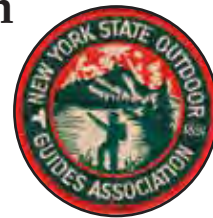




# GUIDELINES



## President's Report

By Scott Locorini

### Change ...

Some embrace it and others fear it, but change is unavoidable. The Covid-19 pandemic has proven that time and again. This crisis has tested us all but the NYSOGA leaders have stepped up and changed to accomplish what is best for the members. I am in awe and proud to be the President of this organization.

During the crisis, we have cancelled Winter Rendezvous (no small feat), held our first electronic election, had several online meetings, voted in favor of a new strategic plan for the organization and restructured

the committees. Thank you to everyone who helped pull it all off.

Cancelling Winter Rendezvous was the right thing to do, with everything that was going on, but it did leave us in a precarious financial position that we need to pay attention to going forward.

Our first electronic election went well under the direction of our nominations committee and had more involvement than any election I have been a part of in the past. It seems that electronic voting will be here to stay!

See *PRESIDENT* on page 3



President Scott Locorini

## Kids to Camp Report

By Craig Tryon,  
Sponsorship and  
Charity Team Leader

For 2020, NYSOGA was able to sponsor five campers to a DEC Environmental Education Summer Camp.

Our Kids to Camp committee reviewed nine camper nomination forms and ranked campers in order

to be sponsored. Four were not able to be sponsored with NYSOGA funds. Director Gene Reilly, working with the Albany Chapter of the Adirondack Mountain Club, was able to get sponsorship for three campers. We submitted three forms to Gene to get to his contact. In the end, eight of the nine NYSOGA received were able to be sponsored.

Then, along came the COVID-19 pandemic with its complications and problems we are all dealing with. In April, I received an email from DEC stating that they were still planning to open camps during the summer of 2020.

On June 15th, I received another DEC email updating the status of their camp program:

“Unfortunately, after

See *CAMP* on page 6



Scott Thurber is a new NYSOGA Director-at-Large.

## Summer Rendezvous Falls Victim to Pandemic

By Sandra “Squeak” Rose,  
Rendezvous Chair

I am so sorry to report that Summer Rendezvous 2020 has been cancelled due to the limitations with

COVID.

Our efforts and enthusiasm will now be focused on our 2021 Winter Rendezvous.

WINTER RENDEZVOUS 2021

## Please Mark Your Calendars!

By Sandra “Squeak” Rose,  
Rendezvous Chair

The 2021 NYSOGA Winter Rendezvous has been scheduled for March 4 – 7, 2021, at the White Eagle Conference Center near Hamilton, NY. We are optimistically and enthusiastically pushing forward to refresh and rebuild all the wonderful plans that had to be cancelled this year.

Dr. Raymond Letterman

has been reserved to present the program he had planned to do this year.

I look forward to working with everyone to recapture all the hard work and dedication that we had put into “Onward We Go!”

Your reservations can be made directly to White Eagle Conference Center at (315) 824-2002 or attention Kalie at [www.meetings3@dreamscape.com](http://www.meetings3@dreamscape.com).

# GUIDELINES

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Conservation/Trails - Sonny Young

Legislation/Advocacy - Mike Newell

Sponsorship/Charity - Craig Tryon

Brand & Marketing Chair - Scott Locorini

Advertising/Media/Social Media - Ed Moran

Shows - Bruce Fuller

Show Bags - Mary Hall

Visual Office - Roy Earley

Ethics - Russ Diederich

Governance/Operations - Craig Tryon

Bylaws & Policies - Sheila Young

Finance - Craig Tryon

Nominations - Mary Hall

Membership - John Wainwright

Awards - Mary Hall

Goodwill - Mary Hall

Members Only/Webpage - Tim Keefe

Membership - Roy Earley

Outdoor Industry Relations - John Wainwright

Traditional Media/ Guidelines- Alan Woodruff

Rendezvous & Products -Products - Sheila Young

Summer Rendez.-Sandra Rose

Winter Rendez. - Sandra Rose

Strategic Planning - Michael Newell

Training /Education - Sonny Young

First Aid, CPR, WFA - Sonny Young

Master Guide - John Wainwright

Mentoring - Craig Tryon

Water Safety - Alan Woodruff



# Strategic Planning Report

By Michael Newell, 3rd V.P.  
and Committee Co-Chair

The Ad Hoc Strategic Planning Committee (SPC) was formed at the January 11 Board of Directors meeting. Co Chairs were Will Soter and Michael Newell and members were Mary Hall, Scott Locorini, Ed Moran, Craig Tryon and Jeff Whittemore. We worked by email and had four web meetings. The process started late last fall as each Board member was asked to complete a SWOT analysis for NYSOGA, listing perceived strengths, weaknesses, opportunities and threats to the organization. The results were compiled and shared back with the Board on Dec. 23. Board members were then asked to categorize the results into broad categories or themes. These were narrowed to eight broad categories and presented to the board at the January 11 meeting, at which time the SPC was formed to continue the work. The eight broad categories were: Brand/Marketing, Membership, Recreational Market, Relationship with DEC, Training, Partnerships, History and Internal Processes.

Over the course of four web meetings and offline work, the SPC worked with and refined those categories into four themes that the committee believed was critical to the success of NYSOGA.

These were Brand/Marketing, Advocacy/Relation with DEC, Training and Membership.

Each one of those themes presented an opportunity to develop strategies to ensure the future of NYSOGA. The committee drafted potential strategies for each theme and then began developing potential SMART goals for each strategy. (SMART goals are Specific, Measurable, Attainable, Realistic and Timely) In early May, the Board officially adopted the 2020 Strategic Plan and reorganized

NYSOGA's committee structure to support implementation of the plan.

## 2020 STRATEGIC PLAN

**Strategic Theme 1** - NYSOGA will be well known as the primary source of training for aspiring new and established guides (the guiding profession) in New York State.

NYSOGA will build a statewide, year-round training program for the guiding profession.

NYSOGA will grow attendance in its current CPR, First Aid and WFA certification and recertification courses.

Working with the NYSDEC, NYSOGA will rebuild and update its current water safety program to create a Basic Water Safety for Guides program which will be copyrighted and trademarked by NYSOGA

NYSOGA will create a program and classes that will assist guides in building, growing and strengthening their businesses.

Working with DEC, NYSOGA will create a program for teaching aspiring guides the fundamental knowledge required to become a guide in New York State.

**Strategic Theme 2** - NYSOGA will build a strong working relationship with NYSDEC, both in the field and in Albany, becoming DEC's primary advisor on all issues related to the guiding profession in NYS.

NYSOGA will develop and implement a plan for our leadership to be present in Albany, building working relationships with the leadership of DEC.

NYSOGA will develop and implement a plan for our leadership to build working relationships with DEC, advocacy groups and state legislators in each of the DEC regions.

NYSOGA will develop a process for identifying issues relevant to the guiding profession and outdoor recreation and educate guides, legislators and DEC on the importance of those issues to the guiding profession and,

when appropriate, define NYSOGA's position on those issues.

**Strategic Theme 3** - NYSOGA will strengthen its brand for the guides' market, creating more exposure and value for our members and our organization.

Redefine the NYSOGA brand to reflect current trends in the recreational marketplace, highlighting our our history and tradition, our training programs and our relationship with DEC.

Develop marketing elements that reflect the NYSOGA brand for all aspects of our marketing.

Use the new marketing elements in a dynamic website that reflects the NYSOGA brand, using digital awareness campaigns Google Ads, remarketing from our website, setting up and maintaining a GMP

(Google My Business), social ads and proper SEO on the web.

Develop a marketing plan that coordinates our website, social media, shows and other marketing efforts.

Increase the use of social media and help members better use social media with marketing elements to strengthen NYSOGA's brand.

**Strategic Theme 4** - NYSOGA will recruit, involve and retain more members across all of NYS by focusing on providing more value to member guides.

NYSOGA will provide more value to guides and aspiring guides through our training (ST1), relationship relationship with DEC (ST2), Advocacy (ST2) and Brand (ST3)

NYSOGA will develop and implement a three-year marketing plan to recruit more members from all regions of NYS.

NYSOGA will develop and implement a program around Rendezvous to attract, welcome and train new guides.

NYSOGA will develop and implement a program to actively involve new guides and new members in the organization.

## President

*Continued from page 1*

Our committee realignment was done in a way to work with the new strategic plan and plans to streamline many of the committees and communication issues associated with the former structure. Our strategic plan was the product of a SWOT analysis and several committee meetings. There are four major areas that have been identified to focus on in order to keep us

relevant and move us forward. The areas include Training and Education, Advocacy and Stewardship, Brand and Marketing and Membership. The committee reports contain more information but if you have any questions feel free to reach out to a committee chair or to me.

Going forward, we have a lot of work to do and few people to do it. If you have ever thought of becoming involved, this is the time. The majority of our BOD and committee meetings are now held virtually or through email so there isn't any concern

about driving halfway across the state for a meeting. However, you don't need to join a committee to the BOD to become involved. Take a look at the website, our social media or our structure and communications and send me any feedback you have. It's always welcome!

I sincerely hope that you have all done well through the Covid-19 crisis and prosper with your guiding in the coming seasons.

Respectfully,  
*Scott*

# AROUND THE REGIONS



Ed Moran

## REGION 1

By Ed Moran

The winter and spring in Region 1 have been weird to say the least. This is mostly due to the COVID-19 pandemic which shut down the region along with the rest of the state. Outdoor

guiding, including hunting and fishing guides, reopened subject to restrictions in late May. Guides providing for-hire vessel services should pay close attention to the guidelines

published by the state and monitor them for any changes. (<https://www.governor.ny.gov/sites/governor.ny.gov/files/atoms/files/FishingForHireVesselsShortGuidelines.pdf>)

Recreational fishing limits have changed, notably for bluefish and striped bass. A maximum of 5 bluefish can be aboard party and charter boats and there is now an upper limit to the size of striped bass that can be taken in New York waters surrounding Long Island. Stripers must be between 28 and 35 inches.

Like elsewhere in the state, campsites have been closed, as well as many park facilities although the parks themselves remained open.

Outdoor recreation has been recommended by numerous public officials and people with unexpected time on their hands have been taking this to heart. As a result, some of the more popular hiking trails have been unacceptably crowded at times but the lesser known trails have mostly remained empty. This year may end up being an off year for guiding businesses but, hopefully the “quarantine” emphasis on outdoor recreation will carry forward post-pandemic and present new opportunities for guides to help people experience New York State’s forests and waters.



Brian Manning

## REGION 3

By Brian Manning

Well, summer is upon us! We have all felt the grip of the Covid pandemic. Now, we are on our way to getting back to normal operating procedures. With this comes some new added

responsibilities. We need to follow specific guidelines to keep ourselves safe as well as our clients. That being said, please familiarize yourselves with the most current guidelines.

Fishing has been rather flat - the state did

not stock as they normally did in the past and there have been fewer fishermen this year, at least locally. In the hot spots, I would think there have been diehards looking for those elusive fish! The Neversink has been good and trout were hitting on spinners.

Turkey hunting was off as well - not many seem to have been taken in Orange County; I’m not sure of elsewhere.

June has been a hot, humid month. Water levels are low locally in my area and access to your favorite canoe or boat launch may or may not be affected, so maintain your awareness and be safe around the water for your clients and yourself. Most young wildlife has been born and it can make for great viewing at a distance if we

don’t disturb them. Please keep in mind that fawns will often be left alone and will be in hiding. More likely than not, they are NOT lost or abandoned so we should do our part to dissuade the general public to resist the urge to help the “lost baby deer.”

Along with the summer as it continues to get warmer, we need to remain hydrated to be at our peak performance, remind our charges to stay hydrated and, finally, to keep our K9 companions hydrated. Be familiar with the signs and symptoms of heat cramps, heat stroke and heat exhaustion.

Have an enjoyable summer as we finish returning to our normal course of business and be safe!



Sheila Young

## REGION 5

By Sheila Young

I do not have a lot of material to share at this time and am presenting the following:

How Discarded Food Cores, Peels and Shells can Affect Wild

Animals -

1. They may be nutritionally inadequate

for the animals’ specific dietary needs and can affect reproducibility and survivability.

2. Animals may not be able to metabolize components like salt and peel oils.

3. Availability of human foodstuffs can reduce foraging skills and contribute to winter survival.

4. Food discards can attract animals not natural to the location and who have lost the fear of humans.

5. Concentrations of animals can spread

disease and expose them to predators.

A note on decomposition times for items not found naturally in our area and when not consumed by animals:

Apple cores - 8 weeks / Orange peels - 6 months and contain natural insecticides that may be detrimental to animals when eaten / Banana peels - 2 years/

Pistachio shells - 3 years in compost; much longer in nature.

Also of note - Cigarette butts - 10-15 years / Dog poop bags - 10-20 years / Butt wipes - 100 years.



**REGION 6**

*By John Wainwright*

Well, we've all gone through an interesting spring and it will

John Wainwright

Unfortunately continue for some time. It was certainly a good feeling to get back on the water a couple of weeks ago and ease back into guiding, following our required safety protocols.

Of course, the weather has added to

the chaos with cold wet to blazing hot. All our fishing waters are running low as if it was August already. So, as I often say, "It is what it is." I hope you all stay safe, healthy and have a good sense of humor.



**REGION 7**

*By Sandra "Squeak" Rose*

Greetings from Region 7. We are holding our own here just as all across the nation. Everyone is, of course, in nearly the same predicament as we struggle through the tangle

Sandra Rose

of phases, reopenings and backtracking of those same things.

They are doing well out on Lake Ontario but the river is, of course, being kept low and we are in major need of rain here in my immediate area.

We are seeing a lot more fisher than we have in a long time and, most definitely, a large increase in bear sightings throughout all of Region 7.

Birding is alive and well and there has

been a sharp increase in catbirds, Baltimore orioles and kingbirds. I am also trying to verify my sighting of a mockingbird in my own meadow/woods edge 2 days ago. We are hanging on, just as everyone else is, and spending a lot of time in the woods.

I hope everyone is well; I will be announcing a Region 7 meeting in the near future. Everyone keep pushing! I hope to see you all soon.

*"Squeak"*

# Soap, Water and Sanitizing Gel



*By NYSOGA Member Tom Welch, M.D.*

*Ed. Note: Dr. Welch (who I certified as a lifeguard when he was a teenager) has guided for many years and trained wilderness leaders in New York, Montana and Alaska. He writes a piece called "Adirondoc" for the Adirondack Mountain Club magazine. Guidelines expresses its appreciation to ADK and Dr. Welch for allowing us to reprint this pertinent article here.*

Regular readers of my writings know that I view maintaining good hand sanitation as the key to most illness prevention in the backcountry - as well as everywhere else. (Note that public health authorities begin teaching early on that it would do more to prevent coronavirus spread than masks.) What may not be clear, however, is the

best way to keep one's hands clean: soap and water or those rapidly proliferating hand sanitizer gels everyone seems to be carrying? As with a lot of things, the answer is unclear, and basically comes down to context.

First of all, it is important to understand how each technique works.

Soap and water are not intended to "kill" bacteria or other organisms; "antibacterial" soap is more of a marketing technique than product description. Soaps are chemical compounds (actually salts of fatty acids) that render a number of particles soluble in water. Through applying soap, particles on one's hands are more easily dislodged and washed away with a stream of water. Thus, the act of "soaping up" is one part of the process; vigorous rinsing with water is equally important.

Sanitizing gels work completely differently. These chemicals (mostly alcohols) do not remove particles from the skin and therefore will not "clean" soil from hands. Rather, they destroy organisms on the skin by a direct chemical action. How effective they are against specific organisms (viruses, bacteria, protozoa) is a matter of some scientific dispute and is affected by factors such as the quantity of organisms on the skin and the time during which the gel is in contact.

In the health-care setting, hand washing is the "gold standard." Before taking out your appendix, your surgeon does not rub Purell on her hands. She practices a carefully

prescribed and timed handwashing process known as a "scrub." Handwashing before and after direct patient contact is also the preferred infection control procedure as caretakers enter and leave patients' rooms.

The problem in the health-care setting is that as strict hand sanitization was increasingly enforced, the time it required and the toll it was taking on the skin of staff who were needing to do it scores of times a day became a challenge. This led to the alternative of sanitizing gels and lotions being available outside exam rooms for the staff who were continuously coming and going. Most infection-control specialists accepted that this practice was not as good as handwashing, but was far better than nothing.

What about the backcountry? Handwashing is still the best practice, especially after defecation. In the absence of water, technique is important. My practice has been to bring a full liter of water along for my morning ritual. I use a small amount to develop a lather with a dollop of soap. I then use the old trick of (silently) singing "Happy Birthday" as a timer while I develop that lather and rub it into my hands. The final step is using the rest of that liter for a thorough rinse. I do all of this over the cathole in order to "concentrate use." I will freely admit that I have taken shortcuts with this procedure in some circumstances. An extended glacier trek comes to mind.

As in the health-care setting, the use of hand sanitizers in the backcountry is certainly better than nothing.

*Doctor on page 8*

## 2020 Trip Planning Request

*Compiled by Roy Earley*

**April • May • June**

DATE	ORIGIN	GROUP SIZE	REGION	CATEGORY
3/23	N.Y.	1-2	5	Fishing
3/23	N.Y.	3-5	5	Fishing
3/29	N.Y.	3	3	Fishing
4/30	N.Y.	1-2	?	Multiple
5/17	N.Y.	1-2	8	Multiple
6/11	?	1-2	1	Water Fowl
6/16	N.Y.	3-5	9	Fishing

### Camp

*Continued from page 1*

careful deliberation, DEC has decided to cancel the opening of our four camps this summer. DEC's primary motivation is the safety of campers and their families, as well as our camp staffs. We have looked at how we could make modifications from every angle and the reality is that we cannot offer an overnight camp environment

at this time based on available data. The potential health risks and the emotional health of our campers and staff are a concern. The amount of anxiety campers may experience in going from quarantine to living communally would be very difficult to address at camp."

NYSOGA shares with our sponsored campers the disappointment they are surely feeling but we do agree this is the best decision DEC could have made at this very uncertain time.

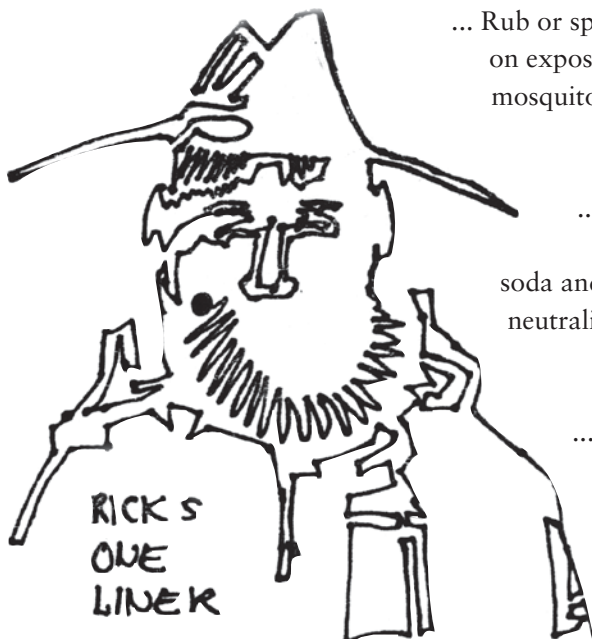
### Conservation and Trails Report

*By Sonny Young,  
C & T Team Leader*

The Conservation and Trails Team has not conducted a seasonal trail maintenance for NYSOGA's adopted section of the Northville-Lake Placid Trail while areas of the state continue to pause during this time of COVID-19.

We are hopeful that an October maintenance event can be held when there is a DEC calendar window for chainsaw use in NYS wilderness areas. We will keep you all posted through NYSOGA News.

## “Guidie Says ...”



... Rub or spray apple cider vinegar on exposed skin to help keep mosquitoes away from you ...

\* \* \* \* \*

... When bitten by a mosquito, applying a paste of baking soda and water to the bite will help neutralize what causes the itching ...

\* \* \* \* \*

... Condiments such as mustard, ketchup, soy sauce, honey, butter and jam are more easily carried afield in restaurant-style packets ...

\* \* \* \* \*























... If you plan to keep a fish, it is safer and more humane to kill it with a quick rap on the back of the head before removing the hook ...

\* \* \* \* \*

... Practice dumping or tipping your canoe so you know how to recover before your next outing ...

\* \* \* \* \*

... Pliers can be used for more than removing hooks from fish or clients' fingers. They can grab the edge of hot kettles or frying pan handles. You can easily carry them in your pocket or an easily-made leather sheath on your belt ...

 <p>Hat, waxed canvas, low-rise, Dark Brown \$20</p>	 <p>Hat, cotton twill, trucker-rise, Beige \$20</p>	 <p>Hat, 100% poly, golf-rise, Vista Grey \$22</p>	 <p>Hat, Dri-Duck cotton/poly, low-rise, Moss \$20</p>	 <p>Cap, synthetic knit, watch-style, Dark Blue \$20</p>
 <p>Logo patch, embroidered, 3" round \$6</p>	 <p>Rocker, Master Guide, embroidered, for 3" logo \$5</p>	 <p>Window decal, adhesive, interior, 3"x7" \$2</p>	 <p>Window decal, adhesive, exterior, 5"x 8", \$6</p>	 <p>Logo lapel pin, die-cast metal, 1" round \$5</p>
 <p>Vest, Columbia fleece, embroidered badge or logo, Charcoal Heather \$42</p>	 <p>Tee, long sleeve, 100% poly, embroidered badge or logo, Forest Green \$25</p>	 <p>Angler shirt, Dri-Duck, 100% poly, embroidered logo, Fog \$52</p>	 <p>Hoodie, Independent, camouflage greens, embroidered logo \$62</p>	 <p>Water bottles, 20 oz, metal, images vary, White w/ logo \$14</p>
 <p>Coasters, cork and hardboard, with logo, images vary, each \$5</p>	 <p>Note holders, Uni-Sub w/ Post-It notes, with logo, images vary, each \$7</p>	 <p>Latte mug, ceramic, laser logo, silicone lid, Green \$15</p>	 <p>Bill Legee original art Charter Member Life Member Note cards &amp; envelopes 3 each of 2 cards Wolf/tent or fox/canoe \$10</p>	 <p>Rick Mundy original art Life Member 17"x20" Vintage 1991 Centennial poster with notes from the artist \$25</p>
 <p>Decal, adhesive, 3" logo, interior, available in paper or vinyl \$1</p>	 <p>Travel mug, vintage 1991 Saranac Lake, adhesive disk, green on tan \$2</p>			

### To order:

0.8% NYS sales tax and shipping fees will be added at the time of order request. Payment by check or PayPal when product availability is confirmed. Refund policy available at [www.nysoga.org](http://www.nysoga.org) on the Members Only page.  
 Products Team Leader Sheila Young, 214 Old Wawbeek Road, Tupper Lake NY 12986.  
 Order through [adkfoothillsgs@gmail.com](mailto:adkfoothillsgs@gmail.com) or (518) 637-6193.

# The NYSOGA Mentoring Program *Doctor*

By Craig Tryon,  
Mentoring Team Leader

The NYSOGA Mentoring Committee (now Mentoring Team) has been working to develop a mentoring program to provide new and seasoned members a place to go to become acquainted with us and develop their individual guiding skills. We thought it best to divide the program into sections - Mentoring 1 and 2. This was approved by our Board of Directors.

Mentoring 1 is an orientation covering the basics of NYSOGA and its programs. Mentoring 2 will present a set of actual hands-on skills guides will need to set up their businesses or use when guiding clients in the bush. Once developed, this program will be presented by our Master Guides and other members with expertise on specific topics as requested.

The Mentoring 1 section of the program is now available to all members. The link below takes you to this information: [https://drive.google.com/file/1d/1gkWASIFheEX8OgdapP4fVO6vMR\\_wKGYw/](https://drive.google.com/file/1d/1gkWASIFheEX8OgdapP4fVO6vMR_wKGYw/)

view?usp=sharing

Our Mentoring Team will soon begin developing the Mentoring 2 portion of this program. This is where all NYSOGA members can help build a program that speaks to your needs. We need to know what overall topics to include in this section. We ask that you put some thought into what topics you feel would best help guides improve their skills or set up their businesses. Some examples may be land navigation, meal suggestions and prep, equipment selection, map and compass, tips on guiding individuals with handicaps, forms used, insurance needs, use of social media, etc.

Put your ideas in a list format as you think of them. In the near future, we will ask for your thoughts so we can begin the process of developing these into a program. We can then discuss your ideas with our master guides and other NYSOGA instructors. Then we can come up with a format for our instructors to offer to all interested members.

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It is obviously more practical. Having the entire group use sanitizer prior to preparing and eating meals is a simple and probably effective intervention.

The choice of soap is personal and probably not evidence-based. I use a castile soap ("Dr. Bronner's") both at home and in the woods. Products without fragrance or preservatives are more environmentally sensitive. The environmental impact of tiny amounts of pure soap (assuming group dispersion and appropriate distance from water sources) is trivial.

If anyone along on your next trek questions the need for all this, remind them of the findings in a recent research study by some colleagues and me. In a study of randomly encountered campers in various Adirondack locations (including a popular High Peaks trail), nearly one third had contamination on their hands by the types of bacteria found in human feces.

*Bon appetit!*

NEW YORK STATE OUTDOOR GUIDES ASSOCIATION



# GUIDELINES

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*"If a client tells you they have climbed the Matterhorn, take along some extra rope.  
People with some experience may think they know more than they do and can get into trouble."  
- Paul Petzoldt*