

## **Minutes of General Membership Meeting**

**Friday, August 25, 2006**

Holiday Inn, Springfield, Missouri

Submitted by POMA Secretary, Barbara Baird.

**Call to Order:** POMA President, J. Wayne Fears called the meeting to order at 8:15 a.m.

**Roll call:** Board members and management.

Present: Betty Lou Fegely, J. Wayne Fears, Chris Chaffin, Barbara Baird, Judd Cooney, Stephanie Mallory, John Phillips, Steve Scott, Laurie Lee Dovey, Shelly Moore

Excused: Andy Lightbody and Vickie Gardner

**President Statement:** Fears thanked the interim board and asked those from that board who were present to stand and be recognized. He then recognized Betty Lou Fegely, Jim Casada, Chris Chaffin, Tom Gresham, Tony Mandile, Pat McHugh, John Phillips, Jim Zumbo and Laurie Lee Dovey.

**Ratification of Board Actions:** bylaws, mission statement and irrevocable charter.

**Motion/Second (Jim Casada/Tim Flannigan)** Move to ratify the aforementioned three items. PASSED.

**Introduction of New Officers:** New officers: Betty Lou Fegely, Chairman; Chris Chaffin, Treasurer; Barb Baird, Secretary.

**2005 – 2006 President's Report:** Fegely told the membership that the interim board listened and understood what POMA members wanted when they put together the organization. She also encouraged the membership to continue giving the board input. She stressed the business nature of the organization, noting that business is something that all members of POMA have in common and adding that POMA is a partnership between industry and media. She then thanked the membership for their trust and for their support by attending the first conference. She urged POMA members to tell others in the industry about what they saw and found at this conference.

**Parliamentarian Appointment:** Fears appointed John Phillips as Parliamentarian of POMA for the 2006–2007 year.

**Executive Director's Report:** Dovey urged members to keep the lines of communication open. She reminded the membership that the annual report mailed to all members stated that POMA had 243 media members and 125 corporate partners. In the past 2-3 weeks, Dovey said the numbers have increased to 255 media members and 140 corporate partner members, give or take a few.

She told the membership that when putting together the conference, she hoped for at least 80 attendees, and has been pleased to see 195 people in attendance.

She reported the percent of POMA's media members involved in different mediums of communication:

56% magazine

31% newspaper

25% recently published a book

21% photography

19% television

9% radio

Dovey added that the primary challenge for management now is to implement and provide the services developed during POMA's first year.

Dovey praised the hard work of Shelly Moore, the newly hired administrative assistant, and told the membership that because of Moore, Dovey will now have more time to focus on implementing services to the membership.

Dovey asked each member to give at least one hour per month toward work on a POMA committee.

She stated that POMA began 18 months ago with \$4,000 and reported first year profits of approximately \$32,000. The majority of POMA's income came from dues.

Dovey announced that a quarterly newsletter will be published for the membership this year. The first issue will be sent in December 2006.

She also said the National Shooting Sports Foundation has offered a half-price membership to POMA members. The NSSF has also put together a competitive health insurance program for NSSF members. POMA members who utilize the discounted NSSF membership have access to the health program.

Dovey said that the bid for the Springfield site came together in April 2006, and praised everyone who contributed to pulling together POMA's 1<sup>st</sup> Annual Business Conference in just three months.

The three conference site finalists for the 2007 conference included Tunica, Mississippi, Minneapolis, Minnesota, and Edgewood Lodge, Harford Co., Maryland. Depending on the site selected, the conference will be held either the last weekend in July or the first weekend in August.

Dovey reminded members that the conference sessions were being filmed and DVDs would be available for sale to members sometime after conference.

Dovey explained several POMA awards. Diamond Cornerstone Awards went to the Safari Club International and The Outdoor Channel because they provided the seed money and support efforts to start POMA.

Dovey also told the membership that the board had discussed an award structure centered on other awards, and that Fears would be pulling together an ad hoc committee to define any additional POMA awards.

**Newly Elected Board:** Fears asked the present board to stand and directed members to speak to the board members about what they want from POMA. He said this is a membership organization and urged members to share their opinions.

### **OLD BUSINESS:**

Someone from the floor asked for a list of the new board members. Fears listed the board members' names.

### **NEW BUSINESS:**

Board member Chris Chaffin addressed the membership about his concern about the 50-60 empty seats at the morning's breakfast, which was sponsored by the US Sportsmen's Alliance. He asked the membership to pass the message along that those who were not at breakfast, and who had made a reservation for the meal, that they should realize that the empty seats resulted in a waste of the sponsor's money and a wasted opportunity for the members who did not hear the sponsor's message.

Fears added that without the support of Corporate Partners the conference would not have been possible and that the membership needed to support the Corporate Partners.

### **GOOD OF THE ORDER:**

Jim Foster: Charged the new board of directors to remember that the interim board of directors was responsible for this achievement of a first well-attended conference. He reminded the board to remember why they were elected. He urged people not to allow their egos to get in the way, and to elect board members who will work for the good of the membership, not the good of their own egos. Foster expressed concern over the cost of POMA's plastic membership cards. He also urged members to get involved in committee work.

Tim Flanigan: Asked about the POMA stock photo agency. Dovey explained that the online database is ready to accept images. She said that the initial guidelines for submitting images were too complicated. POMA Stock now has new photo submission guidelines, making it easier to submit photos. She said the stock photo agency would not be launched until POMA had 20,000 images in the database.

She then said that POMA Stock would not be just a stock photo agency/ It will include member crafted images, books, articles, film, broadcast, and illustrations. Dovey also commissioned Cliff Shelby to draw a commemorative cartoon for POMA's first conference. He agreed to do so.

**John Phillips:** Phillips suggested the membership make an effort to meet Stephanie Mallory the board member in charge of POMA<35 and to help the committee to bring young members into the organization. He was concerned about the lack of young outdoor communicators in the group.

**Kathy Mattoon:** Commended the board and membership on the progress of the organization.

**From the Floor:** Question about how much the membership cards cost. Dovey said the plastic membership cards cost less than printing on paper and laminating cards. She reminded the members that since POMA is a professional organization, and her goal is to reflect that quality in everything the organization does, down to something as simple as a membership card. She also said she will not waste the membership's money.

**Chris Chaffin:** Seconded Dovey's assurance that the board will not waste the membership's money.

**J. Wayne Fears:** Added that POMA will not waste the membership's money *or* time.

**Representative from Visit Minneapolis North:** Told the membership that it was 58 degrees (compared to the warm Springfield, MO temps) in Minnesota.

**Judd Cooney:** Recommended that members might entertain the idea of hiring a representative of POMA Stock to travel to their office to go through their personal photographs for placement in the agency. Discussion ensued, including Dovey and Fegely responding about criteria for image submissions.

**From the floor:** Suggestion about having an online calendar at the Web site. Chaffin responded that POMA member The Outdoor Wire already offers a detailed outdoor calendar, and suggested members subscribe to that free service.

**Motion to adjourn/second:** Passed. Meeting adjourned at 9:05 a.m.

Respectfully submitted,



Barbara Baird, Secretary