



**DAVID LaBELLE** is a gifted photographer, renowned teacher, heralded author and engaging lecturer. Mostly, he is an accomplished storyteller who uses pictures as well as words to capture the essence of those fortunate enough to cross his path. David began his photojournalism career shooting sports while still in high school. At 19, he was the youngest photographer ever to win the National Press Photographers Association Region 10 Photographer of the Year—an honor he repeated the next two years. He has worked for 20 newspapers and magazines in nine states during his 40-year career, and

teaches photojournalism at Kent State University. One of his proudest credits is that seven of his former students have won Pulitzer Prizes. He received the Photographic Society of America's 2002 International Understanding Through Photography Award for "outstanding contribution to international understanding through lecturing, teaching and publications." Past recipients include Ansel Adams.



**LORI RUSSELL** has a natural curiosity and an eagerness to share what she learns. A gifted storyteller twice honored as the Ruralite Writer of the Year, Lori understands how to overcome challenges faced by those who write for electric cooperative magazines. In addition to Ruralite, Lori's articles have appeared in Columbia Gorge Magazine, Oregon Humanities, Ski Oregon and Travel Oregon. She collaborated on the book "Oregon Uncovered," and worked as editor-at-large for Oregon Home magazine. As public relations director for Mid-Columbia Medical Center, she was responsible for media

communications. Her online profile-writing columns for Writers on the Rise can be found at [writersontherise.wordpress.com/category/the-scoop-on-writing-profiles](http://writersontherise.wordpress.com/category/the-scoop-on-writing-profiles). Lori has taught writing during eight-week residencies in schools with Columbia Gorge Arts in Education.



**Ruralite Workshop 2016**  
**October 3-5**  
**Riverhouse on the Deschutes**  
**Bend, Oregon**

**Ruralite**  
SERVICES, INC



# Reeling in Your Readers

Grab your pole, bait your hook and cast your line deep into the raging current as you learn to angle for a big communications catch at “Workshop 2016: Reeling in Your Readers” presented by Ruralite Services Monday, October 3, through Wednesday, October 5.

As you fish for improved communications, guides David LaBelle and Lori Russell will help you add

new gear to your writing and photography tackle box. After being led through a refresher course on the basics, prepare to don your hip-waders and head out on your own with newfound confidence in your ability to get a bite—both with the written word and the camera. See what your fellow workshop participants net as your guides help you fillet the day’s catch during the group review session. End a productive day on the river swapping tips with seasoned veterans with years of experience trolling communications streams.

Your creative juices will be stirred by the breathtaking beauty and the mesmerizing melody of the Deschutes River in Bend, Oregon. The national and state scenic waterway is a stone’s throw from your home base—literally, out the back door. The Deschutes is one of the premier fly-fishing rivers in the Pacific Northwest, a whitewater rafting destination and a draw for paddleboarders, kayakers and tubers.

The gateway to Central Oregon, Bend is a former mill town that reinvented itself as an adventurer’s playground. In addition to fishing and water pursuits, the mountain town 160 miles southeast of Portland is known worldwide for road cycling and hiking trails—paved, through untamed old-growth Ponderosa pine and along volcanic rock—and its many golf courses, including one onsite. Bend has more world-class breweries per capita than any city in Oregon, and a growing selection of distilleries and wineries. Sunny days, low humidity and cool nights characterize the dry, high-desert climate, which averages highs and lows of 63F and 31F in October.

**Where:** Riverhouse on the Deschutes, 3075 N. Business 97, Bend, Oregon

**Cost:** \$350 for all course materials and three days of instruction. Transportation, lodging and meals are not included (breakfast is provided on workshop days).

**Accommodations:** \$109 plus taxes for a property view or \$119 plus taxes for a river view (free Wi-Fi in guest rooms and public areas). For rooms at the Riverhouse on the Deschutes, call (800) 547-3928 and indicate you are with the Ruralite group. The discount rate is available September 29 through October 7 for those wanting to extend their stay. Reservations must be made by phone, not online.

**Questions?** Contact **Mike Teegarden** at [miket@ruralite.org](mailto:miket@ruralite.org) or (503) 718-3716.

### Free time? Explore Bend.

Bend offers lots of adventures for nature lovers. **Smith Rock State Park**, ([smithrock.com](http://smithrock.com), \$5/car) a half hour north of Bend is a mecca for rock climbers. If dangling off a cliff isn’t your forte, the park maintains 12 trails showcasing a dramatic rock face with a river flowing around the base. Find more hiking ideas and trail guides at [www.cascadehikingadventures.com](http://www.cascadehikingadventures.com).

Canoe or kayak in a high mountain lake surrounded by the snow-topped Cascades. Prefer to hike? Strike out on your own, or take a guided hike on an ancient volcano caldera or through lava tubes underground. \$75/per person for most tours. Learn more at [www.wanderlusttours.com](http://www.wanderlusttours.com).

Visit the **High Desert Museum** ([www.highdesertmuseum.org](http://www.highdesertmuseum.org), \$15/pp, 10 percent discount available with AAA) to discover what life was like for settlers at the end of the Oregon Trail. The Desertarium showcases turtles, snakes and scorpions, while river otters, porcupines, a bobcat and birds of prey put on a show for visitors.

Toast the end of each day with a drink on the Bend Ale Trail. **Deschutes Brewery**, **10 Barrel Brewing** (great pizza and a roaring fire), **Boneyard Beer** and the **Crux Fermentation Project** top the list of local brews. With 14 microbreweries to choose from, you will never be without a sip of something special. Download the Bend Ale Trail app (iTunes) to guide the way. Collect passport stamps from at least 10 breweries to win a commemorative glass.

Find more ways to enjoy your time at [www.visitbend.com](http://www.visitbend.com).