

Ogden, Utah

11



## 6th Annual Business Conference



**Together, we're doing great things!**

Register online at: [www.professionalooutdoormedia.org](http://www.professionalooutdoormedia.org)

# Invest in Your Business

- Make Money
- Network
- Garner New Contacts
- Enhance Skills
- Test Products
- Develop Content
- Brainstorm
- Shoot Images/Video
- Build Relationships
- Stay on the Cutting Edge
- Can Interviews, and
- Have Some Fun

Conference is an amazing business value  
 You can't afford not to attend



## It's A Smart Business Decision

| Conference/Costs                        | Benefits/Values  |
|---|--|
| Registration \$230                      | 12 Business Sessions @\$100 = \$1,200  |
| Airfare/Travel \$450                    | Content Generation, Just Two Stories = \$800                                 |
| Hotel \$400                             | 10 Images @\$100 = \$1,000   |
| Airport Trans \$50                      | One New Business Partnership = \$500   |
| Food \$50                               | Advocacy – Copyright Panel = \$300   |
| Four Days Out of Office \$1,200         |  |
| <b>Total Cost \$2,380</b>               | <b>Total Basic Benefit = \$3,800</b>   |
| <b>Initial Income Realization</b>       | <b>\$1,420</b>   |
|   |  |
|   |  |
| Additional Costs                        | Additional Possible Benefits   |
|   |  |
| None                                    | 1 in 65 Opp. To Win Computer = \$500   |
| None                                    | Auction Opps. = \$100 or more in savings                                     |
| None                                    | 1 in 65 Opp. To Win 2012 Conference = \$230                                  |
| None                                    | Pre- or Post-Conference Trips Costs = \$350                                  |
| None                                    | Conference Welcome Pack = \$200  |
| None                                    | Meet With 60 CPs in Two Days = \$1,200 (at just a \$20 value per connection) |
|   |  |
| <b>Total Income/Benefit Realization</b> | <b>Immeasurable &amp; Invaluable</b>   |

# Amazing Benefits

POMA is critical to my business success. Attending the annual conference allows me to build long-term relationships with the top outdoor communicators and proactive, outdoor product manufacturers. These relationships are the bedrock of my success. Plus, cutting-edge, educational seminars give me real-world insight on how to make my business more productive.

*Tom Opre, Film/TV Producer/Host*

To succeed in business, you must be relevant. That means connecting, participating, seeing and being seen, and improving and adjusting skills to new challenges. The POMA conference provides these opportunities – and more.

*Tony Bynum, Photographer*

Just a few weeks after the conference, with one project, I was able to generate coverage about six POMA Corporate Partners. And, with the participation of those partners, I was able to write a much more rich and interesting review. Without the conference, I wouldn't have had the connections to complete the task at hand.

*Gil Horman, Technical Writer*

I'm still selling photos I shot during conference years ago. Each year, in just a few days, I increase my photo and content libraries with images and info I wouldn't get without extensive additional travel.

*Mike Faw, Freelance Journalist, Communications Director*

POMA conferences offer me the greatest overall value for my media business dollar. Not only do I get to connect, I also learn critical business skills through the sessions. I'm a better businesswoman, negotiator and communicator as a result.

*Tammy Sapp, Tammy Sapp Communications*

Many freelance communicators work in solitary business environments. There's little time for brainstorming or business education. The conference sessions are invaluable to staying ahead of the curve and the competition.

*Judd Cooney, Photographer & Writer*

POMA is a money maker! A casual conversation at the POMA business conference turned into a friendship and, almost immediately, into a lucrative business deal for Gun Talk Media. In business, it's often about the contacts, and POMA provides quality contacts.

*Tom Gresham, Owner GunTalk Media*

I've learned the quickest way to get from where you are to where you want to be is to find someone who is already where you want to be and learn from them. POMA is the best place to find those people. Conferences are packed with business gurus and folks who can get you where you want to go.

*John E. Phillips, Content Provider & Consultant*

# Home Away From Home

**Marriott**  
OGDEN



A big “high adventure” welcome to the members and participants of the 2011 Professional Outdoor Media Association Annual Business Conference!

What a great privilege it is for The Marriott and Ogden to host to your convention this year. I cannot think of a better place for you to be than in the high adventure, extreme sport capitol of the country.

As the Marriott’s general manager, or as I am referred to here in Ogden, the base camp commander, I want to extend a personal welcome and my assurance that the team here at the Marriott is poised and ready for your arrival in August. We are looking forward to the excitement and fun that will surely descend upon us while you are here.

Please do not hesitate to contact me or any of my great staff should you need anything before or during your time with us. Travel safe – we’ll see you very soon!

Scott Sloan  
Camp Commander  
Marriott Ogden  
... base camp to YOU-Tah!!



Reserve Your Room  
at the POMA Rate  
through the POMA website

[www.professionalooutdoormedia.org](http://www.professionalooutdoormedia.org)

# Outdoor Events

## LIONS CLUB RANGE, BOUNTIFUL, UTAH

The morning shooting event will be held at the Lions Club Shooting Range in Bountiful, Utah. Transportation for media members is provided by POMA. So, sit back and enjoy the incredibly beautiful 35-minute ride and a fun-filled morning at the range.



The range offers all shooting venues needed including:

- A three-tiered range: Requires walking on dirt road between ranges
- Rifle: All covered, 11 concrete stations, 100 yards
- Handgun: Three, two-station tables; three, three-station tables; half of the range is covered
- Shotgun: Three areas, each can handle 3-4 shooters at a time
- Lodge: Cinder-block building that open during the day for a respite from the shooting activities. Air conditioning, but no running water

## FORT BUENAVENTURA PARK, OGDEN, UTAH

The new POMA Camps provide media attendees a fun-filled outdoor afternoon and chance to enjoy Fort Buenaventura Park, just a few miles from the hotel.

After lunch at the park, play around with great outdoor gear and test your outdoor skills. Three outdoor camps present opportunities to fish, cook, camp, navigate, drive, survive and much more.

POMA Camps also provide great photo and video opportunities along with a chance to relax.

Buses transport media attendees and guests directly from the morning shooting event to Fort Buenaventura. Transportation back to the hotel, also is provided.

### POMA Camps 2011 - Ogden, Utah

#### Base Camp

Camp Cooking/Tents/Navigation/  
Packs/Accessories/Apparel/  
Survival/Optics



#### Fishing & Boating Camp

Fishing/Boating/Navigation/Tackle/  
Apparel/Accessories/Footwear/Optics



#### Field & Hunting Camp

Vehicles/ATVs/Dogs/  
Mapping/GPS/  
Game Calls/Knives/  
Cases/Optics



# Schedule

## Wednesday, Aug. 10

**7:30 a.m. - 1:30 p.m.** Board Meetings

**2:30 - 6 p.m.** Registration, Hosted by Realtree (Walnut & Lobby)

**5:30 p.m.** Depart for Welcome Event

**6 - 8:30 p.m.** Welcome Event, Union Station

**8:30 - 9 p.m.** Return to Hotel

- Finding Online Influencers (Juniper)
- POMA<35 (Willow)

**11:45 a.m. - 12:45 p.m.** Lunch, Hosted by RAM Trucks & Mule Deer Foundation (Ballroom)

**1 - 2:30 p.m.** Rights Summits Discussions (Juniper)

**1 - 1:40 p.m.** CP Meeting Followed by Product Showcase Set-Up (Aspen)

## Thursday, Aug. 11

*NOTE: Thursday sessions are not repeated*

**7:30 a.m.** Registration Open

**7:30 - 8:30 a.m.** Keynote Breakfast, Hosted by US Sportsmen's Alliance (Ballroom)

**8:40 - 9:10 a.m.** Sessions

- Multimedia Bundle, **a.m. only** (Aspen)
- Return on PR Investment (Juniper)
- Issues & Answers, **a.m. only**: Mule Deer Foundation, **8:40 a.m.** (Cedar)
- Issue & Answers, **a.m. only**: American Sportfishing Association, **9:10 a.m.** (Cedar)
- POMA<35 (Willow)

**2:30 - 2:40 p.m. 10-minute break**

**2:40 - 3:50 p.m.** Sessions

- Social Hour, Intermediate Level, **p.m. only** (Spruce)
- Marketing and Selling Multimedia Bundles, **p.m. only** (Juniper)
- Make Money in a New World, **p.m. only** (Aspen)

**4 - 10 p.m.** Product Showcase and Networking

**4 - 7 p.m.** Product Showcase, Snacks & Beverages, Silent Auctions (Ballroom & Foyer, Cottonwood, Lobby)

**7 - 10 p.m.** Evening Networking, Hotel Garden (Heavy Hors d'oeuvres & Beverages)

**9:30 - 9:40 a.m. 10-minute break**

**9:40 - 10:30 a.m.** Sessions

- Great New Gadgets (Spruce)
- Issues & Answers, **a.m. only**: Remington Outdoor Foundation, **9:40 a.m.** (Cedar)
- Issues & Answers, **a.m. only**: Boone & Crockett Club, **10:10 a.m.** (Cedar)
- Source Network, **a.m. only** (Aspen)
- Reacting to Analytics (Juniper)
- POMA<35 (Willow)

## Friday, Aug. 12

**6:45 - 7:15 a.m.** Grab & Go Breakfast, Hosted by HuntNFishRegs.com (Cottonwood)

**7:20 a.m.** Buses leave for Shooting Day

**8 - 10:30 a.m.** Shooting Event, Lions Club Range, Bountiful

**10:30 - 10:40 a.m. 10-minute break**

**10:40 - 11:30 a.m.** Sessions

- Outdoor Photo Studio (Spruce)
- Issues & Answers, **a.m. only**: US Sportsmen's Alliance, **10:40 a.m.** (Cedar)
- Issues & Answers, **a.m. only**: To Be Announced, **11:10 a.m.** (Cedar)
- Make Money in a New Marketplace, **a.m. only** (Aspen)

**10:30 - 11:30 a.m.** Transport from Shooting Day to Lunch & POMA Camps

**11:30 a.m.** Lunch at Fort Buenaventura, Hosted by National Shooting Sports Foundation

**12:30 - 3:30 p.m.** POMA Camps

**3:30 p.m.** Transportation to Hotel

**3:30 - 6:30 p.m. Break**

**6:30 - 7 p.m.** Cocktails & Opening of Silent Auctions, Hosted by Aimpoint (Ballroom & Foyer)

# Schedule

**7 - 7:45 p.m.** Dinner, Hosted by National Rifle Association

**7:45 - 8 p.m.** Pinnacle Awards, Presented by Mossy Oak

**8:15 - 9:15 p.m.** Live Auctions & Raffles

## Saturday, Aug. 13

***NOTE: Saturday sessions are offered twice, a.m. and p.m., with the exception of PhotoShop Part 1 and 2***

**7:30 a.m.** Registration Open

**6 - 7:55 a.m.** Breakfast on Your Own

**8 - 9:20 a.m.** Business Meeting (Spruce – Muffins & Coffee, 8 a.m.)

**9:40 - 10:30 a.m.** Sessions

- Selling Content for E-Readers (Spruce)
- PhotoShop from an Editors Perspective (Aspen) – **Part 1, a.m. only**
- Seat on The Train – Make Money with Freelance Video (Juniper)
- Mobile Apps (Cedar/Willow)

**10:30 - 10:40 a.m. 10-minute break**

**10:40 - 11:30 a.m.** Sessions

- Make Money with E-books (Spruce)
- Photo Finish – Lightroom for Your Photo Business (Aspen)
- Improve any TV Show/Video (Juniper)
- Home Page SEO (Cedar/Willow)

**11:30 - 11:40 a.m. 10-minute break**

**11:40 a.m. - 12:30 p.m.** Sessions

- Leveraging Video for PR (Spruce)
- Change Perspective for Better Photos (Aspen)
- Correct Common Video Mistakes (Juniper)
- News Releases & SEO (Cedar/Willow)

**12:40 - 1:40 p.m.** Lunch, Hosted by Sportsman Channel

**1:40 - 2 p.m. 20-minute break**

**2 - 2:50 p.m.** Sessions

- Selling Content for E-Readers (Spruce)
- PhotoShop – Actions and Tasks (Aspen) – **Part 2, p.m. only**
- Seat on The Train – Make Money with Freelance Video (Juniper)
- Mobile Apps (Cedar/Willow)

**2:50 - 3 p.m. 10-minute break**

**3 - 3:50 p.m.** Sessions

- Make Money with E-books (Spruce)
- Photo Finish – Lightroom for Your Photo Business (Aspen)
- Improve any TV Show/Video (Juniper)
- Home Page SEO (Cedar/Willow)

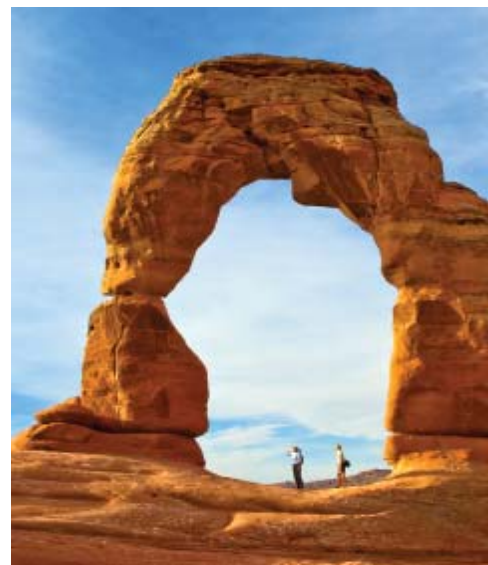
**3:50 - 4 p.m. 10-minute break**

**4 - 4:50 p.m.** Sessions

- Leveraging Video for PR (Spruce)
- Change Perspective for Better Photos (Aspen)
- Correct Common Video Mistakes (Juniper)
- News Releases & SEO (Cedar/Willow)

**4:50 - 6:30 p.m. break**

**6:30 - 10 p.m.** Adios Dinner, Music and Sing Along, Hosted by POMA (Cottonwood)



# Presenters

## Johna Burke

### Reacting to Analytics

With over 20 years of PR and communications experience, Burke, senior vice president with Burrells Luce, has evolved as a valued media resource and has executed successful programs in traditional and word-of-mouth media.



## Jim Goldstein

### Mobile Apps

Goldstein is a Web marketing consultant, author and professional photographer. With 14 years experience developing web marketing strategies for technology companies and creative agencies, Jim consults on App development and Social Media marketing.



## Tony Bynum

### Outdoor Photo Studio Gear; Lightbox for Your Photo Business

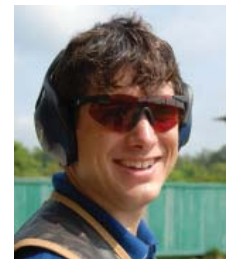
Bynum is a full-time freelance outdoor commercial, wildlife, and nature photographer from Montana. He produces cover-quality images for the outdoor editorial and commercial product industry.



## Ryan Gresham

### Multi-Media Content Bundle; Marketing Bundles

As a young gun, Gresham brings insight into new technologies and marketing methods that many folks are just now hearing about. Ryan is an owner of Gun Talk Media and is co-host of the Guns & Gear television show on VERSUS.



## Len Edgerly

### E-Readers, E-books; Selling Your Content

Edgerly, a graduate of Harvard College and the Harvard Business School has worked as a business journalist, editor of an energy magazine and a business executive. His weekly Kindle Chronicles podcast is a widely followed resource.



## Tom Gresham

### Multi-Media Content Bundle; Marketing Bundles

Writer, editor, photographer, videographer, television and radio talk show host, Tom's done it all during outdoor communications. An owner of Gun Talk Media, Tom has been on the cutting edge of producing and marketing multi-media content bundles.



## Ed Garsten

### Leveraging Video for PR and Marketing

After a 30-year journalism career, Garsten joined Chrysler. Currently he leads a multi-functional electronic media team that includes social media, broadcasting and multimedia production.



## Bill Conway

### Outdoor Photography Studio Gear; Change Perspective for Better Photos

Twenty plus years as a photojournalist in Chicago honed Conway's natural instincts for a great photograph. As



# Presenters

an award-winning outdoor industry photographer Bill works in both editorial and commercial photo venues.

## Jason McDonald

Home Page SEO; SEO Focuses News Releases

McDonald is an established technology journalist and Internet marketing expert. He focuses on online learning for the JM Internet Group, where he tracks online tools, and leads webinars for hundreds of people monthly.



at Sportsman Channel. Among her communication roles, Michelle leads the social media presence for Sportsman Channel.

## Mark Simpson

Photoshop, Parts 1 & 2

As Executive Art Director for the North American Media Group, Inc., a position he has held since 1992, Simpson works on numerous titles, including North American Hunter and North American Fisherman magazines.



## Bill Miller

Source Network

Miller has served at every level of content development. Editor, producer, writer, blogger, photographer, videographer and television host – he's done it all. He's currently a VP at North American Media Group.



## Douglas Spotted Eagle

Videography Track

Douglas Spotted Eagle is an audio and video pro. As a videographer, he's shot, edited, or produced media that found its way into 12 Emmy-nominated productions. Spotted Eagle began streaming and uploading video in 1997, as soon as codecs became available to users and artists.



## Chris Moise

Make Money in a New World

As a digital media consultant, Moise assists the Outdoor Channel and MyOutdoorTV.com in content development, SEO, and business development for their Internet-related initiatives.



## Heidi Sullivan

Digital Media ROI; Finding Online Influencers

Vice president of media research for Cision North America, Sullivan is a self-proclaimed social media metrics nerd. She's also served as an editorial manager, PR agency account executive and editor and media researcher for a major newswire service.



## Michelle Scheuermann

Gear & Gadgets; Social Media

Michelle Scheuermann is the Director of Communications



*Sessions subject to change without notice.*

# Sessions

## Thursday, Aug. 11

### Issues & Answers (A.M. ONLY)

Generate content on the hottest topics affecting the traditional outdoor sports industry. Issues & Answers are 20-minute press conference-style sessions.

### Tech & Gear Track

**Outdoor Photo Studio (A.M. ONLY)** – Review all the gear and gadgets you need to capture outdoor images and become or remain a player in today's visual media marketplace. (Bynum, Konway)

**Great Gear and Gadgets (A.M. ONLY)** – iPads/tablets, smartphones, netbooks, mini HD video recorders, Livescribe Echo Pen and much more. Learn about new, notable and necessary business tools. See it, touch it and try it during this fun show-and-tell session. (Scheuermann)

**Social Hour (P.M. ONLY)** – Social media business builders. This intermediate-level session will focus on elements of social media beyond status updates, product mentions or online contests. If you want to get beyond the basics of social media, attend this session. (Scheuermann)



### Business Track

**Multimedia Content Bundle (A.M. ONLY)** – Communicators today are no longer writers, photographers, videographers or broadcasters. Money making journalists know how to pull it all together – into a wide range of content sales opportunities. Join us as some leading journalists and editors walk us through the fascinating and creative ways they leveraged print, online, video, mobile, social media and even interactive games to tell a single story across multiple touch points. (Gresham/Gresham)

**Source Network (A.M. ONLY)** – Instant information, the challenge new media has placed on the desks of content buyers and providers. Getting and staying in front of trends, stories and news is more critical today than ever before. Learn how to build your source network to meet the challenges of the Internet Age. (Miller)

**Marketing and Selling Your Multimedia Content Bundle (P.M. ONLY)** – Generating content is one thing, making money is another. This session is all about marketing, marketing, marketing. Without a marketing plan, content is worthless. (Gesham/Gresham)

**Make Money in a New World (P.M. ONLY)** – Take a look at ways to make money in outdoor industry communications. This ain't your daddy's journalistic environment. Open your eyes to opportunities. (Moise)

**Make Money in a New & Growing Marketplace (A.M. ONLY)** – Join a panel of experts from the NRA, NSSF, firearms manufacturers and the media and learn how to follow advertising dollars and increase income by learning about and communicating to the self-defense and tactical markets. (Panel)

### PR & Marketing Track

**Digital Media ROI (A.M. ONLY)** – In today's economy, proving PR's role in driving the bottom line for your organization is the surest route to obtaining buy-in from your C-suite

# Sessions

and key stakeholders. Traditional measurement methods don't translate to social media and digital PR, presenting a new challenge for executives looking to tie PR to business objectives. This session shows you how to define measurement objectives, use Web and search analytics, and how to measure engagement. (Sullivan)

**Reacting to Analytics (A.M. ONLY)** – You've acquired data (analytics) on website traffic and online press release coverage. You know who's reading what and what influencers are saying about you. Now what? How do you react to the data? What are the next steps. If you don't know, this session is for you. (Burke)

**Cutting Through the Clutter: How to Identify and Engage the Right Influencers (A.M. ONLY)** – Developing relationships with online influencers is a key to getting PR campaigns noticed. But with a plethora of potential influencers – including customers, company critics, employees, traditional and digital media – how do you identify the right ones to champion your cause? Learn tactics to identify key influencers, how to build relationships with them and how to leverage those relationships to advance word of mouth and viral PR. (Sullivan)

## **POMA<35 (A.M. ONLY)**

**Intro to POMA & Careers in the Outdoors** – Mitch Strobl, What POMA has done for me; Brandon Butler, Corporate & Government Employment; Will Brantley, Print/Digital Media; Stephanie Mallory, Public Relations; Tom Opre, TV

**What it Takes to Make It** – Today's communications professionals need to be flexible and offer wide-ranging skills. John Zent

**Roundtable Discussion** – Gather round, share ideas, discuss challenges faced in the workplace, issues and career growth. Build relationships and brainstorm.

## **Rights Summit (P.M. ONLY)**

A national discussion on creative rights issues and all-rights contracts culminates at this Rights Summit. This summit combines brainstorming sessions for different media, executive and legal segments followed by a panel discussion of thoughts about and suggestions for equitable rights contracts. (Panel, Miller)

## **Saturday, Aug. 13**

### **New Media Track**

**Developing Content for E-Readers** – In this fun, interactive and informative introductory session, imagine your own writing in e-book form and learn how easily content on your computer can be transformed to the next best-seller on Amazon or the Apple iTunes Store. This session will combine practical information with inspiring possibilities. You'll leave with a beginner's toolkit of online resources, do's and don'ts, and next steps. (Edgerly)

**E-books** – What if You Built an E-Book and Nobody Came? Even if you don't know a tweet from a robin's egg, leave this entertaining session understanding how social media can help



# Sessions

readers find your work online. A live, interactive demonstration of powerful Internet tools including Twitter, Facebook, YouTube, and podcasting. He can't promise instant riches, but will introduce writers and artists who have used social media to bypass agents, publishers, and other traditional gatekeepers in order to connect directly with new audiences and make a decent living.

**Leveraging Video for PR & Marketing** – Every business can benefit from online video PR and marketing. Yet, this tool remains the least utilized marketer's asset. Learn how to use video clips, YouTube and website video to drive traffic, business and build readers. (Garsden)

## Photography Track

**Photoshop from an Editors Perspective** – Part 1 (A.M. ONLY) What photographers do wrong in Photoshop before submitting images to editors. Part 2 (P.M. ONLY): Actions and tasks every photographer should know. (Simpson)

**Photo Finish** – A look at how Lightroom might fit into your photography business. Lightroom



software helps you bring out the best in your photographs, whether you're perfecting one image, searching for ten, processing hundreds or organizing thousands. (Bynum)

## Change Perspective for Better Photographs

– Perspective is more than moving around the subject being photographed. Find an entirely new view of how to shoot images that buyers can't wait to get their hands on. (Konway)

## Video Track

**Seat on the Train** – The video train is racing along the Internet track, and more and more buyers are looking for video. This session is the freelancers guide to making money in video. In this session we'll discuss means of properly formatting video, partnering and hypersyndication, and other methods of monetizing Web content.

## Techniques to Improve Any TV/Video Show

– Learn techniques from an Emmy Award winner that will set your broadcast apart, launch it to a new level of professionalism and engage more viewers and advertisers. Audio, camera angles, getting the right B-roll, frame composition, and edit techniques will be major components of this power session. This session is a great slice of "WOW!"

**Hands-on Videography Session** – Correct the most common outdoor videography mistakes. Don't overlook the obvious. This session will give you an overview of best practices for outdoor videography and a formula for bringing home the bacon every time. Topics include: understanding white balance, manual settings, getting the best image in low light, working with field audio, tools that help avoid field issues, and much more.

## Business & Marketing Track

**Home Page SEO** – SEO, or Search Engine Optimization, is all about getting to the top of Google's free listings. Many businesses live and die based on their inbound Google search rank. Your home page is the ACE in your SEO deck. Learn the power of home page SEO. Every word

# Sessions

on your home page is worth its weight in gold; learn how to use proper HTML tags to 'sculpt' your home page into a powerful SEO beacon for Google; how to leverage your home page to focus attention on website landing pages, and how to use blogs and new content to keep Google coming back (frequently) for more. (McDonald)

**News You Can Use: Using News to Create Google Buzz** – In addition to the real-world news process, a new news delivery system has emerged. SEO and social media-friendly news releases, hosted on websites, intertwined with the home page, and syndicated (for free) across blogs, Twitter, portals, forums and other Internet sites are critical to any business marketing plan.

Attend this session to learn how to create SEO-friendly news releases, and syndicate those news releases (for free) to increase traffic and sales. (McDonald)

**Do You Have an App(etite) for Business?** – This session covers entry-level basics of what an "app" is, to creative ideas on how to explore this new business opportunity. All creative specialists of all technical skill levels are welcome. Learn about the App space and think creatively about how to employ this emerging business element to further business endeavors. A new playing field has emerged giving both individuals and companies the same footing and opportunity. Are you ready? (Goldstein)

## Thank You Conference Partners



# Welcome to Ogden

Gather for drinks, dinner and conversation with colleagues in a historic setting. Union Station is just two blocks from the host hotel, in downtown Ogden.

Tour Union Station while enjoying appetizers and beverages throughout the building. Then join local dignitaries for dinner and enjoy a jazz performance by local musicians in the Grand Lobby.

This warm welcome is the perfect kick-off event for conference. Local VIP's, the Ogden/Weber Convention & Visitors Bureau staff and local volunteers will be on hand to answer questions and make your visit to the region a tremendous experience.

## WHAT YOU'LL SEE AT UNION STATION

Upon completion of the Transcontinental Railroad in 1869, the Union Pacific chose Ogden as its depot. Fire destroyed the original structure and the depot was rebuilt, on the same site, in 1924. As the Crossroads of the West, passengers traveling from all directions passed through Ogden. At its peak, the depot hosted more than 120 trains per day.

Union Station boasts classic Spanish Colonial Revival architecture, and the Grand Lobby features two Edward Lanning murals. Lanning also created the murals at Ellis Island.

Today, Union Station is home to the Utah State Railroad Museum featuring historical artifacts, photographs and scale models related to the building of the transcontinental railroad.

Union Station also houses the Browning Arms Collection in the John M. Browning Firearms Museum. The collection includes the original prototypes designed by Browning and manufactured by Winchester, Remington and Colt. The museum also features Browning's military weapons.

In addition, the Browning-Kimball Car Museum features the Golden Age of motorcar history. Vehicles displayed range from a 1901, single-cylinder Oldsmobile to a 1930, 16-cylinder Cadillac.



Union Station is less than two blocks from the Marriott Ogden at the foot of Historic 25th Street. So, put on your comfortable walking shoes and bring your cameras. It's going to be a great night in Ogden.

*A van for attendees with special physical needs will be available.*

# Pre- & Post Opps

Utah is an outdoor haven and the Utah State Office of Tourism, Department of Natural Resources and Ogden Convention and Visitor's Bureau encourage you to have some fun before or after the POMA Business Conference. Here are some great opportunities.

The following tourism offices, companies and/or outfitters expressed an interest in working with POMA media members on pre- and post-conference outings. Connect with the contacts listed below and plan a wonderful outdoor excursion. Full contact details are available on the POMA website.

**Ogden/Weber CVB** – Tiger Muskie and/or bass fishing on Pineview. Alternative Outdoor adventure sampler – mountain biking, hiking, flatwater kayaking

**Garfield County Tourism** – Hiking, Horseback Riding, ATV, Bryce Canyon National Park

**Cedar City-Brian Head Tourism Bureau** – Biking Cedar Breaks, Brian Head Disk Golf and Chair Ride, Canyoneering Option

**Park City Chamber/Bureau** – Mountain Biking, Hiking, Fly Fishing, Utah Olympic Park, Horseback Riding

**Sanpete County Travel & Economic Development** – Climbing, Maple Canyon, ATV Ride – Arapeen Trail, Fishing, Fairview Canyon

**Utah Valley CVB** – Sundance Fishing, Provo River, Horseback Riding, Hiking, Day Trip Option

**Sevier County Tourism** – Fremont Indian State Park. ATV riding through Ghost Town and

Mining areas. Mountain biking/rafting at Big Rock. Fishing, hiking, biking at Fishlake

**Moab Area Travel Council** – National Parks, hiking, rafting, horseback riding

**Wayne County Travel Council** – Horseback riding, fishing, ATV, hiking, Capitol Reef National Park



**Emery County Travel Bureau** – Fly fishing, Green River FAM, Golfing at Green River State Park, Hiking at Goblin Valley State Park & Wild Horse, Biking in San Rafael Swell

**Wasatch Tourism & Development** – Fly-fishing on the Provo, Heber Valley Railroad, Midway, rafting, hiking, biking, ATV options

**Daggett County** – Fishing, Green River & Flaming Gorge

**Holiday Expeditions** – Lador Canyon/West Water Raft Trips

**Castle Country** – Nine Mile Canyon, Tavaputs Ranch, CEU Museum, Range Creek