



LOUISIANA OUTDOOR WRITERS ASSOCIATION
Winter/Spring Board Meeting Minutes
March 22, 2011

1. Call to Order and Calling of Roll: Board Secretary, John Flores called roll and recorded members present and absence.

Present; 6:50 P.M.

(Executive Board):

President Lyle Johnson

Vice President Joe Macaluso

Secretary John Flores

Chairman of Board/Executive Director Chris Holmes

(Board of Directors):

Wendy Billiot – (Board Member & Membership Committee Chair)

Helmut Ermlich

Rusty Tardo (Board Member & Nominations Committee Chair)

Dave Moreland – (Board Member & Youth Hunter of the Year Committee Chair)

Bo Boehringer – Internal Awards Committee Chair

Gordon Hutchinson – Youth Journalism Chair

Don Dubuc – Ethics Committee Chair

Absent:

Bill Ford – Fish Records Committee Chair

Gerald Gaspard – Supporting Member Liaison Board Member

James “Goosie” Guice – Board Member

2. Reading of minutes of last meeting:

Rusty Tardo gave a motion to dispense with reading of the minutes from the previous meeting. The motion was seconded by Joe Macaluso. All members were in favor.

3. Comments from the Executive Director and Financial Report:

Executive Director Chris Holmes, presented the financials stating the following:

Checking Account held a balance of \$1,308.59

The High Yield Money Market balance - \$12,833.22

Total all accounts - \$14,151.83

The High Yield account earned \$65.72 interest in 2010

The High Yield interest earned for 2011 stands currently at \$10.42

4. Presidents Report:

President Lyle Johnson said, he looked forward to serving as board President and was proud of the progress LOWA has made as a professional organization since he had been a member. Additionally, he hoped to develop a youth mentorship program in the coming year.

5. Committee Reports:

A. Youth Journalism – Gordon Hutchinson:

Gordon Hutchinson reported that the Advocate had run large YJC ads for three straight Sundays and would be running a series of smaller ads in May, as the deadline approached. In addition to these ads and other queries and help from LOWA members their should be a fair to good response in terms of entries. Other help getting the word out included the Baton Rouge Department of Education as well. Mr. Hutchinson mentioned that LOWA is a Silver Sponsor for educational programs developed through the Advocate.

B. Internal Awards – Mr. Bo Boehringer:

Mr. Boehringer presented member with a draft set of rules for the upcoming EIC Awards along with sponsors for the upcoming year. Mr. Boehringer reported efforts to obtain sponsorships for the various categories this year. The list of early inquiries to sponsor awards include: LWF Foundation, Louisiana Forestry Association, Louisiana Sportsman Magazine, The National Wild Turkey Federations, Louisiana Office of Tourism, amongst others. Mr. Boehringer also mentioned that he spoke with and offered an invitation, with initial discussion and approval by Chris Holmes to offer Jay Dardenne to be the keynote speaker at the 2011 Annual Conference Awards Banquet if the date is acceptable and can be worked out. Mr. Boehringer also reported he is continuing work on obtaining Judges for this year's awards. Other Internal Awards discussion centered around resolving the Electronic Category entry rules for published work.

C. Membership Committee Report – Wendy Billiot

Mrs. Billiot reported that she had completed the required 1/3 of the membership for audit this past year. Members not renewing listed were Greg Cetadol, Frank Davis, Travis Faircloth, Chris Ginn and Bill Healy. New members for 2011 are: Gary Krause, Jarrod Serene, and Roger Stouf. Wendy discussed development of a templet to send out to members to make it easier for them to follow up with audit requirements.

D. Ethics Report – Don Dubuc:

Don Dubuc reported there were no ethics issues to discuss at the present time.

E. Conservation Awards – There currently is no Chairman for this committee, with the passing of Bob Dennie. During the meeting President Lyle Johnson appointed Joe Macaluso as the new Chairman of that committee.

F. Fish Records Committee – Mr. Bill Ford:

Bill Ford was not present at the meeting, however did submit a report to Executive Director Chris Holmes. Highlights of that report included working with LDWF Biologists to shorten the time reduced for samples of yellow/hybrid bass being tested and returned. Mr. Don Dubuc, requested Mr. Ford to send in monthly reports and updates to members of the committee to help with information exchange. An e-mail will be sent by the President to remind the Chairman to follow up with reports as noted.

G. Nominations Committee – Mr. Rusty Tardo:

No report – not an election year.

H. Craft Improvement Committee – Joe Macaluso

Joe Macaluso suggested potential topics for craft improvement sessions that he would be willing to secure that centered on photography; photo-shop, latest technology, and video to still photography's impact were presented as potential seminar subjects. Photography as a whole has been well received by attendees in the past. Mr. Macaluso also suggested having the LDWF come in and present the "Vanishing Paradise" program. Another topic discussed was the latest fishing technology (hydra-sonic fish caller) that Mr. Macaluso considered as potential back up possibility.

I. Supporting Member Committee – Mr. Gerald Gaspard:

Mr. Gerald Gaspard was not at the meeting, but submitted a report to the Executive Director. The report said, PURE FISHING was renewing as a supporting member again in 2011, however, the corporate offices had moved. Gerald submitted the new address

of PURE FISHING (7 Science Center, Columbia, SC) corporate office. Gerald's e-mail for PURE FISHING should anyone wish to contact him is gwgaspard@purefishing.com Mr. Dubuc suggested Gerald, if he wouldn't mind, submitting a testimonial to hand out stating the contributions LOWA has provided to PURE FISHING as a supporting member.

J. Youth Hunter of the Year Program Committee – Mr. Dave Moreland:

Mr. Moreland said he was preparing to send out the 2010 Youth Hunter of the Year press release that will include the 2010 Spring Turkey and Fall Hunting Seasons. Mr. Don Dubuc inquired if there were any minimum age limitations for the Youth Hunter of the Year Awards. Currently there is no minimum age. The youngest Mr. Moreland said he recalled was a 6 year old participating in the program.

6. Old Business:

A. Student Membership Program Development:

President Lyle Johnson said he had one volunteer to serve on the committee, but no one to sit as Chairman as yet. He stated he felt the program is still viable and worth pursuing. Additionally, he would continue working on developing a committee to move forward.

7. New Business:

A. 2011 Annual Conference Update:

Chris Holmes discussed the packages sent out for bid and the responses from the potential locations. The conference date will be held the first weekend in August this year. Packages were sent to Lake Charles, Ascension Parish, Houma, Monroe, and West Monroe. Of those Lake Charles chose not to bid sighting their proposal to SEOPA. Ascension did not respond. Monroe was very interested in LOWA coming, but their package was received the day of the Spring Board meeting. Houma sent a complete package with room rates and stated they would host an opening reception and provide registration assistance along with transportation to the reception site. Monroe provided a similar package. **A motion was made by Gordon Hutchinson to accept Houma's package as the 2011 site and seconded by Helmut Ermlich. All members present were in favor.**

Chris Holmes also requested suggestions for potential sites for the 2012 Annual Conference. Locations suggested were St. Bernard (Chalmette) and Toledo Bend.

B. GM Sponsorship:

Chris Holmes brought up that GM was again a sponsor of LOWA. Initially in 2008 they had supported LOWA with a \$3,000 donation. In 2009 they did not sponsor due to the

economic constraints. As things improved in 2010, Mr. Holmes re-established contact and GM was once again willing to make a sponsorship donation to LOWA – this time with a \$5,000 donation. One request from Mr. Craig Epling, who represented GM, was to try and develop ways to use the donations to help youth development programs and involvement in the organization. Discussion centered around where and what to do with the money donated to further youth development programs and options going forward that attaches General Motors to the program or award. Suggestions included providing “Lifetime Hunting” Licenses on behalf of General Motors for the Youth Hunters of the Year and development of an EIC Category for a story about a youth hunter or fisherman; with both receiving recognition through the category. Chris Holmes said he would contact the GM representative and use these as starting places for the generous sponsorship.

C. LOWA Directory:

Chris Holmes brought up that the directory is being redeveloped, rebuilt, and updated by Vicki Holmes, into a usable format for ease of access by the membership.

D. Supporting Member Leads:

Chris Holmes made a request to board members to help provide any leads that they may think of for supporting members and he would be glad to assist and make contact.

E. Membership Qualification Criteria:

Wendy Billiot brought up the guidelines for video productions being limited to 30-minutes, which would not allow those who would otherwise qualify with shorter productions to become members as noted by a potential applicant. The board President agreed to look into the particular criteria further before making any decision. The topic was therefore tabled until a future meeting.

Wendy Billiot also brought up under new business the criteria rules for membership allows magazine editors, but not newspaper editors under the same rule. Editor Roger Stouff of the Franklin Banner was approved as a new member and a change in the membership rule will be made to the full general membership this fall at the annual conference requiring a constitutional change in the LOWA Bye Laws.

Gordon Hutchinson made a motion to bring to the GENERAL MEMBERSHIP at the annual conference a recommendation to make a constitutional change that reflects the same magazine editor criteria for membership be extended to newspaper editors; it was seconded by Joe Macaluso and all board members were in favor.

F. Critical Request for Membership:

President Lyle Johnson will send a letter to the individual who requested membership into the organization stating LOWA stands by the criteria required in becoming a member.

G. Payment of Executive Director's Expenses to attend SEOPA as LOWA representative:

After discussions about the ED's SEOPA expenses, contacts made for LOWA, and subsequent donations to LOWA made through a variety of sponsorship that now includes General Motors, it was felt that a reasonable amount of the ED's expenses to attend should be reimbursed.

Two motions were made:

1. Don Dubuc made a motion that the Executive Director submit a list of expenses for attending SEOPA to the board for review – of which – at the discretion of the board, whether or not they are to be paid. This motion was seconded by Dave Moreland.
2. Joe Macaluso made a motion to make an addendum to the first motion that the expenses were not to exceed \$500. No second was made for the addendum.

After board vote the first motion passed and expenses of the Executive Director will be reviewed and at the discretion of the board determined whether or not they are to be paid.

H. Big Game Records to include Hogs

Don Dubuc brought up to the board the question, "Do we want to consider a state record for feral hogs?" Mr. Dubuc mentioned there is a hunter interest and the promotion of harvesting hogs. Dave Moreland said he would talk to LDWF representatives to see what their thoughts are.

Adjourned – 8:15 P.M.

