

Market Edge



October 2008

PRESIDENT'S MESSAGE

For those of you who were unable to join us at the FOWA conference in Charlotte Harbor, the event was a resounding success. Many thanks to all those who contributed in putting together such a wonderful conference. Rodney and Karen Smith did an outstanding job with the Hook Kids on Fishing event where over 200 children received free rods, reels and fishing tackle and learned about the joys of fishing. Many FOWA members were on hand to help out with this worthwhile cause. This outstanding effort truly fulfilled FOWA's Mission Statement of "heightening the education of all outdoor participants.."

Next year's conference will be in

Ocala/Marion County and I look forward to seeing you all there. Silver Springs is one of my favorite areas of Florida, so I am personally looking forward to our next conference more so than usual.

I hope you will join me in making this year one of FOWA's best yet. If you are interested in learning about how you can contribute, please do not hesitate to contact me whether by phone or email. FOWA needs YOU! Only by the efforts of many individuals can we bring FOWA to greater heights.

Let's get the word out about our organization to fellow communicators who may not be members of FOWA. If you bring in an active

member, you will receive \$25 in FOWA bucks and for bringing in a corporate member, you will receive \$50 in FOWA bucks. FOWA bucks can be spent in membership dues, conference registration fees and auction items at the annual FOWA conference. In today's economy, the FOWA bucks program is a win-win for everybody.

Working together, we can encourage public enjoyment and conservation of natural resources and be mentors for the next generation of professional outdoor communicators.

Kelly (Braden) Kelly

A WORD FROM THE EXECUTIVE EDITOR

Welcome to the newest edition of your Market Edge newsletter. There will be a new look to the newsletter going forward because there is now a new Executive Editor, me, the newly elected 1st Vice President of FOWA. I've met many of you at the last few annual conferences, for those that I haven't yet met, please feel free to email, call or just drop in if you find yourself in the Punta Gorda area.

Speaking of Punta Gorda, the recently concluded annual conference was a huge success. Several days prior to the event there was the possibility that the conference would be canceled because

Hurricane Ike was forecast to be in town, but our board and executive director handled the situation remarkably well and the event came off as planned after NOAA readjusted the forecast (several times!). The weather was good, attendance was good, the seminars were good, the outdoor events were good, fish were caught, sights were seen, clay pigeons were busted, photos were snapped, networking went great, business was conducted and funds were raised for FOWA. Best of all, it was a great time! Thanks to the many sponsors and to our hosts at the Charlotte County Visitor and Convention Bureau for an

outstanding job.

It may seem early to be talking about an event that's almost a year away, but we all need to mark our calendars for next year's annual conference. FOWA Conference 2009 is scheduled August 25-29 in Ocala, hosted by the Ocala/Marion County VCB.

We're still working out the details, but this newsletter will probably be produced bi-monthly, or perhaps more often if submissions and content will support.

(more...p. 3)

2008 FOWA CONFERENCE

By all accounts, the 2008 FOWA Conference was a success--at least we didn't hear too many complaints!

Of course, we struggled with Hurricane Ike, which threatened the state just days before the Conference was to begin. However, Ike went to Texas and we only had wind on the days we'd scheduled indoor events.

The Conference began with our Kickoff Banquet, sponsored by our host, the Charlotte Harbor Visitor's Bureau. I can't say enough about the help we received from Jennifer Huber, Becky Bovell and their staff and volunteers during the event. After a great cocktail hour and dinner, we held a tribute to long-time FOWA member Mark Sosin. Present to speak were IGFA President Rob Kramer and Director of Communications, Mike Myatt. And as a total surprise, Mark was awarded FOWA's Hardy Bryan Lifetime Achievement Award.



*Doug Douglas, Mike Myatt,
Mark Sosin, Rob Kramer*

The speakers and presenters at Thursday's Craft Improvement Day left the attendees in awe. It's not often that we are able to get the likes of Art Scheck, Boyd Pfeiffer, Sandy Friend and Rusty Chinnis in the same room--and on the same program. And with the perfect weather that day, we were able to move outdoors for two very nice coffee breaks sponsored by our Platinum Sponsor, Toyota Trucks. Attendees had a chance to take another look at the Tundra and to see the new 2009 Sequoia SUV. Following the seminars, we were shown just how successful a Breakout session can be by Corporate Liaison Paul Michele. Lots of new products were introduced--and the air-conditioning worked!

Friday was Charlotte Harbor's day. With our fishing tournament in the morning (Won again by Ron Presley!), lunch at Fishermen's Village, shooting at the Webb WMA range, Kayaking at Placida, an environmental wading event and a swamp buggy tour at Babcock Ranch, little about the area was left uncovered.

Friday night's banquet and auction, sponsored by Toyota, was a big success, adding funds to our Educational Outreach and Scholarship Programs. We really appreciate everyone's generosity that evening.

Saturday's Membership and Board of Director's meetings went well, and a terrific slate of officers was elected. for 2009.

They are:

President:	Kelly (Braden) Kelly
1st Vice-President:	Ralph Allen
2nd Vice-President:	Robert Fulton
Secretary:	Jill Zima Borski
Treasurer:	Frank Morello

Class of 2010

Board Members:	Mike Holliday
	Benjamin Dyall
	Eric Johnson

Class of 2009

(to replace Jill Borski):	John Felsher
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Nancy Scharmach was also voted life membership in FOWA, an honor everyone was proud to bestow.

Saturday night's Excellence-in-Craft and Special Awards Banquet, sponsored by the Ocala/Marion County CVB (our 2009 Conference host) went smoothly, largely due to Loretta Lynn's smooth-flowing awards presentation. A full list of EIC winners is posted on the FOWA website at www.fowa.org.

FOWA Special Awards were also made at the Saturday night event. Winners were:

Frank Philpott Conservation Award
Coastal Angler Magazine
Horace Carter Award
R.G. Schmidt
Bass Pro Shops' Pass It On Award
Paul Shafland

Finally, if you're interested in seeing more photos from the Conference, take a look at the website. Webmaster Mike Richards will be posting a selection of photos by Gini McKain and others soon.

Tommy T.

Exec. Editor...Continued

To that end, I'd encourage you all to take advantage of YOUR newsletter by supplying me with your information.

Active members, send me information on new books or other major projects. Corporate members, send information on new products. Tourism members, let's hear about FAM tours or major new promotions.

Until next time, tight lines.

Capt. Ralph Allen
captain@kingfisherfleet.com
(941) 639-2628

EXECUTIVE DIRECTOR'S REPORT

In the interest of keeping you interested, I'll keep this report brief. Basically, we've had an excellent year. There are several items of interest to you, the membership:

We likely will close the year with a profit, based on our successful Conference.

FOWA dues are increasing this year, with Active and Associate dues now \$100 and Corporate/Tourism dues now \$175 per year. Active/Senior dues are now \$50 per year. Now that we're back into our 'regular' yearly schedule, dues notices will go out in early December, as in previous years. The Executive Director transition slowed the process to some extent this year. Please be thinking about any revisions you might have for your Directory listing.

We are continuing our yearly Membership Credentials Review. Review packets will go out to a group of randomly-selected members in the next few days. PLEASE be sure to read the instructions carefully and to send your materials to the Membership Committee promptly (before 11/30/08). We hope to review the entire FOWA Active Membership once each 4 years. The process is not involved, and is the same at the review process for joining the Association.

FOWA sponsored Anglers for Conservation's Hook Kids on Fishing program in Punta Gorda as part of our 501 C(3) not-for-profit obligation. It was a huge success, attracting almost 200 kids and parents. Based on that success and on the fact that FOWA received a check for \$2500 from the Tampa Bay Wildlife Federation, to be used for an educational event in the Tampa Bay area, I hope the Educational Outreach Committee will consider joining with Anglers for Conservation again for such an event.

We've had an excellent response to our solicitation for new members this year. New Active Members are Jim Sutton, Chris Myers, Sondra Jack, John Baumann, Bob Buehn, Nick Walter, Kathy Barker, and George Sayour. Scott Ellis and Sam Rootjanapunt are new Associate Members and Tom McFate, Mary McFate and John Nelson have joined as Supporting Members. We've a long list of new Corporate Members, including The Gauntlet Fishing Series, Evolution Products, H.D. Wood Advertising, King Sailfish Mounts, Innovative Textiles, Smith & Wesson, Lamiglass, Xtra Look, Costa Del Mar, Smartshield Sunscreens, C&H Lures, Wizard Tackle, Team Marine USA, Smith Optics, Johnson Outdoors, Yakima Lures, American Marine Sports, The Sportsman Channel, Jones & Company, Delve Productions and Alligator Bob Young. New Tourism Members are Mask Development (Pickett's Landing at Carrabelle), Ocala/Marion County VCB, Visit Jacksonville, Flagler County Chamber of Commerce, Seminole County CVB, Gainesville VCB, Levy County Visitor's Bureau, Hamilton County TDC, Tallahassee Area CVB and Panama City Beach CVB.

Please be sure to welcome them to FOWA when you get the chance.

Your Input Needed!

FOWA active member Sandy Friend is looking for testimonials.

If you attended and enjoyed the seminar "So You Want to Be A Guidebook Writer?" at our FOWA Conference in Punta Gorda, please send a quick blurb to Sandra Friend on what you got out of the session. She's soliciting testimonials from fellow writers for an upcoming marketing piece.

Email to sf@sandrafriend.com

Tommy Thompson

That's all for now. Please let me know what I can do for you!

OPPORTUNITY KNOCKS BUT ONCE! -- ITEMS OF INTEREST

Space Coast Birding & Wildlife Festival, Jan. 21-26, 2009 (3rd largest in the US)

Daily kayaking, hiking, etc. field trips all over Volusia and Brevard county . (Even a pelagic offshore trip.) National authors and photographers, keynote speakers. Indoor booths of conservation groups, publishers, authors, etc.

Already the third largest birding/wildlife festival in the country!

Mark your calendars now...

For more information, see <http://www.nbbd.com/fly/>

Celebrate National Estuaries Days 2008 With Charlotte Harbor National Estuary Program

The Charlotte Harbor National Estuary Program is pleased to announce National Estuaries Days, a time to highlight the importance of estuaries. The official National Estuary Day is Saturday, September 27, but the CHNEP is pleased to announce that, due to the many recreational and educational opportunities being offered by the program's partners, National Estuaries Days will be celebrated until the CHNEP Charlotte Harbor Nature Festival that'll be held November 22.

The special events, guided walks, boat and paddling tours, wading trips and cleanups are opportunities to learn about estuaries by experiencing them firsthand. CHNEP is pleased to sponsor many of the events. The events are listed below and all the details are posted on the program website at www.CHNEP.org. Changes to events are also posted on the website.

Back to Nature Media Tour at Redfish Village, October 23-26, 2008

Be one of the first journalists to experience all that Redfish Village has to offer.

We are confident that you and your readers will be interested in what makes our village one of the most unique along the Emerald Coast. Redfish Village continues the tradition of the great small village centers that flourished on the Gulf Coast, with over 80 upscale condominium residences integrated with carefully selected high end merchants - all located on a rare coastal dune lake and set amidst the surroundings of our own nature preserve.

Add the emerald green waters of the Gulf of Mexico directly across the street, a 17 mile designated bike path and abundant hiking trails in Point Washington State Forest, and we are ready to show you the best of both worlds to bring you "back to nature."

When planning our media tours for Redfish Village, we strive to customize our activities to the needs of our journalists so that the appropriate editorial angles are provided and applicable to each publication.

Please see below a preview of the following activities available on the "Back to Nature" Media Tour at Redfish Village.

- . Yolo Boarding
- . Birding
- . Cycling along bike path
- . Hiking
- . Discovering Sea Turtles
- . Sunbathing and Shelling
- . Spa Services at Redfish Village with Aesthetic Clinique
- . Dining and Entertainment - (Fabulous cuisine along Scenic Hwy. 30A, in addition to quaint wine bars and beach front bars.)

To experience Redfish Village and schedule your complimentary visit, including airfare, accommodations and dining, please contact Rebecca Sullivan.

Public Relations and Sales
Redfish Village
2046 Scenic Hwy. 30A
Blue Mountain Beach, FL 32459

850.622-9705 ph
rebecca@redfishvillage.com, www.redfishvillage.com.

FISH DVD AVAILABLE FROM KING SAILFISH MOUNTS

King Sailfish Mounts was formed in the early 1990's by Marine Artist Raymond Douglas, due to concern over populations of Atlantic sailfish in Florida offshore waters.

For decades, sailfish had been customarily brought back to the dock for photographs and mounting. As a result, sailfish were becoming increasingly difficult to catch in those days. In the 1960's, new methods had been perfected for the mounting of gamefish that did not require any actual part of the fish. However, even many years later, the large taxidermy companies were still reluctant to implement those techniques, during which time sailfish continued to be harvested needlessly by the local charter fleet along with other species of marine gamefish.

KSM's mission was to bring about a change. Organizations such as The Billfish Foundation and The International Game Fish Association helped to create an awareness which was warmly embraced by conservation-minded anglers. Within a short time, the Release Mount concept quickly gained momentum. KSM artists became overwhelmed, producing not only sailfish—but mounts of all species of gamefish from around the world. Family owned and operated since inception, KSM has grown to be the industry's leader in Marine Conservation and remains one of the most influential producers of release mounts in the world; continuing to hand craft finely detailed mounts....by hand....one-at-a-time, and now offering a wide selection of both fresh and saltwater mounts. King Sailfish Mounts is a co-sponsor of The Billfish Foundation Tag & Release Program (www.billfish.org). Data generated as a result is used by scientists and lawmakers to propose legislation designed to help manage and conserve billfish and other pelagic species, and also to quantify the importance of recreational fishing to the tourism industry and to local economies.

KSM distributed DVDs with images of many fish species to attendees at the 2008 FOWA Conference. If you were unable to attend and would like one, please contact Raymond "Doug" Douglas at ksmraymond@aol.com. Provided credit to KSM is given, FOWA members are free to use the images for editorial purposes.

ANNUAL WORKSHOP FOR JOURNALISTS

Journalists from all media who want to improve their skills in marine and environmental reporting are invited to apply for a Metcalf Institute fellowship for the Eleventh Annual Workshop for Journalists, to be held June 7-12, 2009. Annual Workshop Fellowships are available on a competitive basis to print, broadcast and electronic journalists with a demonstrated interest in marine and environmental science reporting and who wish to gain understanding in coastal science and scientific method. Applicants must have a minimum of one year of professional journalism experience. Interested journalists should fill out an application form) and complete all items required on the application, including a list of jobs in journalism, a resume, an essay, work samples and letters of reference. The original package and three copies of the original package should be postmarked no later than January 26, 2009 for the Eleventh Annual Science Immersion Workshop for Journalists. Detailed instructions are on the application form.

For more information on the fellowship contact us by phone (401-874-6211) or e-mail at fellowships@metcalfinstitute.com

*As stated above, we're hoping to publish **Market Edge** at least bi-monthly. Based on our current schedule, we hope to distribute it on the 15th of each even month. The deadline for submissions will be the 8th of that month.*

Submissions are best emailed to Ralph as Word attachments and should be brief, and to the-point.

We are also soliciting thoughts about including 'classified ads' in future editions--Yours?

Florida Outdoor Writers Association
24 NW 33 Ct, Suite A
Gainesville, FL 32607

www.fowa.org
info@fowa.org
(352) 284-1763