

**2010 POMA BUSINESS CONFERENCE —LAPORTE, IN  
BEST WESTERN, LAPORTE**

| <b>Thursday, Aug. 12, 2010, Session and Product Showcase Day</b> |  |   |  |   |  |
|--|--|---|--|---|--|
| <b>Time</b>  | <b>Track 1<br/>New Media for<br/>Communicators</b>   | <b>Track 2<br/>Freelance<br/>Business</b> | <b>Track 3<br/>Video</b>                 | <b>Track 4<br/>New Media for<br/>Business</b>     | <b>Track 5<br/>POMA&lt;35</b>                  |
| <b>7</b>   | <b>Keynote Breakfast 7:30 – 8:30<br/>Hosted by: US Sportsmen’s Alliance</b>  |   |  |   |  |
| <b>8</b>   |  |   |  |   |  |
| <b>8:40</b>  | Social Media for Journalists (Gillin/Miller)   | Devise a Biz Plan (Hoffman)               | Shooting Video (Spotted Eagle)           | Digital Marketing (Carroll & Miller/Cassell)      | What’s Available to You (POMA Panel/Butler)    |
| <b>9:30</b>  | <b>10 minute break</b>   |   |  |   |  |
| <b>9:40</b>  | Word Press/Blog (Roach)  | Biz Plan 2 (Hoffman)                      | Editing Workflow (Spotted Eagle)         | Social Media to Tell Story (Gillin)               | Getting a Foot in the Door (Smotherman/Butler) |
| <b>10:30</b>   | <b>10 minute break</b>   |   |  |   |  |
| <b>10:40</b>   | Digital Marketing Opens Doors (Miller/Carroll)   | Tax Tips for Freelancers (Hoffman)        | Techniquet for Streaming (Spotted Eagle) | Q&A with Paul Gillin                              | Moving up the Ladder (POMA Panel/Butler)       |
| <b>11:30</b>   | <b>15 minute break</b>   |   |  |   |  |
|  | <b>Luncheon 11:45 – 12:45<br/>Hosted by: Safari Club International</b>   |   |  |   |  |
| <b>12</b>  |  |   |  |   |  |
|  | <b>Track 1<br/>New Media for<br/>Communicators</b>   | <b>Track 2<br/>Freelance<br/>Business</b> | <b>Track 3<br/>Video</b>                 | <b>Track 4<br/>New Media for<br/>Business</b>     | <b>Track 5<br/>POMA&lt;35</b>                  |
| <b>1</b>   | Social Media for Journalists (Gillin/Miller)   | Devise a Biz Plan (Hoffman)               | Shooting Video (Spotted Eagle)           | CP Meeting followed by travel to Product Showcase |  |
| <b>1:50</b>  | <b>10 minute break</b>   |   |  |   |  |
| <b>2</b>   | Word Press/Blog (Roach)  | Biz Plan 2 (Hoffman)                      | Editing Workflow (Spotted Eagle)         | Product Showcase Setup                            |  |
| <b>2:50</b>  | <b>10 minute break</b>   |   |  |   |  |
| <b>3</b>   | Digital Marketing Opens Doors (Miller/Carroll)   | Tax Tips for Freelancers (Hoffman)        | Techniquet for Streaming (Spotted Eagle) | Product Showcase Setup                            |  |
| <b>3:50</b>  | <b>Walk or Van to Product Showcase Site — 4 p.m. on</b><br><br><b>Product Showcase<br/>4:30 – 7:30</b><br><br>• <b>Casual BBQ Dinner 7:30 p.m. Hosted by Columbia Sportswear</b> |   |  |   |  |
| <b>4</b>   |  |   |  |   |  |
| <b>5</b>   |  |   |  |   |  |
| <b>6</b>   |  |   |  |   |  |
| <b>7</b>   |  |   |  |   |  |
| <b>8</b>   |  |   |  |   |  |
| <b>9</b>   |  |   |  |   |  |

**2010 POMA BUSINESS CONFERENCE –LAPORTE, IN  
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| <b>Friday, Aug. 13, 2010, Session, Awards &amp; Fund-Raising Day</b> |  |  |  |  |  |
|--|--|--|--|--|--|
| <b>Time</b>  | <b>Track 1<br/>Photography<br/>Offsite</b>   | <b>Track 2<br/>Computing for<br/>Dollars</b>     | <b>Track 3<br/>Communicators<br/>Marketing</b>   | <b>Track 4<br/>CP Biz</b>                            |  |
| <b>7</b>   |  |  |  |  |  |
| <b>7:45</b>  | <b>Breakfast 7:45 – 8:45 a.m.</b><br><b>Hosted by: Ram Trucks – Special News Announcement</b>  |  |  |  |  |
| <b>9</b>   | Lighting Outdoor Images (Konway/Flanigan)  | SEO Effective Edit (Discher)                     | Psychology of Success – Get Past the Fear (Jain) | Increase Customer Base with Webinars (Miale)         |  |
| <b>9:50</b>  | <b>10 minute break</b>   |  |  |  |  |
| <b>10</b>  | Shooting Set Ups (Konway/Flanigan)   | Make Money with Webinars (Miale)                 | Direct Marketing for Freelancers (Davis)         | Landing Pages – Increase Sales/Membership (Discher)  |  |
|  | <b>10 minute break</b>   |  |  |  |  |
| <b>11</b>  | 20 Digital Camera Tips (Konway/Flanigan)   | Solutions for Common Computer Tasks (Panel/Sapp) | Competitive Edge (Davis)                         | New Digital Channels to Promote Your Brand (Discher) |  |
|  | <b>10 minute break</b>   |  |  |  |  |
| <b>12</b>  | <b>Luncheon 12 – 1</b><br><b>Hosted by: Remington Outdoor Foundation</b>   |  |  |  |  |
|  | <b>Track 1<br/>Photography<br/>Offsite</b>   | <b>Track 2<br/>Computing for<br/>Dollars</b>     | <b>Track 3<br/>Communicators<br/>Marketing</b>   | <b>Track 4<br/>CP Biz</b>                            |  |
| <b>1</b>   |  | SEO Effective Edit (Discher)                     | Psychology of Success – Get Past the Fear (Jain) | Increase Customer Base with Webinars (Miale)         |  |
| <b>1:50</b>  | <b>10 minute break</b>   |  |  |  |  |
| <b>2</b>   | Brainstorming with Dr. Jain – Marketing, Social Media and the Creative Brain   | Make Money with Webinars (Miale)                 | Direct Marketing for Freelancers (Davis)         | Landing Pages – Increase Sales/Membership (Discher)  |  |
| <b>2:50</b>  | <b>10 minute break</b>   |  |  |  |  |
| <b>3</b>   |  | Solutions for Common Computer Tasks (Panel/Sapp) | Competitive Edge (Davis)                         | New Digital Channels to Promote Your Brand (Discher) |  |
| <b>3:50</b>  | <b>10 minute break</b>   |  |  |  |  |
| <b>4</b>   | <b>POMA Business Meeting, All Attendees</b><br><b>4 – 5 p.m.</b>   |  |  |  |  |
| <b>5</b>   |  |  |  |  |  |
| <b>6</b>   |  |  |  |  |  |
| <b>7</b>   | <b>Cocktails Hosted by Aimpoint: 6:30 to 7 p.m.</b><br><b>Dinner Event Hosted by National Rifle Association, 7 – 7:45 p.m.</b><br><b>Pinnacle Awards Presentation by Mossy Oak 7:45 – 8 p.m.</b><br><b>Silent and Live Auctions &amp; Raffles During Dinner and After 8 – 9 p.m.</b> |  |  |  |  |
| <b>8</b>   |  |  |  |  |  |

**2010 POMA BUSINESS CONFERENCE —LAPORTE, IN  
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| <b>Saturday, Aug. 14, 2008 Shooting and BYOLT Day</b> |  |  |   |   |                |
|---|--|--|---|---|----------------|
| <b>Time</b>   | <b>Track 1</b>   | <b>Track 2</b>   | <b>Track 3</b>  | <b>Track 4</b>  | <b>Track 5</b> |
| <b>7</b>  | <b>Breakfast — Guy's Grab and Go (Atrium Dome Area)</b><br><b>Transportation Leaves at 7:40 a.m.</b>   |  |   |   |                |
| <b>8</b>  | <b>Shooting Day – 8 – 11:30 a.m.</b><br><b>Kingsbury Fish and Wildlife Area Shooting Range</b>   |  |   |   |                |
| <b>9</b>  |  |  |   |   |                |
| <b>10</b>   |  |  |   |   |                |
| <b>11</b>   |  |  |   |   |                |
| <b>12</b>   | <b>Luncheon 12 – 1 p.m.</b><br><b>Hosted by: National Shooting Sports Foundation</b><br><b>1:15 Buses Leave for Hotel</b>  |  |   |   |                |
| <b>BYOLT Sessions 2 – 4 p.m.</b>                      |  |  |   |   |                |
| <b>2</b>  | PhotoShop – 10<br>Tips in 50 minutes   | POMA Website –<br>How to get the<br>most out of your<br>membership | Set Up Your Social<br>Media Accounts –<br>FaceBook, LinkedIn<br>& Twitter | FastPencil – Write<br>Your Book Now –<br>alone or by<br>collaborating |                |
| <b>3</b>  | CS3/4 Bridge – 10<br>Tips in 50 Minutes  | FaceBook<br>Business<br>Builders                                   |   |   |                |
| <b>4</b>  |  |  |   |   |                |
| <b>5</b>  |  |  |   |   |                |
| <b>6</b>  |  |  |   |   |                |
| <b>7</b>  | <b>Adios Event</b><br><b>Cocktails Hosted b:y Aimpoint</b><br><b>Dinner, Music Entertainment and Sing Along Hosted by POMA</b><br><b>6:30 – 10 p.m.</b><br><b>Bistro, Lounge, Restaurant</b> |  |   |   |                |
| <b>8</b>  |  |  |   |   |                |
| <b>9</b>  |  |  |   |   |                |
|   |  |  |   |   |                |