



# Our Mission

We pledge to use our promise of this new digital:

- To nudge society back to increased participation in outdoor activities
- To support conservation organizations whose missions are providing a great gift for future generations
- To support character-building youth organizations
- To create awareness and drive our clients' sales thru the use of digital communication demanded by today's consumer
- To stand out in the vast sea of internet content
- To use the timeless rules of selling to please consumers while providing a clear and cost-effective path for the presentation and selling of our clients' products

Our Directors are charged with providing guidance to our digital businesses for the successful pursuit of our mission.

## DAVE BARUS — EAST AURORA, NEW YORK

### [Senior Managing Editor SharetheOutdoors.com](#)

Dave Barus is a blend of skilled outdoorsman and outdoor communicator. Put Dave Barus anywhere on the North American continent, near water, and he will soon be catching fish and sharing with others how to do it successfully.

Dave has been a regular newspaper outdoor columnist and communicator since 1983 with as many as 56 newspapers, including several magazines such as the Great Lakes Fishermen, Walleye Magazine, In-Fisherman, Deer & Deer Hunting, NY Conservationist, NY Outdoor News, NY Sportsman and others.

Dave is a United States Navy veteran that served during the Vietnam era.

He is an active member of multiple outdoor media organizations, including the Association of Great Lakes Outdoor Writers where he is a director and serves as the Craft Improvement chairman. Dave is active in local and regional conservation organizations that promote youth involvement in the outdoors and was inducted into the New York State Outdoorsman's Hall of Fame for his successful outreach efforts. He is a member of several organizations that promote youth in the outdoors including the Erie County Federation of Sportsmen, East Aurora Fish & Game Club, Bison City Rod & Gun Club, West Falls Conservation Society, Northern Chautauqua Conservation Club, he also serves on the Erie County Fish Advisory Board and is Chautauqua County Visitors Bureau Fishing & Hunting Promotions Coordinator.



## LARRY WHITELEY — SPRINGFIELD, MISSOURI

### The Great Ozarks Outdoors, Inc.

#### Bass Pro Shops Outdoor World Radio

Larry Whiteley is from Missouri and has been communicating the outdoors to millions of people for almost 40 years. He is a skilled outdoorsman with a great talent for sharing his knowledge through passionate articles with understanding in radio, video and written outdoor communication.

For the past 28 years he has been the host of the award winning internationally syndicated Outdoor World Radio show heard in all 50 states as well as in 149 foreign countries over the American Forces Radio Network.

Larry's Outdoor World nationally syndicated tips column has appeared in newspapers, magazines and websites across America for over 23 years. In addition, his outdoor articles appear in numerous outdoor magazines and websites. Larry's unique voice can be heard on the overhead intercom system and message-on-hold phone system at all Bass Pro Shops stores, Bass Pro Shops restaurants and Tracker Marine boat dealerships across America and Canada.

## LISA MCDOWELL SNUGGS — BADIN, NORTH CAROLINA

### Executive Director Southeastern Outdoor Press Association

Growing up, Lisa fished and hung out at the local shooting range and wildlife club. She often accompanied her dad, noted outdoors writer Bodie McDowell, on story-gathering trips well into young adulthood. Those experiences in her youth set the tone for her future in outdoor communications.

She went on to manage public relations for Fort Smith, Arkansas-based PRADCO, for almost 10 years before moving to Tennessee in 1996. In early 2000, the Southeastern Outdoor Press Association (SEOPA) began the search for a new executive director. Lisa was hired and began managing the long-standing organization on April 1, 2000. Lisa works with the SEOPA board and officers helping communicators and allied industry representative's work together to hone their respective crafts and promote the outdoors.

Lisa also serves as the Chief Executive Officer of the Outdoor Journalist Education Foundation of America. When she's not working, Lisa enjoys cooking, gardening, reading, songwriting and, of course, wetting a line now and then.



## JIM KALKOFEN — BITTERROOT VALLEY, MONTANA (FORMERLY BRAINER, MN)

### Target Walleye/Ice

Following 18 years as Executive Director of the In-Fisherman Professional Walleye Trail, Jim Kalkofen involved himself with a different mission and served as development director (fund-raiser) for the Minnesota Adult & Teen Challenge, a long-term residential drug and alcohol rehabilitation treatment program. Jim, along with Al Linder and Steve Pennaz, directs the Minnesota Fishing Challenge event raising \$300,000 in 2018 for the Minnesota Teen Challenge.

He was inducted into the National Fresh Water Fishing Hall of Fame in 2007 and has been very active in conservation his entire life. Jim directed the Mercury Marine public relations and marketing team. Jim did company advertising and press relations for Mepps.

Jim served in Vietnam for two tours of duty.

He is a prolific hunting and fishing writer for organizations, companies, individuals and media, and was the editor for an award-winning Wisconsin newspaper.

Jim is a Target Walleye/Ice co-owner with Al and Ron Lindner and Jay Kumar. Their emails with walleye and ice fishing information, tips, videos, news and so much more are FREE, with more than 100,000 email subscriptions, more than 147,000 followers on Facebook, and 47,000 on Instagram.

## TYLER MAHONEY — KANSAS CITY, MISSOURI

### Freelance outdoor communicator

Tyler Mahoney is our youngest director and a millennial with a passion for outdoor sports. He is right at home in a deer stand, bass boat or turkey blind. He calls himself an outdoors fanatic. Tyler is one of those blessed with an ability to share his outdoor experiences in a special way with the written word or thru the video camera.

He produces a weekly Fishing Report for the Kansas City Star and is a freelance writer for regional publications. He also produces Manhoneyoudoors.com and several Facebook pages.

Tyler is an active member of the Missouri Outdoor Communicators and serves on the Board of Directors. He also is an active participant with public relations, fund raising, and conservation projects for the Conservation Federation of Missouri.