



NEW YORK STATE OUTDOOR WRITERS ASSOCIATION, INC.

"...Serving the Outdoors through Communication..."

**William Schwerd Receives
NYSOWA M. Paul Keesler New York Outdoor Citizen Award**
*New York State Outdoor Writers Association honors leader and sportsman for service as
an educator and conservationist*

William Schwerd was the recipient of the New York State Outdoor Writers Association M. Paul Keesler New York Outdoor Citizen Award at the communicator association's awards banquet on Saturday, October 23, in Webster, N.Y., during its annual conference.

The award was created in the name of one of NYSOWA's most beloved and active members, M. Paul Keesler, the deceased co-founder of "New York Sportsman" magazine. Keesler, through his writing and publishing efforts, spent nearly five decades promoting and conserving the outdoor wonders and recreational opportunities within New York State. The award recognizes an individual or organization that effectively has raised the public's awareness of outdoor recreational opportunities and conservation issues in the state.

William (Bill) Schwerd has dedicated his life for the past four decades to the promotion and education of all aspects of the outdoors. He is one of the founders and a driving force in all aspects of the state's sportsman and conservation programs. Under his direction the Annual Sportsman Education Workshop attracts instructors from all areas of New York State. As a Master Instructor he directs and oversees hunter safety programs and has touched the lives of countless instructors and sportsmen.

Bill's leadership has also aided other professional organizations, including being a member of the Board of Directors of the Friends of Fish and Wildlife. He was a driving force in the development of the Becoming an Outdoor Family program both in New York and Vermont. In his leadership role in the American Wildlife Conservation Foundation he presented seminars on chronic wasting disease in whitetail deer and invasive species concerning Oneida Lake.

Ed Noonan, who nominated Schwerd for the honor, said that his unending dedication to the promotion of every aspect of outdoor sports and conservation has made an enormous impact on the resources and sportsmen of New York State.

The New York State Outdoor Writers Association is a professional organization of communicators dedicated to increasing the public awareness, understanding and appreciation of our outdoor heritage in the use and enjoyment of natural resources. Its primary purpose is to improve knowledge and skill among its members in the art of communication.

For more information on NYSOWA, visit - www.nysowa.org.