



GUIDELINES



President Scott Locorini

President's Report

By Scott Locorini

Welcome to 2021! 2020 presented its share of hurdles but the NYSOGA still made significant progress. Over the course of the year, all our correspondence has been virtual by either Zoom meetings or email. We were still able to hold elections and manage most NYSOGA business, barely missing a step! Some highlights from the past year include:

- A strategic plan for the organization was set in motion.
- A committee restructuring was completed to streamline

communication between committees and the teams within the committees.

- A letter in support of the Great Outdoors Act was approved and sent.
- We partnered with the **Lake Ontario Charter Boats Association** to support reopening guiding during the first Covid-19 phase.
- We stayed apprised of the Covid-19 reopening process by constant communication with all of the regional control rooms across NYS.
- Phase 1 of our mentoring

program was completed. The mentoring program is designed to help new members learn about the ins and outs of the organization. It can be viewed at, https://drive.google.com/file/d/1qkWASIFheEX8OgdapP4fVO6vMR_wKGYw/view.

- **Our website** was audited, and improvements are being worked on to improve our digital presence.
- Our **social media** followers and engagement have increased.
- Last but certainly not least, we

See **PRESIDENT** on page 3

Rendezvous Cancelled; Training Session is Planned

By Sheila Young,
*Rendezvous & Products
Committee Chairperson*

Important News for All NYSOGA Members... Do you need a First Aid or CPR certificate? The pandemic has certainly curtailed all of our plans. NYSOGA regretfully cancelled the 2020 Rendezvous and lost a main source of annual revenue. We also proactively cancelled the traditional 2021 Rendezvous.

BUT, we are trying to create a work-around so that our members can attend a greatly modified NYSOGA Training Session on Friday, June 25 and repeated on Saturday, June 26, at the White Eagle Conference Center in Hamilton, NY. The sessions would be for certifications

only, one day only, lodging only if you wish and no meals. Your bag lunch would be necessary but refreshments would be available. Masks and personal distancing would be required.

Each attendee would have a personal CPR mannequin for their skills practice. Rescue breathing would be simulated and first aid skills practice will be personal. Classes would be limited to 28 attendees each day, as that is the number of mannequins we have available. We need to know from YOU, our members, if this is of interest to you. You do not need to commit to attending now - we just need to know if you are interested.

Drop me a quick email at adkfoothillsgs@gmail.com or call (518) 518-8194.



The NYSOGA annual meeting is scheduled to be done by Zoom on March 6.

More information will be forthcoming.

Pandemic Causes NYSOGA To Do Meetings Via Zoom

By Gene Reilly

Like many other organizations, NYSOGA needed to adapt and find a way of conducting business such as Board of Directors and committee meetings where our policies are formulated, debated, and voted upon. And like many other organizations, NYSOGA has found Zoom to be a great tool! We purchased a Zoom account and have since January of 2020 conducted 5 Board of Directors' meetings,

The past year in the time of COVID has seen dramatic changes in all our lives, including the operations of NYSOGA. With travel restricted and NYSOGA being a statewide organization, we faced significant problems planning and holding our semi-annual and annual business meetings. This included restrictions on the participation size of our meetings with limited available venues.

See ZOOM on page 3

GUIDELINES

Published quarterly by the
New York State Outdoor Guides Association, Inc.

Editor: Alan R. Woodruff
Photographer: Mary Hall & Norm Landis
Assistant Editor: Sandra Rose
Illustrator & Cartoonist: Rick Mundy

12320 Route 28, P.O. Box 42
Woodgate, NY 13492 • (315) 392-4492
E-Mail - warw123@hotmail.com

Letters to Guidelines must be signed, Guidelines reserves the right to edit or reject any advertisement, letter or news copy.

Guidelines encourages companies and organizations with products or services of interest to outdoor guides to advertise in this newspaper.

Guidelines is forwarded to our membership electronically; printed copies are sent to those requesting

them. Your message will reach guides throughout the Empire State and beyond - as well as a number of selected outdoor writers and governmental officials.

ADVERTISING RATES:

	Non-Horizontal	Vertical	Member	Member
Full Page	10"	15 1/2"	\$100	\$150
Half Page	10"	7 1/2"	\$50	\$75
Quarter Page	5"	7 1/2"	\$30	\$45
Eighth Page	5"	4"	\$15	\$20
Business Card	3 1/2"	2"	\$10	\$15

Classified: Buy, Sell or Trade. 25¢/word, minimum of \$5.00. Advertising rates are for camera ready copy, except for classifieds. All advertising is prepaid. Make check payable to NYSOGA.

NEW YORK STATE OUTDOOR GUIDES ASSOCIATION

1936 Saranac Ave., Suite 2, Box 150, Lake Placid, NY 12496

Phone 1-866-4-NYSOGA (1-866-469-7642); E mail: Info@nysoga.com, website: www.nysoga.org

OFFICERS AND DIRECTORS 2021-2021

President - Scott Locorini
PO Box 356, Turin, NY 13473
(315) 335-1681; adkexp@gmail.com

First VP - Sonny Young
214 Old Wawbeek Rd.
Tupper Lake, NY 12986
(518) 359-8194; adkfoothill@gmail.com

Second VP - Michael Newell
1226 State Route 147
West Charlton, NY 12010
(518) 894-7593; michael-newell@hotmail.com

Third VP - Mary Hall
64 Haymeadow Rd.,
Tupper Lake, NY 12986
(518) 948-5903; maryphall71@gmail.com

Secretary - Sheila Young
214 Wawbeek Rd., Tupper Lake, NY 12986
(518) 637-6193; adkfoothillsgs@gmail.com

Treasurer - Jeff Whittemore
53 Elm St., Dolgeville, NY 13329
(315) 868-7053; whit0185@yahoo.com

Region 1 Rep. - Ed Moran
51 Neil Drive, Smithtown, NY 11787
(631) 741-3765; edmoran@gmail.com

Region 2 Rep. - Vacant Position

Region 3 Rep. - Brian Manning
PO Box 34, Westtown, NY 10998
(845) 742-0303; snowwalkr1@yahoo.com

Region 4 Rep. - Anne Twilley
651 Duaneburg Rd., Schenectady, NY 12306,
atwi127223@cs.com

Region 5 Rep. - Sheila Young
214 Old Wawbeek Rd., Tupper Lake, NY 12986
(518) 637-6193; adkfoothillsgs@gmail.com

Region 6 Rep. - John Wainwright
90 Columbia Pkwy, Ilion, NY 13357
(315) 894-5834; jwainwright@aol.com

Region 7 Rep. - Sandra "Squeak" Rose
582 Hong Kong Rd., Pulaski, NY 13142
(315) 877-0110; Northernrootsguides@yahoo.com

Region 8 Rep. - Russ Diederich
923 John Hill Rd., Pine City, NY 14871
(607) 857-1185
CorningVacationRentals@gmail.com

Region 9 Rep. - Jim Zak
160 Central Blvd., Cheektowaga, NY 14225
(742) 860-1407; jameszak@verizon.net

Directors-at-Large
Roy Earley - 606 Charles St., Scotia, NY 12302
(518) 372-7485; algonquinguides@yahoo.com

Melissa Goodwin - 385 18th St., 6F
Brooklyn, NY 11226
(347) 489-2458; melissa@girlgottahike.com

Alan Jolly - 458 Lawrence Rd.
Brockport, NY 14420
(585) 775-9534; alan.jolly@aol.com

Timothy Keefe - 1379 Sawkill Rd.,
Kingston, NY 12401
(845) 399-6285; timothykeefe69@yahoo.com

Norm Landis - 708 Healy Ave., Rome, NY 23440
(315) 336-3798; romelandis@peoplepc.com

Gene Reilly - 20 Marinello Terrace, Apt. 1
Albany, NY 12209
(518) 281-7796; GREILLY3346@gmail.com

Will Soter - 15 Staples St., Kingston, NY 12401
(845) 399-9948
upstateadventureguides@gmail.com

Scott Thurber - 582 Lapham Mills Rd.
Peru, NY 12972
(518) 524-4275; sthooker2@gmail.com

Craig Tryon - 42807 Seaway Ave.
Alexandria Bay, NY 13607
(315) 427-8984; adkwdlexp@yahoo.com

Alan Woodruff - PO Box 41, Woodgate, NY 13494
(315) 392-4592; warw123@hotmail.com

REPORTS BY SHEILA YOUNG

Products Report

The NYSOGA Store is open for business. Some inventory items are currently in short supply and may not be re-ordered until NYSOGA is able to host a Rendezvous. PayPal payment for items is currently on hold, but I am pleased to communicate with you about purchases and accept your mailed check. I send items out promptly after receiving payment. Help support NYSOGA by ordering merchandise.

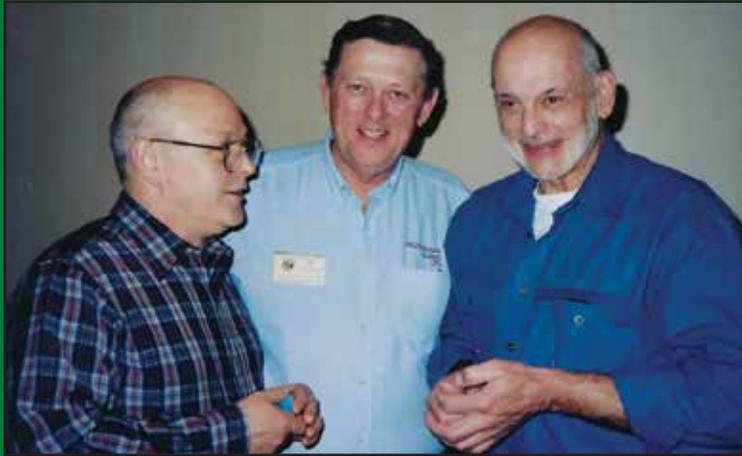
Rendezvous Report

The Board of Directors resolved to cancel the March 2021 Rendezvous and Annual Meeting due to COVID concerns. We are hoping to host a restructured Rendezvous on June 24 - 27. Rendezvous Team Leader Sandra (Squeak) Rose will keep you informed.

PAST PRESIDENTS

Donald Williams
*Mark Shoemaker
Alan Woodruff
Craig Tryon
Harry Spetla
Roy Earley
Sonny Somelofski
Jeff Whittemore
*Capt. Tim Hallock
*James Kenealy
Brian McDonnell
Michael Newell
Sonny Young
Sheila Young
*Deceased

Charter members Bill Wharton, Roy Earley and Bill Leege when they were a bit younger.



Kids to Camp Report

By Craig Tryon

As I write this, it is undecided if DEC will be offering their Environmental Education Summer Camp Program this summer. The 2020 camp season was cancelled due to the pandemic. DEC will only allow camps to open if the safety of campers and staff is ensured and meet all Federal and State requirements.

When DEC cancelled last year’s program, NYSOGA informed our 5 campers that we would keep their nominations on file and offer sponsorship in 2021. In December, I contacted each NYSOGA member who sponsored a camper to determine their interest in going this year. To date, only one camper is interested in being sponsored this summer. This means we have sponsorships available for 4 campers.

With this potential, I ask NYSOGA members to contact potential campers in your area who

meet the camp guidelines and would like to be sponsored. Go to the DEC website, click on education and then on the

DEC Summer Camp Program.

Everything is there that you need to discuss – age, forms, etc. Then go to our www.nysoga.org website, members section for information and forms to nominate a kid for sponsorship. Stress that this is dependent on DEC opening the camps this summer. Get all the nomination forms and the “Why I Want to Go to a DEC Summer Camp” essay to me as soon as possible. We need to be ready for our sponsored campers to register if DEC makes the decision that they can open safely. The fastest way to get nomination forms to me is via email at adkwdexp@yahoo.com. Or, they can be mailed to me at Craig Tryon, 14741 209th Ave. SE, Renton, Washington 98059.

Mentoring Committee Reports

By Craig Tryon

In the summer issue of Guidelines, our Mentoring 2 Program was introduced. In that article, we asked members to begin making a list of topics that NYSOGA could include.

Mentoring 2 is the “Hands On” part of this program. It will include training topics that you feel would help you and fellow guides become more proficient in your businesses. Examples listed were land navigation, meal suggestions and prep, equipment suggestions, map and compass skills, guiding individuals with handicaps, forms used, insurance needs, use of social media, etc.

The mentoring team welcomes your topic ideas to be included in the Mentoring 2 Program. If you have made your list, GREAT! If not, start one and share it. I am sure there will be some duplication but that is good and shows multiple guides feel the topics are important.

When your list is complete, send it to me for team follow-up and inclusion in the program. The best way to get suggestions to me is via email at adkwdexp@yahoo.com. Once the Mentoring team has reviewed all submissions and developed a comprehensive list of topics, it will be shared with the Training and Education Committee and ultimately presented to the NYSOGA Board of Directors for consideration. Once approved, the Mentoring Team work begins. Instructors will be brought on board to work with the team to develop training sessions for rollout to members.

We have a long way to go to get the Mentoring 2 program ready for our membership. I am glad that each NYSOGA member can help develop this program into one that shows the direct needs of our members. I look forward to sharing your training suggestions with the Mentoring Team. Please feel free to contact me with any questions or concerns you may have.

President

Continued from page 1

have been working with the DEC to write a new guides test.

Please read the reports elsewhere in Guidelines for more information.

For this year, we will be continuing on all the projects that were started in 2021 and plan to move forward on others that are still in the works. Unfortunately, we had to make the hard decision to cancel Winter Rendezvous for a second year due to Covid-19. We understand that leaves many of you looking for re-certification classes and leaves NYSOGA in a financial position where we need to carefully watch expenses. This would be a GREAT time to renew your membership if you haven’t already. As always, if you would like to become involved, we are always looking for help. Considering that all our meetings are virtual for the foreseeable future, meetings are just a Zoom link away!

Wishing you all a safe and prosperous season and hoping we can all meet outside the virtual world again someday!

Scott

ZOOM

Continued from page 1

enabling members from Long Island to Tupper Lake and from Albany to the St Lawrence Seaway to get together effectively. We found the meetings could even be recorded to the cloud and later viewed by our Secretary to aid in the accuracy of meeting minutes.

As NYSOGA has gotten more comfortable using Zoom, its use is expanding more and more to hold committee meetings chaired by Board members heading up the committees. We have begun offering some basic Zoom training to our BOD members and Committee Chairs to enable them to gain confidence using the platform to conduct NYSOGA business. While we certainly hope for and look forward to the days when our members can travel the breadth of the state to gather physically and enjoy the camaraderie of seeing one another in person, we continue adapting to ensure NYSOGA is able to thrive.

AROUND THE REGIONS




Ed Moran

REGION 1

By Ed Moran

Things have been relatively quiet on Long Island with a mild winter (although we are staring

down a potential blizzard as I write this). Our deer season has just ended and no statistics are available yet, although anecdotally we seem to be overrun with deer.

Hiking and general recreation are still at very high levels as been in evidence since the start of the pandemic. The hot items that are mostly out of

stock at outdoor retailers now include snowshoes and traction devices. Last summer, it was very hard to find fuel for backpacking stoves. Makes one wonder which will be hard to get items this spring.

Stay safe and drop me a line with any questions.



Brian Manning

REGION 3

By Brian Manning

Deer season was hit pretty hard with EHD in the deer population. An EnCon officer advised me they were averaging one dead deer per acre on Stewart hunting areas and

in the areas of Blooming Grove and Chester they had a tally of 600+. I know in my area specifically there was definitely less movement and or deer from early in the season to the end. I was lucky enough to harvest one good mature 8 point about 3 years old.

Goose and duck seasons have been quiet and, for the most part, went off without a hitch. Small game and game bird season is smooth and I've heard of nothing negative.

On the Ranger front, there have been several wilderness rescues in Green County in the Hunter region.

The Catskill Visitors' Center is closed to the public because of COVID but they have installed a walkup window for info and maps for sale. There are several advisories to local trails, trail marker color changes, road maintenance and closers which can be found here.

REGION 4

By Anne Twilley

Some hunters have reported a decline in deer take this season but this has not been

confirmed by DEC.

We have had floods, lots of rain and 30 inches of snow in some places. Very interesting weather. The 30 inches of snow disappeared as fast as it came.

I personally have seen a lot of deer, turkey and fox this fall.

I hope everyone has a peaceful and better new year. If anyone has any news for me, please let me know.



Sheila Young

REGION 5

By Sheila Young

I am seeking someone to become the 2021 Director for Region 5. Bringing someone new to the Board of Directors can bring new vision. I will be pleased to mentor a new Director. Please let me or Nominations Team

Leader Mary Hall know if you are interested. adkfoothillsgs@gmail.com or maryphall71@gmail.com.

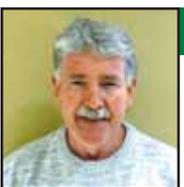
Visitor pressures are relaxing a bit since the summer in Region 5. The number of ADK 46ers is nearing 13K. Nearly 10K completed the challenge over the last thirty years (with only 3K in the preceding 70 years) with probably thousands in progress. So, the relative increase in Adirondack visitors continues. Trail conditions show the wear and tear. Unusual numbers of cars at some winter trailheads can be attributed to the

low snow cover on the dirt roads.

Search and Rescue efforts persisted in record numbers thru the autumn. Many rescues were attributed to lower leg injuries, unprepared hikers, and those who felt they were lost. Please support the Forest Rangers; they have difficult and dangerous jobs.

The ponds and lakes are icing over but the ice is thin wherever it has formed. Be safe!

I have not yet seen reports of the actual 2020 deer harvest.



John Wainwright

REGION 6

By John Wainwright

The BOD has been working very hard this fall on supplying DEC with questions for a new guides' exam. The old exam which we helped write in the 80s is quite out of date. Also, DEC is proposing new regulations for inland trout

waters to be open in many areas for the entire year. The proposal is to open these waters that are usually closed at the end of the season for artificial lures and catch and release only.

I've always advocated for this on the West Canada Creek, which does have a three mile trophy area open year round. If these regulations pass, then I believe it would open up this stream from Middleville to Comstock Bridge, adding about 10 miles of year-round fishing. The comment period has now expired

but check the DEC website for additional information.

Well, we finally have safe ice on many waters in Region 6. It's a good way to get out and reduce the boredom a lot of us are experiencing. Our company is not guiding ice fishing trips at the moment due to Covid but, hopefully by spring, we'll again get back out on the rivers, streams and hiking trails. If you have any issues or suggestions for the BOD please let me know.



Sandra Rose

REGION 7

By Sandra "Squeak" Rose

Hello from Region 7 - Things are smooth here in 7. We are behind on our average snow fall but we have snow, 120+” here on the Tug and counting! There are lesser amounts as you go toward Oneida Lake and farther south.

I am Very Happy for our North Country businesses that depend upon the snow. The snowmobiles are out on full force which I am Very Happy to see. The snowmobiling,

skiing and outdoor recreation in Region 7 are the very best in NYS. The North Country has been behind in ice on the most favored waterways but I believe that status will be changing by this weekend as continual single digits are predicted for the next several nights.

The Birding has been absolutely fantastic this season and I continue to keep moving my focus in that direction as the Birding opportunities all over Region 7 are second to none.

The deer harvest was abundant , and my wild turkey sightings have been out of this world. In fact, to report one sighting in particular, I saw something last week that I have never seen in all my travels..... A flock (or more correctly, a “Rafter”) of Wild Turkeys

that I stopped counting as I was reaching near a hundred; I have never seen anything like it.

The Steelhead were strong throughout December and the fisherman’s parking lots are still quite full now in January. I have been talking with several groups and they are happy with their Steelhead catch and having a wonderful time visiting the area. I am in the process of regrouping our Region 7 Guides for a meeting in the near future and working toward stepping up efforts to gain guides throughout the entire Region 7. We have all of the best opportunities in the Outdoor World at our fingertips, unlike any where in the state and we are focusing on an “Onward & Upward” enthusiastic mind set. My best to Everyone !!!

“Squeak”

REGION 8



Russ Dietrich

By Russ Dietrich

Region 8 has been extremely dry this season. It has effected everything from hiking to fishing to flatwater kayaking the Chemung river. On 10/2 the DEC issued a warning about the change in topography to area duck hunters for

the approaching season. Enclosed article identifies impacted areas.

“The New York State Department of Environmental Conservation (DEC) today advised that drought conditions have developed at the Northern Montezuma Wildlife Management Area (WMA) due to a lack of precipitation this summer. Waterfowl hunters are advised that some areas may

have little to no water for the early part of the season.

Water levels in several marshes are currently at least one foot below normal conditions. Thick vegetation and low water levels may pose access issues to hunters early in the hunting season. Low water levels in the Seneca River adjacent to the WMA may cause further access issues and are preventing pumping for re-watering marshes.

Martens Marsh, Guys Marsh, and several of the marshes on Howland Island expected to provide early waterfowl hunting opportunities. Conditions change rapidly at Northern Montezuma this time of year, and rain events may improve water levels or allow for pumping in time for the season opener.”

Four large bright red aluminum signs were recently placed along the Chemung river for paddler safety.

The signs advise river goers of the upcoming hazardous Chase-Hibbard low-head

dam. They are spread out and begin about 1000 yards upstream from the dam.

I reached out to several guides here (both nysoga members and non-members) to see how their operations have changed. The diversity is astounding. While some have closed up shop, others are unaffected. The State parks and WMA’s have seen the largest land/water usage increase ever, with hunting and fishing license sales at an all time high. Yet, while researching activity for this report, I discovered many of outdoor activities and events are going, “virtual”. We will have to monitor this and adjust our organization accordingly.

Hunting season is underway and local DEC Officer’s have reported back indicating no major safety accidents/issues as of this writing. They were proud to announce that 2020 is the 50th anniversary of the NYSDEC. No word yet on the special “late season” deer hunt from 12/25 thru the end of the year.

NYSOGA Helping DEC Develop New Licensing Examinations

By Michael Newell

In August of 2020, NYSDEC asked NYSOGA if We would be willing to help update the current guides exam to new ones which would be ready for use by the Rendezvous in March. NYSOGA was instrumental in creating the original guides’ exams between 1985 and ’87 and that is the exam currently given applicants for a guide license. President Scott Locorini formed an ad hoc Guides’ Licensing Committee to review

the current exam and provide DEC with a new updated exam. The committee is chaired by Michael Newell and has as its members Sheila and Sonny Young, Jeff Whittemore, Norm Landis, Alan Woodruff and Ed Moran.

The committee met numerous times throughout the fall and early winter, reviewing the current exam to assess the degree to which the exams test those areas of knowledge which are specified by the Guides Licensing Law. Many questions were eliminated and many new ones were added. Of particular interest

to the DEC was adding questions quizzing applicant of Leave No Trace principles. Updated exams have been designed to test all areas of knowledge required by law in a more balanced manner than the current exam.

The final draft of the general exam has been submitted to DEC for review and the committee anticipates submitting the Hiking, Camping, Fishing, Hunting and Boats and Canoes final drafts by the middle of February, meeting DEC’s original deadline for the March or April Guide License Exam.

Try This Recipe...

Tuna Frittata

Ingredients:

- 2 tbs. oil
- 1 tbs. water
- 1 large onion, finely chopped or
 - 1 tsp. dried minced onion, rehydrated
- 1/2 cup sweet pepper flakes, rehydrated
- 1 6-1/2 oz. can tuna drained and flaked
- 5 eggs or 3/4 cup powdered egg plus 3/4 cup water
- 2 tbs. grated Romano cheese
- Ground black pepper

At Home:

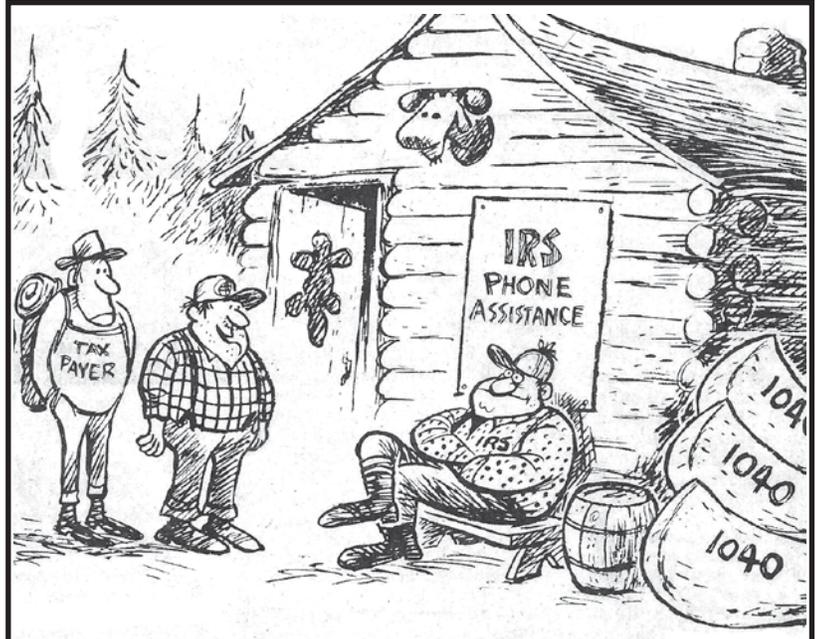
If you're using the dried onion, combine it with the pepper flakes in a sealed container. You may want to combine the grated cheese and black pepper in another.

Place all packaged ingredients in a large self-sealing plastic bag and label with the recipe directions.

On the Trail:

Heat oil in a skillet. Saute` the onion until sizzling. Add green pepper and cook for 1 minute. Add tuna. Beat eggs and water together; pour over tuna and vegetables. Cook over medium to low heat. As the eggs set at the edges, lift the edges up with a spatula and allow the unset portion to run underneath. This takes about 8 minutes. The top of the eggs will still be soft. Flip the frittata and season with cheese and black pepper.

Makes 2 servings.



Here's your wilderness guide. He's been getting folks safely through the rapids 59 percent of the time — a 4 percent improvement over last year.

“Guidie Says ...”

... Duct tape can help with repairs and reinforcement when out guiding. Avoid having to carry the bulky roll by wrapping some around the middle of a trekking pole, hiking staff, flashlight, etc. ...

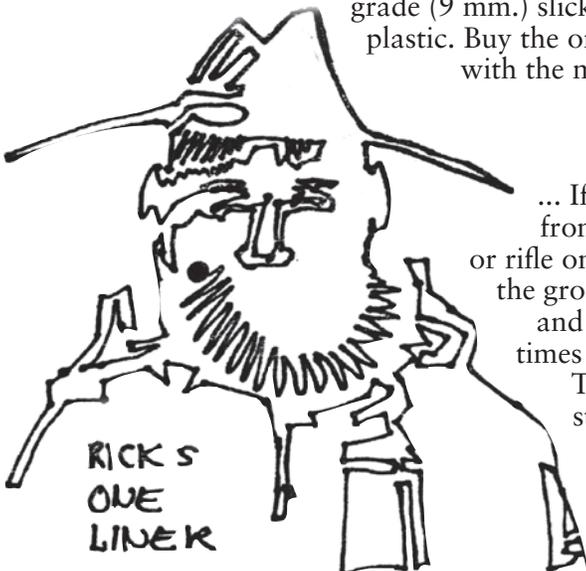
* * * * *

... The best duct tape to take is standard grade (9 mm.) slick, sliver fabric tape - not plastic. Buy the one that pulls off the roll with the most resistance ...

* * * * *

... If you have a bright shiny front sight on your shotgun or rifle on days when snow is on the ground or the day is bright and clear, the sight can at times show up pretty poorly.

To eliminate this before starting out to hunt, take a candle and run the flame over the shiny sight until it soots it up to a dull black ...



* * * * *

... In cold weather, nylon line sometimes stiffens and tends to leave the reel in curls, spoiling your cast. To stop this, warm your reel carefully over a fire, your car heater or hold it on your stomach which is the warmest part of your body. Heat will stop the line from curling ...

* * * * *

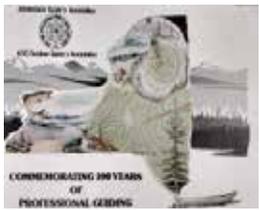
... Many compasses do not have an arrowhead on the end of the needle pointing north. In this case, the blue is on the north end. Explain this carefully to your clients.

Remember the jingle, “Your gun barrel is blue and the north compass point is too ...

* * * * *

... Waxed dental floss is another handy repair item to have with you ...

Hello from your NYSOGA Products Store! The store is reopened for business with one change in our processing. The previous Pay Pal link was not processing fees to your advantage. If you ordered more than one item, the link was compounding shipping fees regardless of the actual size or weight of your package. We can fill your order with a better shipping fee. Contact me at adkfoothillsgs@gmail.com for product price, tax and shipping. Orders are fulfilled by receiving payment by check or money order.

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

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 on the Members Only page. Products Team Leader Sheila Young, 214 Old Wawbeek Road, Tupper Lake NY 12986. Order through adkfoothillsgs@gmail.com or (518) 637-6193.

NYSOGA Now Provides Support For Your Business Social Media

By Ed Moran

NYSOGA maintains actively managed accounts on Facebook and Instagram with a substantial number of total followers. The purpose is to promote interest in the types of outdoor guided activities led by NYSOGA guides and generate leads for our guides. To this end, we feature regularly scheduled posts (usually photos) shared by our guides along with captions highlighting the benefits of hiring a guide and the beauty of our New York State forests and waters.

While the social media accounts are geared to generating leads for the NYSOGA community as a whole, having your content featured and credited to your guide business is an additional benefit. The way to take advantage of this benefit is to create and share high quality content that can be featured in NYSOGA social media.

We need your content for sharing on our social media sites. When we use content from

a member guide, that guide’s business gets credit in the post. If the member guide has a business Facebook or business Instagram account, the credit includes a link back to that member’s Facebook or Instagram account. Guides that are not on social media can also submit content and their business will be given credit if their content is used.

Please note that to be featured, images shared must be original content from the NYSOGA member and must be of sufficiently high quality (i.e. not blurry, under or over exposed, no graphic images, etc.) There is no guarantee that any particular image will be used or of the timetable on when it will be used, but our goal is to use only content from member guides.

Here is how you can share your professional guide content for

inclusion in the NYSOGA social media program:

Instagram Users (business accounts only):
Tag photos@newyorkoutdoorguides or use the hashtag #NYSOGA in the post caption or a comment.

Facebook Users (business accounts only):
Tag photos with: New York State Guides Association

Those not on social media may use our online social media content submission form at this web address: <https://whatevrmktg.com/nysoga-social-media-submission/>



NEW YORK STATE OUTDOOR GUIDES ASSOCIATION

GUIDELINES

12320 Rt. 28, P.O. Box 41
Woodgate, NY 13494

“If you don’t know where you’re going, you might wind up somewhere else.”
— Yogi Berra