: (316) 219-1929

DAIWA CORPORATION

Email: marcm@daiwa.com **Website:** www.daiwa.com

1108-F Continental Blvd, Charlotte, NC 28273 Contact: Marc Malkin, Communications Manager. World's largest manufacturer of fresh and saltwater fishing rods and reels. Product information, technical and service assistance, digital product photography and a discount purchase program are available to active FOWA members. Direct consumer inquiries to Daiwa Customer Service at mailing address above. Sponsor of the annual FOWA "DAIWA Youth Conservation Award." FOWA Excellence in Craft Award Category Sponsor. (1980)

PH: (800) 736-4653 x 6792

FAX: (704) 773-6233