



# SEOPA News

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January-February 2014

Jeff Dennis joined SEOPA in 2006 after a chance meeting with Wade Bourne during the filming of "Ducks Unlimited TV" in Oklahoma. Like others, Jeff's photography skills developed along the outdoor trail. He has been the outdoor correspondent for the *Charleston (S.C.) Mercury* newspaper for ten years and contributes regularly as a freelancer to other newspapers and magazines.

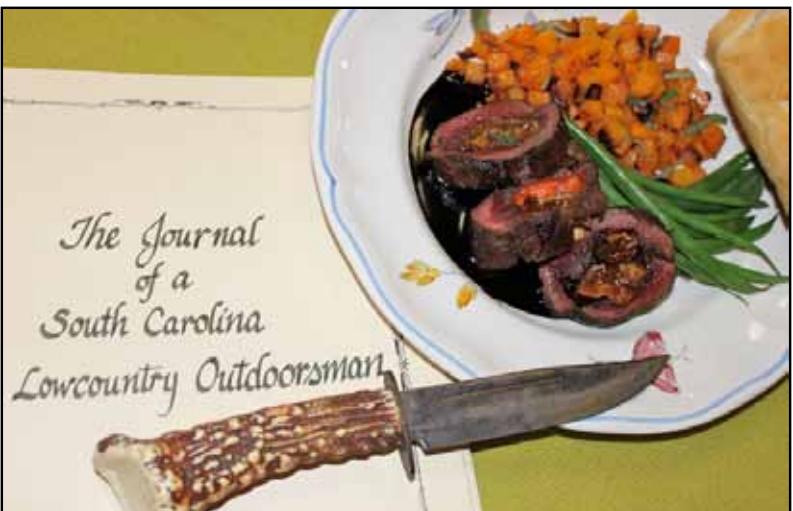
Following the SEOPA conference in Punta Gorda, Fla., Jeff's take-away message was to start a blog in order to keep pace in the era of new media. Digital photos and editing are just a part of the blogging process; one that requires online navigation skills and the ability to produce concise content on a regular basis.

Motivated by the desire to portray hunting and fishing as honorable pursuits, Jeff strives to bring integrity to his work. Those efforts resulted in two accolades of note in 2013. His *Lowcountry Outdoors* blog took third place in the Realtree Website Horizons contest at the Lake Charles SEOPA conference. He also received recognition by the South Carolina Governor's Cup Billfish Series for media support and service during the past five years.

Having grown up on a tidal creek in Charleston, S.C., saltwater fishing is one of Jeff's strong suits. He is grateful for the work opportunities that have taken him to fish coastal waters in Texas, Louisiana, North Carolina, Georgia and Florida. Covering tournaments along the South

Carolina coast and working with numerous fishing guides has given Jeff a deep appreciation of the blessings of coastal living. He tries to convey those blessings to his audience at every opportunity.

During the abbreviated winter season in the Lowcountry, Jeff keeps up a tradition of hunting on his family farm. On the cover of this issue of *SEOPA News* is Jeff with his beloved English setter, Chester. Jeff invites family and friends to follow along in the uplands, hunting for "Gentleman Bob." The bond between an outdoor writer and a working canine can result in solid photographs and serve as a catalyst for real-life stories from the field.



Jeff Dennis' journey into the world of outdoor writing began with, and evolved from, his journal.

## CONTENTS

- 3 • President's Message: Seizing Opportunity by Rob Simbeck
- 5 • Craft Improvement: Ancient Proofreading Technique Unbeatable Even Today by Jack Horan
- 6 • Craft Improvement: Some Thoughts on Book Publishing by Jim Casada
- 9 • Conference Review: Gillin Makes Sense of Changes by Rob Simbeck
- 10 • Conference Review: All About Gumbo and Much More by Charles Bridwell
- 12 • Special Feature: Big Brothers, Big Sisters, Big Rewards by Lisa Snuggs
- 14 • OJFJA News: Minutes and Financial Statement
- 16 • Conference Review: Comfort Is Key For Smith & Wesson's Ladies Only Shoot by Christine Flores
- 17 • Committees
- 18 • SEOPA Annual Finance Report
- 20 • Member News and Announcements
- 22 • New Members and Announcements
- 23 • Blast From the Past: SEOPA Minutes From 1965 Meeting in Pinehurst, N.C.
- 24 • Executive Director's Message: by Lisa Snuggs

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# Seizing Opportunity

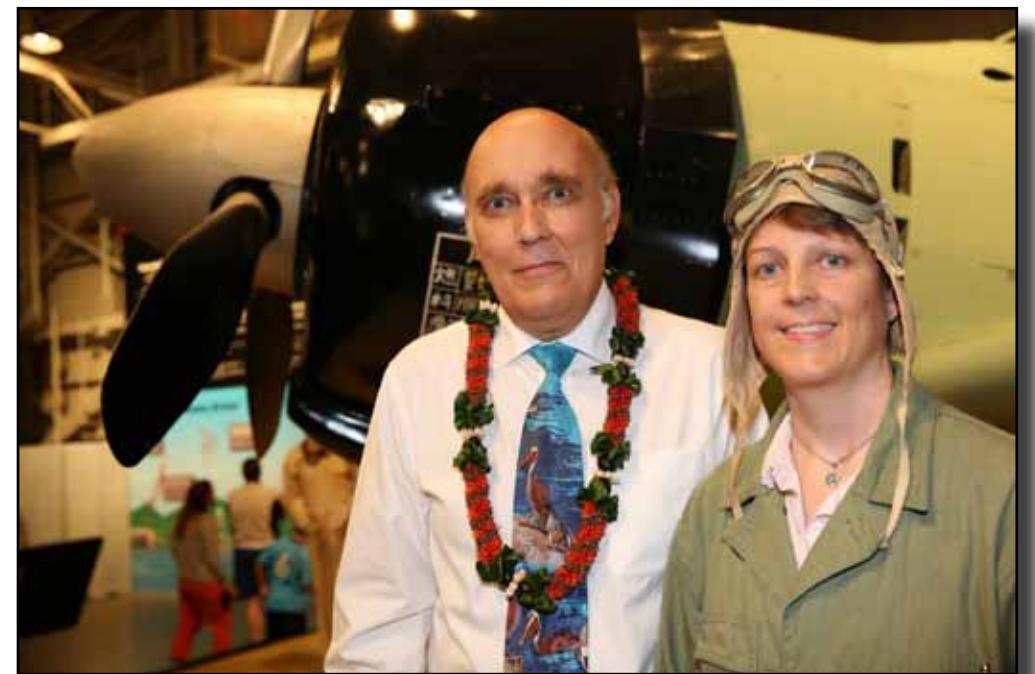


Photo provided by Rob Simbeck

Rob Simbeck was pleasantly surprised to meet Trace Hoopdriver, a Cornelia Fort impersonator who serves as a guide at the Pearl Harbor museum. Rob was there in December to speak and to promote his book about Fort, Daughter of the Air. "I spent three years researching Cornelia and I spent three years speaking about her," Rob said. "She's a very big part of my life, and seeing her was one of those eye-rubbing moments."

I'm writing this during the coldest spell in Nashville in 18 years. It was an even 0 degrees on the side porch this morning, the coldest since it hit 3 below in 1996. You can bet I'm grateful for propane, quilts and rock salt.

I'm equally grateful for the many people who lend their time, talents and energy to SEOPA. I've got the title of president this year, but mostly that just means I'm looking over shoulders and prodding now and again. Lisa is the day-to-day heart of the organization, handling all kinds of business and logistical details and fielding queries from would-be members and others. A dedicated board of directors is entrusted with guiding the organization. But there are plenty of other members who staff the committees that handle everything from the auction to ethics complaints. The former is among our busiest. The latter, fortunately, has been a little like the Maytag repairman, if you're old enough to remember him.

You'll find the list of committee chairs on Page 13. In my acceptance speech at the conference, I called for a spirit of volunteerism and now is the time to contact one of those chairpersons and pledge a little time and help.

*continued...*

This issue offers stories on publishing, the Big Brother/Big Sister program, and on craft improvement, as well as several pieces recapping some of our speakers and programs at last fall's conference. One of those was Paul Gillin, and I'll use his terrific keynote address as a springboard. Gillin painted a dramatic portrait of a communications world turned upside down, but then he said that chaos can provide opportunity. He urged us, among other things, to be resourceful and collaborative, and to look for ways to reinvent ourselves.

Many of us are awash in contacts. We attend organizational conferences in addition to SEOPA's each year, either as media members or as business representatives. Each of those gatherings is a golden opportunity to exchange business cards and swap our strengths, needs and strategies. My ears always perk up when a Jim Casada, Keith Sutton or Jim Spencer, or a Jill Easton or Sharon Rushton talks about things they've done to find and exploit new markets or to carve out areas of expertise. I'm always delighted to turn to Facebook and see Kenny Keiser announcing yet another book signing or Richard Simms and other guides sharing their experiences — and no doubt planting the seeds of future business.

I'm always looking for ways to apply what I learn from all of them to what I do, both inside and outside the world of outdoor writing.

A year ago, I was speaking in Knoxville about one of my books and afterward an audience member approached me. He'd liked the book, which is about a topic near and dear to his heart. He told me he was being honored at a December ceremony in Hawaii and asked if I wanted to go as his guest. He wasn't offering to pay for the trip, but he said if I got there, he'd get me front-and-center at the ceremony.

I want to be the kind of person who jumps on openings like that. It so happens the book has got Hawaiian ties, so I started making phone calls. In three days, I had four speaking engagements booked — one at a library, one at an aviation museum, one before a civic organization, and one at a senior center on Maui — and I guessed that between the fees and book sales, I'd probably be able to pay for the trip — which turned out to be true. I called my new friend

and told him I'd be there. Need I tell you the ten days I spent there were wonderful?

All of us have other people, other places, other markets that could benefit from the stories we write, the products we make and sell. To capitalize on them, we have to look up from the computer now and then and dedicate real time and thought to what those outlets might be. We are, as Paul Gillin says, businessmen and women. If that's not something we claim and nurture, it doesn't mean we're not businessmen. It just means we're bad businessmen.

As you think about ways to bring something extra to SEOPA through committee involvement, think about ways you might expand your horizons. Make it a goal to think of three new markets or media outlets or geographical areas to bring within your sphere of influence.

Oh, and while I was in Hawaii, I took notes on and photos of the plants and animals. There's a story there, and one of these days I'll be telling it.

—  
As a final note, many of you may know that past president Sharon Rushton has had a recurrence of some health problems. Please join me in wishing her the best as she and her husband James go forward. Sharon had accepted my invitation to join the board for a two-year term, but her illness has forced her to withdraw. Former board member Ken Perotte has been good enough to answer the call to fill out her term. Ken has the institutional memory and the intellect and energy to help us move in new directions. Please join me in welcoming him.

Happy 50th!

Rob Simbeck  
President

# Ancient Proofreading Technique Unbeatable Even Today

By Jack Horan

Do you read aloud? That is, do you read your stories out loud after you've written them?

Writing coaches urge writers to read their stories aloud before filing them. Or have someone else read them aloud to you. It's best to do it several times. Doing so invariably smokes out awkward phrasing, mangled syntax and just plain stupid stuff the eye somehow doesn't catch.

This is no 21st Century creation by writing coaches. Reading aloud is a technique writers have used for years to improve stories and smooth out writing before publication.

Consider this excerpt from an article in the December 2011 issue of *National Geographic* magazine about these noteworthy writers listening to text four centuries ago:



Spotted sea trout can be vigorous in winter, offering saltwater anglers a good opportunity for sport and food.

# Some Thoughts on Book Publishing

*One man's perspective and experiences*

By Jim Casada

## I. COMMERCIAL PUBLISHERS

Historically the vast majority of books on the outdoors have been printed by commercial publishers. Up until the 1960s or 1970s these were often major or “big name” publishers such as Alfred A. Knopf and other New York firms. Then publishers more or less specializing in outdoor-related topics began to emerge and they dominated the scene for a quarter of a century. In the last decade commercial publishers have become scarce on the ground although there are some still active—Stackpole Books, Safari Press, Derrydale Press (which you will hear about in this seminar), and a few more.

*If you want things done right, it is essential that your hire, seduce, blackmail, or in some way figure out how to get a professional to proofread your manuscript.*

### Pros And Cons Of Commercial Publishers

#### Pros

1. Generally have the contacts and knowledge to do a good job of promotion.
2. The only skin you have in the game is of a non-monetary nature (in other words, you don't have to invest in the printing/publishing process).
3. Publishers often offer advances against royalties, and for those struggling from month to month that ready money is useful.
4. You have experts (at least this is almost always the case) to handle layout and design, help with proofreading, do copy editing, and general make sure the finished product is what it should be.
5. Normally a pretty quick turnaround from manuscript submission to having the book in print.
6. Your manuscript is vetted by professionals who have a feel for the market and quality material.

#### Cons

1. Typically have a short shelf life—remaindered quite quickly.
2. Contractual problems—boilerplate contracts are ALWAYS written in favor of the publisher and often omit clauses on matters such as how remaindering is handled; right of first refusal for future books is totally unacceptable.
3. You have little or no control over distribution, pricing, special reductions, offerings on the insatiable monster which is Amazon, and the like.
4. Royalties have all sorts of problems and are almost always lower than they could (and probably should) be.
5. If there are legal problems, and it happens more than you might think, all the odds are stacked against the author.

## II. WORK FOR HIRE

Work for hire is fairly commonplace and is often the approach taken by book clubs (North American Hunting Club and North American Fishing Club, for example), institutional publications, ghost writing, and big name personalities (yes, even in the outdoors).

### Pros And Cons Of Work For Hire

#### Pros

1. You get paid up front (usually on acceptance of the book).
2. You have no concerns about marketing, keep abreast of royalties, or other follow-up activities.

3. Properly negotiated, such work can be quite lucrative.
4. Often the publisher will let you buy the book for resale at an attractive discount.

#### Cons

1. There is no money stream as you have with royalties.
2. Sometimes, especially with ghost writing, you get no publicity or “fame.”
3. Seeing a book sell tens of thousands of copies and make the publisher a lot of money while you have only the originally paid money can be a mental blow.

## III. UNIVERSITY PRESSES

At first blush university presses might seem an unlikely outlet for outdoor-related material, but they have always published some books of this genre. That is increasingly in the case in the last two decades, with a key explanation being the fact that such books have the potential to make some money for the press (unlike the typical academic work). University presses are most likely to publish material focusing on the state or region they serve, and they can be a good outlet for writing of a highly literate sort which commercial publishers won't touch.

### Pros And Cons Of University Presses

#### Pros

1. In all likelihood they will devote greater care to your manuscript, especially when it comes to matters such as proofreading and stylistic consistency, than any other type of publisher.
2. They keep books in print for many years and seldom remainder.
3. The quality of the finished product in terms of the “little” things such as acid-free paper, sound binding, higher poundage paper stock, and layout/design will be done in a professional manner.
4. Are often amenable to considerable negotiation on matters such as royalty percentages, number of review copies offered, discounts from retail for the author, and addition of clauses to contracts.
5. If a public institution, which most are, there is

little chance of having to deal with crooks, questionable characters, or fly-by-night operators.

6. Likely to be helpful in setting up book signings.
7. Your manuscript will be professionally evaluated, usually by three readers, before being accepted for publication. This means it is even more thoroughly vetted than a submission to a commercial press.

#### Cons

1. Unlikely to offer much, if anything, in the way of an advance against royalties.
2. Distribution system isn't always the best.
3. Limited or non-existent budgets for advertising your book.
4. Extremely long waits between submission of an acceptable manuscript and actual publication.
5. Far more likely to want to “meddle” with your material (not always a bad thing) than other types of publishers.

## IV. SELF PUBLISHING

Self-published books have become increasingly common, and on a personal note three of my last four books have taken this route. It's a slippery slope though, and as someone who does a book column and quite a bit of reviewing, I have seen many self-published efforts which were far from being ready for prime time. Indeed, that is true of the majority of such efforts.

### Pros And Cons Of Self Publishing

#### Pros

1. You make all the money, and properly done, such books can be quite lucrative.
2. You have complete or near complete control of decisions on matters such as whether to go the paperbound or hardbound (or both) route, whether to use four-color or black-and-white illustrations, typeface, organization, and indeed all aspects of what goes into the book.
3. Once the book is actually in print you have none of the headaches associated with dealing with others. You are in complete control.

4. You handle the marketing, distribution, pricing, promotion, and related matters.
5. There's no hassle with what does and does not go in the book. You handle all decisions on content.
6. Extremely fast turnaround—the time lapse between final sign off on proofs and having the completed book in hand has, for me, averaged about five weeks.
7. There are plenty of highly competent printers (beyond the questionable print-on-demand operations) willing to produce books in smallish print runs (500-2000 copies).

### Cons

1. Considerable money is required at the beginning of the process (for printed books in any appreciable quantity, think five figures).
2. If you want things done right, it is essential that you hire, seduce, blackmail, or in some way figure out how to get a professional to proofread your manuscript. Sloppy proofreading is one of the two biggest bugbears I see with self-published books. No matter how meticulous you may be, you are not good enough to handle proofreading of your own work on your own.
3. Unless you have considerable computer expertise, it is probably going to be necessary to hire someone to handle layout and design.
4. Most writers know little about matters involved in dealing with printers—how to present specs for a bid, how to interpret bids, how to deal with problems if they arise, and much more. For example, can you answer these questions: “What is a headband?” “What does Smythe-sewn mean?” “What does 60-pound stock mean?” “What are raised hubs?” “How do you obtain an ISBN?” If you don’t readily know all the answers, and there are many other terms and considerations associated with self-published books, you have a learning curve in front of you.



The road to recovery for the bobwhite quail must include prescribed fire by private landowners.

5. The overseas conundrum (you can get things done more cheaply, but my advice is simple—don’t do it).
6. Ignorance (which is the norm) is not bliss. Unless you know the ins and outs of the process in detail, there is real potential for heartache.
7. No quality control in terms of the actual material in the book. No one is vetting what you have written.

### V. ELECTRONIC PUBLISHING

Currently all the rage, there seems little doubt e-publishing will become an increasingly prominent part of the book scene in years to come. At present it is more or less in its infancy, and that translates to lots of uncertainty and potential problems. I would add, on a personal note, that I have much less experience in this area than in any of those above.

#### Pros And Cons Of Electronic Publishing

##### Pros

1. Lightning fast turnaround.
2. Book is available quite inexpensively (this can be a con as well).
3. It seems to be at least a partial wave of the future, although I don’t think printed books will vanish in our lifetimes.

##### Cons

1. Format doesn’t appeal to many traditional readers.
2. You make less per unit sold in most circumstances.
3. Much of the control of sales involves circumstances over which you have relatively little control.
4. You need to have some savvy in the field, something which I personally lack.

By Rob Simbeck

The seismic changes in the communication business were both a little scarier and a little more manageable during the keynote address delivered by Paul Gillin at SEOPA’s 2013 conference in Lake Charles. The split-screen analysis came as Gillin, one of the nation’s leading technology journalists, outlined just how dramatic those changes are, but then gave communicators hope in the form of concrete actions and attitudes for dealing with them.

Gillin, a highly respected blogger and speaker who spent 15 years at the helm of Computerworld before becoming founding editor-in-chief of *TechTarget*, spoke of the way information dissemination has been moving away from newspapers, magazines and network news to online sources, a Gutenberg-level shift in communication. Journalism itself, he said, has come to rely more on online sourcing, with 75 percent of journalists using Facebook and 68 percent using Twitter to assist in reporting, and fully 95 percent believing social media can be reliable tool for sourcing stories. He relayed the astounding amounts of information streaming toward the Web, with 100+ hours of video uploaded to YouTube every minute and 250 million photos added daily to Facebook. He reported too that the number of self-published book titles jumped 59 percent from 2011 to 2012, with 391,000 such titles comprising 40 percent of the year’s ISBNs.

The increase in information has been accompanied by a fragmentation of sources that has left many journalists joining the ranks of freelancers and many freelancers struggling to find not just adequately paid work but any work.

# Gillin Makes Sense of Changes

Once he had painted a suitably bleak picture, though, Gillin began outlining effective ways of coping. The process begins, he said, with accepting that in a world of “atomized” outlets and revenue sources, being a communicator is simply not enough.

“The most successful self-publishers,” he said, “don’t view themselves as writers only, but as business owners.”

That means carving out “distinctive spaces” and personal brands using every channel available, and being as flexible and open-minded as possible. Such an approach might involve seeking sponsorships, conducting seminars/webinars, and just plain expanding one’s workload. Among his examples was a writer working with aggregators who pay to have original content created from summaries of articles that appear elsewhere. Can the money be good? A graphic said it all: “1000 words per day, .25 per word, 250 working days = \$62,500 a year.”

Nothing about the process is easy, he said, but new technologies and new outlets mean we are in a new frontier and the possibilities for creative solutions are limitless. The keys, he said, are resourcefulness,

judgment, risk tolerance, reinvention and collaboration.

Gillin followed the well-received keynote address with a more intimate seminar discussing further ways of dealing with and thriving in the era’s changing climate.

Gillin is also the author of several books, including *The New Influencers: A Marketer’s Guide to the New Social Media*. You can keep up with him via [www.gillin.com](http://www.gillin.com)



English setter helping out during a hunt for bushytails.

# All About Gumbo; and Much More

By Charles L. Bridwell



Photo by Charles Bridwell

Ann Casada greets Celebrity Chef Poppy Tooker who wowed conference attendees in Lake Charles with her charming personality and expert culinary skills.

SEOPA conferences are usually a working trip. The 2013 event in Lake Charles also lured me with Cajun cuisine and hospitality, and the session on cooking gumbo fit right into my schedule and plans.

Poppy Tooker is a true Southern Belle who was born to be on a stage and bask in the limelight. I expected to learn about gumbo, but what the crowd received was a short-course in Louisiana tradition and cuisine.

Poppy made gumbo, yes, but also lured us into a delightful web of stories about the South and history of the dish going back to slave days and the farmer's market in New Orleans. She explained the subtle differences between Cajun and Creole dishes, too. Cajun is simple; Creole is complex, cajified food.

With her warm smile and winning ways, it was easy to like Poppy Tooker. She gave everyone a flat,

wooden spatula (the perfect utensil for gumbo making) and a copy of her latest book, *Louisiana Eats!* It was a surprise, too. It contains some recipes, but it's actually stories of the people of the state and the foods for which they are known.

My history with gumbo was incomplete until Poppy explained how to make a roux; the foundation of any gumbo. Previously, it required long marathons of standing at the stove watching and stirring the flour and oil on medium heat. "Don't you worry, honey, I'll show you how to make it quick and easy," Poppy said with a smile, after I confided my earlier struggles.

It was like sitting at the feet of a master. Indeed, she was trained in classic French cuisine, and knows

*continued...*

her business from stem to stern. Ironically, she has never owned a restaurant, but has focused her efforts at promoting "slow food" and preserving the state's food heritage in radio, television, books, and live appearances.

In 2006 Poppy was the only person ever awarded the Carlo Petrini Slow Food Leadership Award. The *Times Picayune* dubbed her a "Hero of the Storm" after Katrina, and her efforts to revive local flavor and cuisine was featured in a story on The Weather Channel. In 2012, *Southern Living* named her a "Hero of the New South" for her efforts, and she was awarded the first ever Community Service Award by the International Association of Cooking Professionals.

But, Poppy seemed more proud of her cooking than her awards. She beamed as she described her gumbo, and showed us how to stir the oil and flour quickly over a fairly hot fire until it's a milk chocolate color, then add the onions first and let them caramelize to turn the mixture the color of dark chocolate.

We learned about the vegetables, making stock, frying okra before adding it to the gumbo, and how to tell male crabs from females. The sights, sounds, and smells immersed us in a total sensory experience as we waited anxiously for a taste of her gumbo.

Poppy's eyes twinkled as she recounted her "Throw-Down" with famed chef Bobby Flay, and how her gumbo "kicked his ass!" Wynton Marsalis, noted jazz artist, was due to share the gumbo she made in the session for lunch the following day. "The first time he had my gumbo, he took one bite and said, 'Oh, my goodness, Poppy!'" she said, with a sense of pleasure that proved her greatest satisfaction comes from making awesome food and sharing it with others.

Once back in Arkansas, I made some gumbo and shared it with a friend and his family. "Buddy, I've had lots of gumbo in lots of places, but this is the best I've ever had," he told me. I was tickled, of course, but he's never had Poppy's gumbo. It's the best, hands-down. Just ask Bobby Flay.

*"Friends don't let friends eat foreign shrimp!"*

*- Poppy Tooker*

It's not too early to organize your 2014 contest entries! Details will be published in the March-April issue of SEOPA News and on the website.

## 2014 SEOPA Communications Contests



CHEVROLET

### 2014 Excellence in Craft Competition (10 categories)

- 1st Place - \$250 and a plaque
- 2nd Place - \$150 and a certificate
- 3rd Place - \$100 and a certificate



### 2014 Web Site Horizons Award

- 1st Place - \$500 and a plaque
- 2nd Place - \$250 and a certificate
- 3rd Place - \$125 and a certificate



### 2014 Conference Site Story

- 1st Place - \$250 and a plaque
- 2nd Place - \$150 and a certificate
- 3rd Place - \$100 and a certificate



### 2014 Sharon Rushton Award

- 1st Place - \$300 and a plaque

# Big Brothers, Big Sisters, Big Rewards



Photo provided by Stu Tinney

Mitch Tinney, left, shows his dad's "Little Brother" Taylor the art of tying flies. Taylor became hooked right away.

By Lisa M. Snuggs

When Stu Tinney presented David Rainer with a check for \$25,000 to fund the Lindsay Sale-Tinney award, he said he was doing his part, and he challenged others to do the same. While monetary donations of any amount are always welcome, Stu's remarks were as much about giving of one's self as they were about money. So much good comes from people donating time, lending an ear, and sharing the benefit of their knowledge and experience with kids in need. Stu thinks it's one of the most rewarding things a person can do. He should know. He's a Big Brother.

"Years and years and years ago, Lindsay and I were both involved with Big Brothers Big Sisters," said Tinney. "I was on the board, and I had a Little Brother and Lindsay had a Little Sister."

At the time, Stu and Lindsay owned a farm in the rolling hills south of Nashville, Tenn., and they allowed at-risk kids to come there to fish and enjoy nature. "We took them around and showed them deer tracks and bird tracks and all that kind of stuff. It was a lot of fun for us."

Currently, Stu's involvement with Big Brothers Big Sisters is simply that of a mentor. He has a Little Brother named Taylor.

Like so many Little Brothers, Taylor was a non-achiever with poor grades and little interest in anything but football. "He admitted that school was boring, reading was boring, everything was boring, except football," Stu said. "He maintained his grades just enough to be able to play football."

Taylor had been on a waiting list for a Big Brother for two years when he was paired with Stu. According to the Big Brothers Big Sisters website, nearly 21,000 boys are in need of mentors. That's almost double the need of young girls waiting for Big Sisters.

When asked what it means to kids to have the outdoors as an outlet and to have one-on-one time with caring adults, Stu said, "Taylor is typical of young people who are single-parent kids who have no one to lead them to the outdoors." Taylor was receptive to the idea of fishing, so it was one of the first activities he and Stu did together. "He took to it like a duck to water, but then all he wanted to do was fish and play football. He wasn't interested in doing any more with school so we had to set some ground rules."

To combat Taylor's lack of interest in reading, Stu gave him a book of crossword puzzles and told him he'd have to complete five puzzles each week in order to be able to go fishing. Stu set specific terms for this work and trusted Taylor to be honest about the results. "We had a talk about honesty. Taylor was told that if he ever fibbed to me, even the smallest fib, that our relationship would be over."

Next, Stu challenged Taylor to perform a random act of kindness each day and report it to him in writing. It could be something as seemingly insignificant as opening a door for somebody, as long as it was something that caused Taylor to go out of his way, if only the slightest bit. "Taylor jumped all over it," said Stu, "and then his grades started to come up." That's when things really started to change. "I told him he was smart and that he knew he could make the honor roll, even though he never had before." Then Stu made a deal with Taylor that will likely be remembered as a major turning point in the young man's life.

Taylor was entering the eighth grade when Stu said, "If you make the honor roll four times, I'll take you to Canada for a week."

You can guess the rest of this story, but we'll put it in writing for the record: Taylor made the honor roll four times and Stu took him to Canada. Next on the bribery list is a trip to Florida that includes two days offshore and two days inshore. To say Taylor is stoked would be an understatement. "He is diligent," said Stu. "A 'B' to him now is an unsatisfactory mark."

Stu credits structure with Taylor's ability to respond to the challenges at hand and to appreciate the rewards that result from his efforts.

Taylor has evolved from a kid who really didn't care about school to a kid who is determined to excel. Within the first four months of his relationship with Stu, Taylor declared he wants to be a sports therapist.

Taylor's next goal is to secure an academic scholarship to provide the education needed for his dream career. Stu has again offered the fishing trip of a lifetime as an incentive to meet that goal, but he thinks it's not necessary at this point.

"He is so keyed-in now on his performance, that he doesn't need the incentive. I need the incentive to have somebody to go with. This thing is as good for me as it is for him. The kid is keeping me aware, alert, young-at-heart, wanting to keep up with his needs. It's a life changer for both people."

Stu is in a position to be able to do more for his Little Brother than most folks, but he is careful to see that Taylor doesn't come to expect things. Big Brothers Big Sisters cautions mentors to keep that from happening. Going out for pizza is considered a big deal, especially in the beginning of a relationship.

The Big Brothers Big Sisters program has ample resources for people who have never done anything like this before. Volunteers are thoroughly vetted and carefully matched with kids who might share com-



Photo provided by Stu Tinney

Stu Tinney shares a special moment with his Little Brother Taylor during a week-long fishing trip in Canada.

mon interests. Mentors must commit to giving their Little Brother or Little Sister a minimum of four hours per month for a year.

"Taylor waited two years to be partnered with someone, a male figure, who the organization thought would be a good match," Stu said. "The number of kids in need far outweighs the number of volunteers. The kids who are waiting were enrolled by parents who know they have a need."

Programs vary based on participants' needs. "When Lindsay had a Little Sister, they would meet during school hours that were pre-approved by the principal."

So many kids just need to spend time with an adult who cares and who wants to help them achieve their potential. "I think every kid has potential," Stu said. Taylor didn't know it, but his mother did. Thankfully, so did Stu.

Visit [www.bbbs.org](http://www.bbbs.org) for more information.



## OUTDOOR JOURNALIST EDUCATION FOUNDATION

OF AMERICA

Do you know any aspiring young outdoor communicators who would like to learn more about the business?

Tell them about the

### *Lindsay Sale-Tinney* SEOPA Conference Scholarship

The Outdoor Journalist Education Foundation of America (OJFEA), the educational arm of the Southeastern Outdoor Press Association (SEOPA), will choose one aspiring young writer or photographer between the ages of 12 - 25 to attend the 2014 SEOPA conference in Fontana Village, N.C., Oct 8-11. The winner will get to meet and learn from some of the most talented and prolific outdoor communicators in the country. The award includes one free conference registration, four free nights lodging and up to \$750 toward travel expenses.

This award honors the memory of the late Lindsay Sale-Tinney. For complete details and an application, click on "OJFEA" at [www.seopa.org](http://www.seopa.org).

OJFEA is a 501(c)(3) nonprofit organization dedicated to the education and support of outdoor journalists and their efforts to promote the wise and ethical use of our wildlife and natural resources.

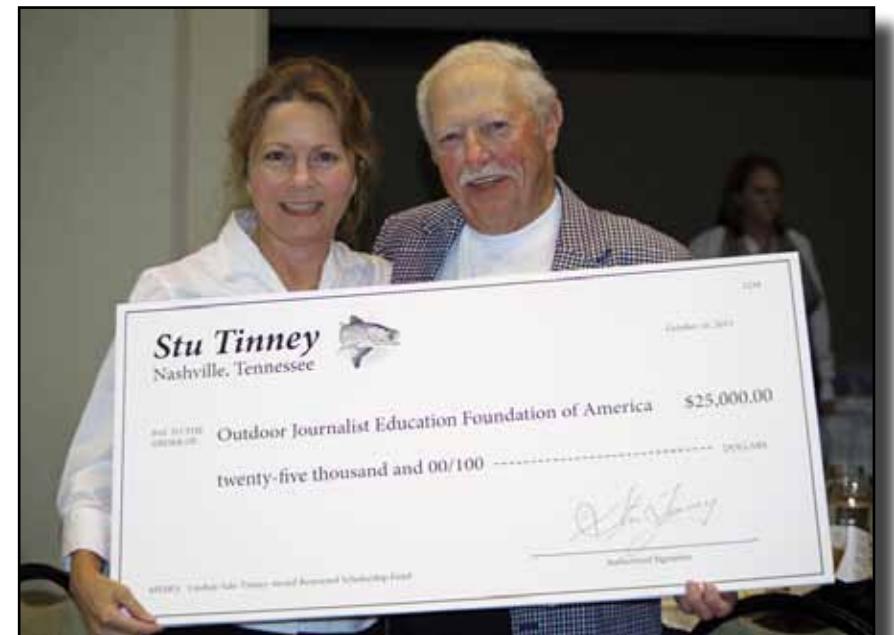


Photo by Chantal Honeycutt

Lisa Snuggs and Stu Tinney celebrate Tinney's \$25,000 donation to OJFEA for the Lindsay Sale-Tinney Award. Tinney presented the check to David Rainer during the awards banquet at the 2013 SEOPA Fall Conference in Lake Charles, La.

### MINUTES OJFEA Board of Directors Meeting Lake Charles, La. – Oct. 8, 2013

David Rainer called the OJFEA meeting to order at 11:58 p.m.

Roll call by Secretary Gil Lackey. In attendance were: Kathy Barker, Brandon Butler, Jim Casada, Alan Clemons, David Hawkins, Tes Jolly, Gil Lackey, Paul Moore, David Rainer, Rob Simbeck and Lisa Snuggs. Excused were Dick Jones, Jill Easton, and Gordon Hutchinson.

OJFEA Committee Chairperson Paul Moore reported that Nathaniel Samsel was selected as the 2013 recipient of the Lindsay Sale-Tinney Scholarship.

Moore reported the efforts being made during this conference to get the Tim Tucker Award up and running. The award outline is similar to the Lindsay Sale-Tinney format, except that it will focus on college students.

Gary Giudice, one of the original scholarship founders, and Jim Shepherd each committed \$500 annually to the Tim Tucker Scholarship.

Moore and Snuggs are also considering speaking with Susann Hamlin and Brian Barton from Alabama about the possibility of using a fishing tournament to help fund the scholarship.

Alan Clemons motioned to adjourn; Casada seconded; motion passed. Meeting adjourned at 12:03 a.m.

### MINUTES OJFEA Board of Directors Meeting Lake Charles, La. – Oct. 12, 2014

Chairman of the Board David Rainer called the meeting to order at 4:22 p.m.

Roll call by Secretary David Hawkins; present were David Rainer, Rob Simbeck, Jim Casada, Gil Lackey, Lisa Snuggs, David Hawkins, Kathy Barker, Alan Clemons, Sharon Rushton, Al Snow, Tes Jolly, Paul Moore, Josh Wolfe and Brandon Butler.

The Tim Tucker Scholarship was discussed, as was a donation of \$25,000 from Stu Tinney for the Lindsay Sale-Tinney Award. Discussion followed on the scholarship and possible changes or enhancements. The board adjourned at 4:28 p.m. on a motion by Jim Casada and seconded by Kathy Barker.

### OJFEA Financial Statement as of December 31, 2013

General Fund	\$ 2,390.14
Lindsay Sale-Tinney Award (Restricted Funds)	\$25,500.00
Tim Tucker College Scholarship (Restricted Funds)	\$ 2,125.00

**TOTAL CASH ASSETS** \$30,015.14

OJFEA is a 501(c)(3) charitable foundation.



Tally Ho! The fox hounds are ready to give chase in this Lowcountry Hunt.

# Comfort is Key at Smith & Wesson's Ladies Only Shooting Event

By Christine Flores

I've always enjoyed the wives' tours and events that SEOPA provides at the annual conferences, but I must admit, I was a little nervous about this one.

Smith & Wesson's Ladies Only Shooting Event was aimed at women who had never or rarely shot a handgun. It began with a mandatory orientation on the safety rules and basic handling of the handguns, with a session at the range to follow the next morning.

Like many other women unfamiliar with guns in general, I've always felt unsure and somewhat nervous around them. But the instructors changed that with their one-on-one, patient, skillful, and encouraging instruction. Rita Cowart, who had never been exposed to guns before said, "They didn't make me feel stupid, they made me feel comfortable."

Among the instructors this year was Blue Heron newcomer Jeff Puckett. "One of the fastest growing groups within the shooting sports is women shooters and one of the most fun things I get to do is introduce new lady shooters to the sport," Puckett said. "They are always eager to learn and enthusiastic, and it is really neat to watch the transformation from the first



Photo by Christine Flores

hour of class to the last hour at the range. Often times at the beginning of class they are apprehensive and unsure of what to do, but by the end of the range day they are dropping mags, racking slides and shooting just as if they had been doing it for years."

Six women learned to safely handle and shoot a variety of handguns, and the ages of the women varied as well; from a pre-teen, to a grandmother who plans to pass on what she learned to her granddaughter.

I think it's safe to say there will be at least six more women at their local gun ranges in the future thanks to SEOPA and Smith & Wesson.

Vickie Holmes put her newfound confidence to work at the Lake Charles Gun Club. At the end of the session, the ladies celebrated by exploding a Tannerite target. Visit [www.seopa.org](http://www.seopa.org) to see a photograph of the entire group of ladies and their Smith and Wesson instructors.



Photo by Christine Flores

Matt Rice of Blue Heron Communications prepares Carol Jones for proper use of a handgun. Rice joined Blue Heron in 2004 and was recently promoted to senior account supervisor. In his new role, he will assist with developing and implementing strategic brand messaging for all of Blue Heron's clients while playing a larger role in new business opportunities.

shooting just as if they had been doing it for years."

## 2014 SEOPA Committees

Committees work all year to ensure the SEOPA wheels keep turning. Some require more time than others. If you would like to serve, please contact President Rob Simbeck at [robsimbeck1@cs.com](mailto:robsimbeck1@cs.com).

In particular, the Membership Screening Committee needs a chairman. The job entails reviewing new media member applications. Most are completed online and automatically sent to the chairman who either approves them or asks for more information. To learn more about the process, please contact Lisa Snuggs at [lisa@seopa.org](mailto:lisa@seopa.org) or 704-984-4700. Ideas, questions and comments are always welcome. Please contact committee chairmen to share yours.

### Auction/Raffle

Chairman: Tes Jolly  
(EM) [tes@jollysoutdoorvisions.com](mailto:tes@jollysoutdoorvisions.com)  
(H/O) 334-727-4327

Committee Members: Jim Casada, Ann Casada, Pat McHugh, Cheryl Lewis, Stacey Wheeler

### Conference Site Selection

Chairman: Alan Clemons  
(EM) [alan.clemons@comcast.net](mailto:alan.clemons@comcast.net)  
(H) 256-533-9033  
Committee Members: Jill Easton

### Conference/Workshops

Chairman: Jim Casada  
(EM) [jimcasada@comporium.net](mailto:jimcasada@comporium.net)  
(H/O) 803-329-4354

### Constitution, Bylaws and Policy

Chairman: Robert Prytula  
(EM) [rprytula@comcast.net](mailto:rprytula@comcast.net)  
(H) 423-876-0937  
Committee Members: Tony Sanders

### Ethics

Chairman: Thayne Smith  
(EM) [jetsmith9@gmail.com](mailto:jetsmith9@gmail.com)  
(H/O) 918-739-5002  
Committee Members: Glynn Harris, Bodie McDowell, Tammy Sapp

### Corporate Member Recruitment

Chairman: Al Snow  
(EM) [al@visitcentralflorida.org](mailto:al@visitcentralflorida.org)  
(O) 863-551-4727

### Craft Improvement

Chairman: Dick Jones  
(EM) [offtheporch52@yahoo.com](mailto:offtheporch52@yahoo.com)  
(H/O) 336-869-1865

### Criteria Review

Chairman: David Hawkins  
(EM) [hawkins2209@att.net](mailto:hawkins2209@att.net)  
(C) 601-469-7306

Committee Members: Phil Chapman, Glynn Harris, Karen Lutto

### Membership Screening

Chairman: Vacant  
(EM) [lroutdoors@att.net](mailto:lroutdoors@att.net)  
(H/O) 901-624-0615  
Committee Members: Gary Garth, Max Moss

### Nominations

Chairman: Jim Casada  
(EM) [jimcasada@comporium.net](mailto:jimcasada@comporium.net)  
(H/O) 803-329-4354

### Special Awards

Chairman: Jim Casada  
(EM) [jimcasada@comporium.net](mailto:jimcasada@comporium.net)  
(H/O) 803-329-4354  
Committee Members: Gail Wright, Keith Sutton

### Web Site

Chairman: Kathy Barker  
(EM) [kathy@probass.com](mailto:kathy@probass.com)  
(H) 813-873-8942  
Committee Members: Doug Markham

A chance encounter with a grey fox yielded a nature photography memory.

# SEOPA Finances Remain Sound

By Lisa M. Snuggs

As executive director of SEOPA, I also serve as chief financial officer. As such, it is my responsibility to provide members with an annual synopsis of the corporation's finances.

Thanks to fundraising by previous boards, generous support of the annual conference and awards programs from corporate members, careful planning, and the collective watchful eye of Finance Committee members, SEOPA remains on solid financial ground.

SEOPA operates on a November 1 - October 31 fiscal year to more easily manage the cash flow and expenditures associated with membership renewals and the annual conference.

Detailed financial reports are prepared each month by a certified public accountant. These reports are based upon receivables (deposits) and expenses (checks and debit transactions), bank statements and any other pertinent information needed to compile accurate reports. Copies of those reports and bank statements are provided to members of the Finance committee each month. This check system helps ensure that SEOPA funds are managed in accordance to the approved budget. SEOPA insurance policies include one that bonds SEOPA for the corporation's net worth.

Experts recommend that nonprofit organizations remain solvent at all times. Simply put, this means having the equivalent to at least one year's worth of operating capital (budgeted expenses) in reserve.

The 2013-2014 Side-by-Side Budget Comparison on the opposite page provides detailed analysis of income and expenses for the fiscal year that ended October 31 along with the approved 2014 budget. The Statement of Assets on this page reflects SEOPA's Financial profile as of the end of

the 2013 fiscal year. Payroll taxes are always considered a liability.

If you have any questions or comments about this information, please contact Finance Committee Chairman J.P. Morel, President Rob Simbeck, or a board member.

## Statement Of Assets, Liabilities And Equity as of year ending October 31, 2013

<b>ASSETS</b>	
<b>CURRENT ASSETS</b>	
Cash - Uwharrie Bank Checking	\$ 5,592.38
Bank Of Stanly - CDs	\$ 202,306.66
Cash - Uwharrie Bank Savings	\$ 15,000.00
<b>Total Current Assets</b>	\$ 223,196.78
<b>PROPERTY AND EQUIPMENT</b>	
Equipment	\$ 2,230.73
(Less Accumulated Depreciation)	\$ - 446.00
<b>Net Property and Equipment</b>	\$ 1,784.73
<b>TOTAL ASSETS</b>	\$ 224,981.51
<b>LIABILITIES AND EQUITY</b>	
<b>CURRENT LIABILITIES</b>	
Medicare Withheld	\$ 117.40
FICA Withheld	\$ 502.00
Federal Withheld	\$ 678.00
State Withheld	\$ 234.00
<b>Total Current Liabilities</b>	\$ 1,531.40
<b>TOTAL LIABILITIES</b>	\$ 1,501.08
<b>NET ASSETS</b>	
Fund Balance	\$ 232,054.19
Change in Net Assets	\$ - 8,604.08
<b>Total Net Assets</b>	\$ 223,450.11
<b>TOTAL LIABILITIES AND EQUITY</b>	\$ 234,981.51

## SEOPA 2013-2014 Side-by-Side Budget Review

(Fiscal 2013 Budget / Actual / Difference and Fiscal 2014 Approved Budget)

SEOPA Fiscal Year Runs November 1 - October 31

	FY 2013 Budget	FY 2013 Actual	Difference	FY 2014 Budget
<b>Income</b>				
Conference Auction/Raffle	14,000.00	15,460.00	1,460.00	\$14,000.00
Conference Registration	21,000.00	24,781.82	3,781.82	\$21,000.00
Corporate Membership	24,000.00	24,735.00	735.00	\$24,000.00
Donations	100.00	50.00	(50.00)	\$100.00
EIC	8,200.00	2,950.00	(5,250.00)	\$8,200.00 *
Individual Membership	14,000.00	15,726.13	1,726.13	\$14,000.00
Media Auction	3,500.00	3,500.00	0.00	\$0.00
Interest Income	0.00	2,604.40	2,604.40	\$2,603.66 †
<b>Total Income</b>	<b>84,800.00</b>	<b>89,807.35</b>	<b>5,007.35</b>	<b>\$83,903.66</b>
<b>Expenses</b>				
Accounting Fees	2,200.00	2,150.00	(50.00)	\$2,200.00
Bank Fees/Charge Card Service	1,200.00	2,011.48	811.48	\$1,200.00
BOD Travel	0.00	0.00	0.00	\$3,900.00
Conference Expense	10,000.00	5,754.06	(4,245.94)	\$10,000.00
EIC	7,500.00	7,373.40	(126.60)	\$7,500.00 #
Equipment	0.00	0.00	0.00	\$0.00
Equipment Repairs	0.00	0.00	0.00	\$0.00
FICA/Unemployment	3,500.00	4,004.37	504.37	\$3,500.00
Insurance	2,150.00	1,950.00	(200.00)	\$2,150.00
Internet Service	600.00	0.00	(600.00)	\$0.00
Medical Insurance	3,580.00	3,945.00	365.00	\$3,750.00
Member Outreach	300.00	(1,245.96)	(1,545.96)	\$300.00
Office Supplies	1,200.00	1,714.41	514.41	\$1,200.00
Personnel Services	2,000.00	1,555.20	(444.80)	\$2,000.00
Postage	4,000.00	3,459.14	(540.86)	\$4,000.00
Printing	5,000.00	5,600.00	600.00	\$5,000.00
Salary, ED	48,580.88	48,580.93	0.05	\$50,580.00 %
State Registration Fees	57.00	57.00	0.00	\$57.00
Telephone	1,500.00	1,517.52	17.52	\$1,200.00
Travel, ED	2,000.00	1,954.91	(45.09)	\$1,200.00
Web Site	1,800.00	1,169.90	0.00	\$2,640.00 X
Web Site Development	\$12,000.00	\$5,835.00	(\$6,165.00)	\$0.00
Workman's Comp	375.00	375.00	0.00	\$375.00
<b>Total Expenses</b>	<b>109,542.88</b>	<b>97,761.36</b>	<b>(11,151.42)</b>	<b>\$102,752.00</b>
<b>Difference</b>	<b>(24,742.88)</b>	<b>(7,954.01)</b>		<b>(\$18,848.34)</b>

\* Includes EIC, Sharon Rushton Award, Conf. Site Story, Realtree Website Award; deficit caused by some payments not being deposited prior to end of fiscal year.

† Accruing, credited each November for the life of the CDs if not withdrawn early

# Includes plaques and engraving

% Reflects a \$2,000 raise approved by the board in the October 12 meeting

X Board voted unanimously to increase Website line item by \$12,000 for new site development

**Bearded Rednecks**

Bobby Dale, a self-admitted turkey hunting addict, has just released his third book about turkey hunting and related stories. *Bearded Rednecks: Showin' Their Tails and Struttin' Their Stuff* is a collection of tales about turkey hunting and related stories with Dale's colorful hunting buddies, including women and children, as they pursue those woodland monarchs. Observations, confessions, controversies, safety tips, and tributes to old hunters and times past are all a part of the mix. With a foreword by Jim Spencer and an

afterword by Jim Casada, *Bearded Rednecks* is sure please other hunters who cannot resist the temptation to engage the elusive wild turkey.

The book retails for \$23.00 per copy, plus \$3.00 postage. Mississippi residents, please add 7 percent sales tax. Send check or money order to Bobby Dale, 110 Ravenwood Cove, Tupelo, MS 38804.

**Giles' Stories Stirred by Passion**

Everywhere he looks, Mike Giles finds inspiration in the outdoors, and now his wide-ranging stories are available in a new book, *Passion of the Wild*.

Mike takes you into an outdoors world of inspirational people striving to conquer their fears and achieve their dreams. Experience the unique story of Kainen Gilley, blind from birth, becoming an accomplished deer hunter. Read about Tes Randle Jolly breaking down barriers to become one of the premier wildlife photographers and accomplished outdoors-women in the world.

Follow Mike through trials and triumphs as he battles wild animals with only a Bowie knife, catches monster fish and entices battle-worn gobblers with his natural voice into the range of a young Whitney Adams.

Inspirational stories abound from an 8-year-old



For complete listings please visit:  
[seopa.org/full-members-list/](http://seopa.org/full-members-list/)  
[seopa.org/corporate-directory/](http://seopa.org/corporate-directory/)

**Geiger, John**  
(EM) john.geiger@IMoutdoors.com  
• Special projects and gear editor for 425,000-circulation magazine group of 28 issues monthly with digital responsibilities of 300,000 unique/month websites.  
Woodstock, GA  
Referred by David Johnson

**Firefly Fishing Lodge & Retreat**  
Contact(s): Nina Gilbert  
(EM) fireflylodge@tds.net  
(WEB) [www.fireflyfishinglodge.com](http://www.fireflyfishinglodge.com)  
Mineral Bluff, GA  
Referred by Joel Lucks

**Hartwell Fishing LLC**  
Contact(s): Dustin Hindman  
(EM) dustin@hartwellfishing.com  
(WEB) [hartwellfishing.com](http://hartwellfishing.com)  
Austin, TX  
Referred by Dan Johnson



Cale Yarborough and Sam Wyche lead a group of hunters to the sporting clays course.

## Get Well Wishes

*Warm and heartfelt get well wishes are extended to Sharon Rushton and Larry Thornhill, each of whom has undergone surgery recently. They are in good spirits and have expressed thanks for the thoughts and prayers of their fellow SEOPA members.*

*In every walk with nature one receives far more than he seeks.*

Meeting called to order 9:30 a.m.

Treasure report we have \$35.26 in checking

### 1. First order of business

Fred Moses made a motion SEOPA adopt OWAA charter amendment to meet IRS requirements. The amendment reads:

In the event of the dissolution of this corporation, its assets shall be distributed only to organizations enjoying exempt status under the provisions of Sections 501(c) of Internal Revenue Code of 1954, Motion second by Dave Dickey. Motion carried

2. Fred Moses made a motion dues be \$5 per year, and assess each member \$3 for 1965. Motion carried.

3. Charley Dickey asked to write a resolution for SEOPA in appreciation of the Dodd Bill.

4. Motion by Bob Simpson second by Guy Germano SEOPA adopt bill on firearms HR5691-42 and asked membership to write their congressmen. Motion carried.

5. Motion by Fred Moses, second by Dave Dickey SEOPA support a drive to make Buffalo River a Wild River motion carried.

6. Bob Simpson brought up the subject of the Sierra Mountains. The Sierra Red Wood trees should be preserved this brought on

SEOPA members take a moment to examine a fishing rod during the August 1965 meeting in Pinehurst, N.C. Pictured left to right are: H. Lea Lawrence, Bill Tatum, Fred Moses, Bob Simpson, Charley Dickey, Bodie McDowell and Jim Morrison.

Summer 1965

## SEOPA PINEHURST MEETING

some discussion, pertaining to the type programs SEOPA should support. After some discussion, the President appointed a committee to study further the resolutions set forth in earlier meetings of SEOPA.

### 7. Election of officers

Pres., Tom Rollins  
Vice Pres., Bob Steber  
Secretary, Trea., Bo Glovier

8. Bodie McDowell, Chairman of Directors President appointed Harry Gillam director for the state of Va.

Work Shop by Homer Circle  
Sex Life of Trieste (Tse-Tse) Fly, Pea Ridge is Homer's Home - that is in Arkansas, friends.

Charley Dickey gave a nice talk on firearms.

Pete Rodmacher gave a good demonstration on Instinct Shooting.



File Photo

## Blurred Lines Clarified by Paperwork

Perception is a funny thing, especially when it comes to jobs. People who don't work in the outdoors industry seem to think it's full of people who do nothing but fish and hunt. They likely think chefs do nothing but cook and store owners do nothing but take their money, too, but we know better.

Sure, there are a handful of folks who have progressed to the point of doing only the fun stuff in their respective camps, but someone is doing the dirty work that helps make that possible. Somebody somewhere is paying bills, managing schedules, ordering products, writing project plans, replacing phone batteries, updating computer software, filing taxes, sweeping the floor, and the multitude of other tasks that keep an operation afloat. All day, every day, the little hamsters of the world are turning the wheels that allow the front men to keep on smiling. No doubt, the time in the spotlight is minuscule compared to the time spent in preparation.

Videos, websites, meetings and special presentations like store grand openings are some prime examples of such tilted scales. This newsletter is another. Most folks can read it in a small fraction of the time it takes to produce it. Here's another example: As this issue is being wrapped up, the SHOT show is in

full swing. Attendees are enjoying the fruit of countless man hours exerted by thousands of people during the past year.

Yes, you can bet preparing for the SHOT show is a year-long process for the folks at the National Shooting Sports Foundation as well as its members. Same goes for ICAST and even the SEOPA conference. There is always room for improvement, and it's up to the hamsters and their front men to make them.

Accordingly, I'm writing a Standard Operating Procedure manual for the SEOPA Conference. The project was prompted by discussion during a board meeting about conference details. We have excellent templates and policies in place for managing portions of the conference like the agenda and the awards program, but we lack an all-encompassing, step-by-step guide. The goal of producing one is to make all our jobs easier.

If you have suggestions for consideration by the Conference/Workshops committee, please send them to Jim Casada at [jimcasada@comporium.net](mailto:jimcasada@comporium.net). As the 2014 conference chairman, Jim will be the front man in Fontana. Until then, he will be a hamster turning the conference wheel at full throttle.

Update your profile at  
**[www.seopa.org](http://www.seopa.org)**

