

HOOKED

on Oswego County

News from the Oswego County Tourism Office

Spring 2012

A letter to our tourism partners:

Dear Tourism Partners,

This past year was one of our most productive ever for fishing Lake Ontario and its tributary streams. Early results of the NYS DEC's fall creel survey show that more than 100,000 salmon were landed from the Salmon River between Labor Day and the end of November – an astounding 85,106 Chinook salmon and 29,113 coho salmon were caught during the three-month period! More than half were released back into the river.

The Salmon River also led the state in steelhead catch at 39,697, and produced 3,523 brown trout. The Oswego River also had a fantastic fall, with anglers catching 4,088 Chinook salmon, 1,227 steelhead, and 2,930 brown trout.

Oswego County continues to lead New York State in the sale of non-resident fishing licenses. Nearly 31,000 visitors from across the U.S. and other nations bought their fishing licenses in the county in the 2011 license year.

Our new fishing and hunting guide showcases the fantastic opportunities that we enjoy in the county. Over the past few months our office also released a new interpretive map highlighting War of 1812 Bicentennial Peace Gardens from Oswego to Niagara County. The Oswego Peace Garden is part of the Leotta-Seaway Trail Park on Rte. 481, overlooking the Oswego River.

Another new regional brochure, "On the Water," lists attractions along Lake Ontario, Oneida Lake and other major waterways from Oswego to Seneca counties.

Spring has arrived, and summer is just around the corner! Any business or attraction who would like to receive a supply of Oswego County tourism brochures to distribute to your visitors can call 349-8322 or e-mail tourism@oswegocounty.com.

– Jan Clevkin

News from

It's great history.

Inside this issue:

Page 2
War of 1812 Symposium Returns
Volksporing
Do You Accept Canadian Currency?

Page 3
New Staff Member: Cassie Breen
2012 Travel Shows
Spring/Summer Fishing Tournaments

Page 4
2012 Spring Events

New Web Site Launched for Snowmobilers!

In an effort to attract more winter visitors, our office launched a new snowmobiling microsite to highlight businesses and services near the county's trail system. All we lacked was snow!

The site can be found at: www.visitoswegocounty.com/snowmobile.

The microsite is a portal of information for riders who either live in Oswego County or are planning a snowmobiling trip to the area. It features a downloadable trail map, a listing of accommodations, restaurants, gas stations and convenience stores along the trail system, trail head and parking information, and contact information for the ten clubs that are part of the Oswego County Snowmobile Association.



What's New for Spring 2012?

L-R: The War of 1812 Peace Garden Brochure, On the Water Map & Guide, Oswego County Fishing & Hunting Guide, Oswego County Snowmobiling Microsite

War of 1812 Symposium Returns!



Mark your calendars for the 2nd Annual Oswego County War of 1812 Symposium! This fascinating event runs from 9 a.m. to 5 p.m. on Saturday, March 31 at The American Foundry, 246 West Seneca Street in Oswego. Once again, the day-long conference features an esteemed panel of speakers. Each will present new topics about the War of 1812 on the New York-Canadian border.

Fort Ontario State Historic Site Manager and Chairman of the War of

1812 Bicentennial Committee Paul Lear will emcee the program which includes Dr. John Grodzinski, assistant professor of history at the Royal Military College of Canada in Kingston, Ontario; Col. Clayton Nans, USMC (ret.); Dr. Gary Gibson, noted historian and author; Dr. Benjamin Ford, assistant professor in maritime and historical archaeology and preservation at Indiana University of Pennsylvania; Douglas George Kanentiio, co-founder of the Native American Journalists Association and vice president of the Hiawatha Institute for Indigenous Knowledge. Additional presenters include Susan Gibson, Anne Davis and Beverly Sterling-Affinati.

The seminar is sponsored by the Friends of Fort Ontario, Sackets Harbor Battlefield Alliance, Oswego County Tourism Advisory Council, and Fort Ontario State Historic Site with

support from the Daughters of the War of 1812, City of Oswego, The Palladium-Times, H. Lee White Marine Museum, Heritage Foundation, Oswego County Historical Society and Half-Shire Historical Society.

Registration is \$25 per person or \$15 with valid student ID and includes lunch and workshop materials. Advance registration is required. To register, call Jon Zella at the Fort Ontario State Historic Site at 315-343-4711 Monday, Wednesday, and Friday from 9 a.m. to 4 p.m. or e-mail fortontariointern@gmail.com. Checks should be made payable to "Friends of Fort Ontario Inc." and mailed to Fort Ontario State Historic Site, 1 East Fourth Street, Oswego, N.Y. 13126.

For more information, go to www.visitoswegocounty.com or call the Oswego County Tourism Office at 315-349-8322.

Volkssporting

Kelly Jordal, public information officer for the tourism office, has been working with our partners at the Great Lakes Seaway Trail to develop another tourism promotion tool for Oswego County - volkssporting.

Volkssporting is any outdoor activity that encourages participants of all ages to learn about the history and culture in their surroundings while they practice good health. It may include walking, hiking, biking, swimming or even cross-country skiing!

Walking - or volkswalking - is the most popular of these activities and most walking trails average approximately six miles. They are open to the public at no charge; however, some volkssporters opt to join a club and participate in the low-cost Achievement Awards Program.

The Oswego War of 1812 Volkssporting Trail will launch in April 2012. The loop begins and ends at the Quality Inn on East First Street in Oswego. It includes attractions, markers and sites such as the Buckhout-Jones building, Bronson-Poucher-Culkin House, Fort George marker, Breitbeck Park and Kingsford Bell, H. Lee White Marine Museum, Fort Oswego marker, Oswego Harbor Rail Trail, the War of 1812 International Peace Garden, Fort Ontario State Historic Site and Post Cemetery, and Safe Haven Museum and Education Center.

Participants begin by logging in at the start location and picking up a folder with a map and information about the walk. Along the way, they can learn interesting details and answer questions about the places they see. At the end of the walk, volkssporters can purchase (for a small fee) a patch and a stamp in their record book to mark their successful finish.

Check our Web site at www.visitoswegocounty.com for more information and links to the Great Lakes Seaway Trail Volkssport Association.

Do You Accept Canadian Currency at Your Business?



Our tourism staff is trying to compile a list of Oswego County businesses that accept Canadian currency.

We have a growing number of tourists coming from Canada, so we are doing our best to make their visits more accommodating.

Please e-mail tourism@oswegocounty.com or call 349-8322 if you accept Canadian currency so we can add you to our list and our Web site!

Meet New Tourism Staff Member: Cassie Breen



The Oswego County Tourism and Public Information Office welcomes new staff member, Cassie Breen, to the team. A city of Oswego resident, Cassie has lived in Oswego County her entire life. Cassie was raised in Phoenix and moved to Oswego

in 2005 to pursue a Bachelor of Science degree in Marketing from SUNY Oswego. During her time at SUNY Oswego, Cassie worked as an intern at Agile Marketing Services in Fulton and as a server and guest service coordinator at Ruby Tuesday in Oswego. She continued her position at Ruby Tuesday after graduation and gained her post at the tourism office in July 2011.

2012 Travel Shows

We have a display and brochures at the following shows:

- New York Sportsman's Expo, Syracuse, NY
- Springfield Sportsman's Show, Springfield, MA
- Greater Philadelphia Outdoor Sport Show, Oaks, PA
- World Fishing & Outdoor Expo, Suffern, NY
- Western NY Outdoor Sport & Travel Expo, Hamburg, NY
- Watertown Great Outdoor Expo, Watertown, NY
- NYS Fair, Syracuse, NY
- Pennsylvania Bus Association Group Marketing Show, Harrisburg, PA

We participate in the following shows through brochure distribution:

- Great Eastern Whiteout, Fulton, NY
- Cleveland Outdoor Adventure Show, Cleveland, OH
- Garden State Outdoor Sportsmen's Show, Edison, NJ
- Toronto RV Show & Extravaganza, Toronto, ON
- AAA Mid-Atlantic 9th Annual Travel Expo, Wilkes-Barre, PA
- AAA Reading/Berks Travel Odyssey Show, Wyomings, PA
- Allegheny Sport Show, Monroeville, PA
- AAA Southern New England Show, Foxborough, MA
- Travel & Vacation Show, Ottawa, ON
- NY Times Travel Show, New York, NY

Spring/Summer Fishing Tournaments

MAY 4-13: Lake Ontario Counties (LOC) Trout and Salmon Spring Derby. Lake-wide fishing derby with thousands of dollars in cash and merchandise prizes. 585-545-4247, locderby@aol.com, www.loc.org. Registration \$30/ adult, \$15/ youth; \$80/ adult season, \$40/ youth season; \$15/ adult one-day pass, \$7/ youth one-day pass.

MAY 5-6: Oneida Lake Walleye Tournament, 3pm. Walleye anglers compete for prizes. The top prize is \$1000. 50/50 raffles will be sold and prizes are awarded both days. Oneida Lake, PO Box 1057, Cicero, 315-720-8912, www.e-club-house.org/sites/ciceromattydale. Registration \$10.

JUNE 16: Captain Chad's Annual Ladies' Fishing Tournament, 6am-12:30pm. Open to any ladies fishing team. A portion of the proceeds will be donated to breast cancer research. Son-of-a-Gun Sportsfishing, 1881 Co. Rte. 1, Oswego, 315-592-0248, 315-343-8171, www.kglodge.com. Registration \$200/team.

JUNE 16-JULY 29: LOC Trout and Salmon Summer Derby. 585-545-4247, www.loc.org.

JUNE 23: A-TOM-MIK Challenge. www.atommikchallenge.com

JUNE 23: Sandy Pond Sportsman's Association 2nd Annual Small & Largemouth Bass Derby, 6am-3pm. Register at the club before you fish. 100% payout, catch can be cooked at the event. Sandy Pond Sportsman's Association, 3201 Co. Rte. 15, Sandy Creek, 315-387-6310, Registration TBD.

JULY 14-15: 18th Annual Lake Ontario Pro-Am Salmon & Trout Team Tournament. Amateur and professional teams compete for cash and prizes. Teams fish from ports of Oswego and Mexico. Weigh-ins behind Quality Inn Hotel. E. First St., Oswego, 315-349-8322, www.lakeontarioproam.net. Registration TBD.

JULY 20: Children's Fishing Derby, 9-11am. Sponsored by Bridge House Brats. Lock Island, Phoenix, 315-695-1308, www.bridgehousebrats.com.

AUG. 11: Annual Trout/Salmon Derby, 6am-4pm. Annual Salmon Derby & Chicken Bar-B-Q has a 100% payout. Register at the club before you fish. Annual flea market is same day. Sandy Pond Sportsman's Association, 3201 Co. Rte. 15, Sandy Creek, 315-387-6310, harvpspsa@gmail.com. Registration TBD.

2012 Spring Events:

Mar. 31: 2nd Annual Oswego County War of 1812 Symposium, 9am-5pm. Admission charged. American Foundry, 246 W. Seneca St., Oswego.

Apr. 1: Easter Egg Hunt, noon. Admission free. 52 Co. Rte. 11, West Monroe.

Apr. 14: "A Titanic Affair," 6:30-11:30pm. Admission \$100. American Foundry, 246 W. Seneca St., Oswego. www.hleewhitemarinemuseum.com.



Apr. 14-15: Penn Central/Conrail Days, noon-5pm. Admission \$2/ adults, \$1/ children, free/ under age 6. Oswego Railroad Museum, 56 W. First St., Oswego.

Apr. 23: Amelia Earhart Program, 7pm. Admission free. Hannibal United Methodist Church, corner of Church St. and West St., Hannibal.

Apr. 29: 50th Anniversary Celebration: Pulaski Public Library, 2-4pm. Admission free. Pulaski Public Library, 4917 Jefferson St., Pulaski. www.pulaskipubliclibrary.org.

May 5: An Evening with the Ghosts of Casey's Cottage, 6pm-2am. Admission \$50/ reservations required. Mexico Point Park, off of NYS Rte. 104B, Mexico. www.howardsplace.net/manorhouse.html

May 5-6: National Train Days, noon-5pm. Admission \$2/ adults, \$1/ children, free/ under age 6. Oswego Railroad Museum, 56 W. First St., Oswego.

May 12: Dedication of the Dr. Mary Walker Statue, 10am. Admission free. Oswego Town Historical Society, 2320 Co. Rte. 7, Oswego. www.townofoswego.com.

May 20: Camp Hollis Open House, 1-5pm. Admission free. Camp Hollis, 40 Health Camp Rd., Oswego. www.oswego-county.com/youth/hollis.

May 25-26: 31st Annual Memorial Day Salute. Admission Free. Fulton Recreational Park, 600 W. Broadway, Fulton. www.fultonmemorialdaysalute.com.

For a complete list of events, visit our Web site at: www.visitoswegocounty.com



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