

PROFESSIONAL OUTDOOR MEDIA ASSOCIATION
2008 Summer Board Meeting
2007-2008 Board of Directors
July 29, 2008 4 p.m.
Presiding: Steve Scott, Chairman

AGENDA

- 1) Call to Order
- 2) Roll Call (Secretary)

Board Members

Steve Scott, Chair
Judd Cooney, President
Chris Chaffin, Treasurer
Stephanie Mallory, Secretary
Barbara Baird, Director

Jay Cassell, Director
Michael Faw, Director
Vickie Gardner, Director
Andy Lightbody, Director
Bill Miller, Director

Laurie Lee Dovey, Executive Director

Incoming board member attendees:

Pete Brownell
Rick Story
Kevin Tate
Larry Weishuhn

- 3) Welcome guests and observers
- 4) Reading of Minutes (Motion to Approve as Presented)
Minutes from the following meetings presented.
2/4/08
4/21/08
5/21/08
6/26/08

Action: Motion Chaffin/Miller to approve. PASSED

- 5) Chairman's Report, Steve Scott
 - a) Year in Review – In retrospect a very good year. Many programs grew, some new programs were launched and a few were not as successful as hoped. Scott discussed POMA's advocacy, LiION battery and White House Conference on Wildlife efforts.
 - b) ICAST – ICAST was a limited success for POMA. Of the folks Scott contacted, few seemed interested in POMA and found this frustrating. Scott suggested POMA needed to try and reach out to the industry based on the premise that the fight for wildlife and the heritage sports has to be fought as one group. Divided we fall. He suggested the incoming president work with a strong fishing outreach committee and that POMA continue the Homer Circle Award.

Chris Chaffin mentioned that perhaps RBFF would be the best way to get more involved and discussion ensued. Pete Brownell offered to go to ASA and discuss possibilities.

- c) Discussion on answering the question, "What can you (POMA) do for me?." Dovey charged with providing documentation to the board so a statement can be defined so all board members and staff are telling the same story.

- d) Chris Chaffin requested a survey of 2008 conference media attendees regarding coverage they developed during conference — specifically fishing and field days.
 - e) NSSF Summit – Scott reported that he felt the Summit was beneficial to POMA. He met a lobbyist at the event that he felt could help to get H.R. 5502 passed and proposed that POMA work with the gentleman. Board agreed.
 - f) POMA Relevance Statement – As a result of the reception of POMA at ICAST, Scott feels POMA needs to produce a statement that explains the organizations relevance to the outdoor industry — and all segments of the traditional outdoor sports. The board agreed.
 - g) Scott suggested that POMA promote an effort to have all media members agree to have 10 percent of their journalists efforts focused on answering anti-hunting and fishing efforts/legislation and politics. Discussion ensued during which several board members stated that the individual journalist does not define subject matter — that is determined by editors, publishers, broadcast entities.
 - h) POSB – Scott announced that the POMA Outdoor Speakers Bureau was launch and is online and operational. There is a great deal of work yet to be completed. Scott reported that he wanted to personally oversee the project.
 - i) Fishing Initiative — Very little response from the fishing industry to numerous outreach efforts by POMA. Board should carefully consider future efforts and their potential for success.
- 6) President’s Report, Judd Cooney
- a) Cooney reported that he was pleased with POMA’s progress during the year and cited the efforts of several active committees. He did mention disappointment that many committees failed to meet their obligations. He’s please with finances, management and membership growth.
Cooney specifically discussed the POMA Stock Photo Agency and the need to restructure somewhat to make it a Stock Gallery that allows members to submit and show images with some promotion by POMA
- 7) ED’s Report, Laurie Lee Dovey (Complete report included below)

**Membership (paid and non-paid)
To-Date Counts**

CPs	130	Renewals 47%
Media	287	Renewals 44%
Total	417	

Finances and June 30 Bank Reconciliations

PayPal	\$62,641
First Commonwealth Operating	\$22,973
First Commonwealth Savings	\$116,333
Total	\$201,974

Through June 30, 2008, POMA has spent approximately 47-percent of the approved annual budget. However, I do anticipate POMA will go over budget, perhaps substantially, as a result of several board-approved expenses and increases in travel, due to fuel surges, that were not included in the budget approved last October.

They are:

Outdoor Speakers Bureau — \$4,000 web site design + \$187 per month for the Web site hosting

Increased Travel Costs — due to fuel prices all travel has increased. This includes travel for LLD, Shelly and Russ to conference, travel to trade shows and the airfare POMA has promised to pay for the Argentina and Alaska trips

Fishing Editors Attendance at Conference (travel and rooms)

Representation at the NSSF Shooting Summit — Steve attended for POMA

Hiring additional contractors — an increase of approximately \$15,000 per year

Conference (Action Requested)

Attendance — This is the good news. During the spring, registrations were down significantly — by 75% over last year, in April. We launched an intense marketing effort through May, June and early July and the numbers increased.

We anticipate the same or more media members to attend this year, but with a significant drop in CP attendees. The economy is the primary reason given for not attending this year.

2008			2007		
CPs	50	84 reps	CPs	62	103 reps
Media	59		Media	68	
Students	12		Students	4	
Guests	18		Guests	11	
Speakers	13		Speakers	7	
Total People	186		Total People	193	

Planning — Conference planning, from a location/facility perspective, is running more smoothly each year. Both a timeline and checklist for all logistics are in place to ensure all elements of conference are handled.

Determining the conference program (sessions) and finding speakers remain the most difficult functions of the event. Currently, this is the responsibility of the board chairman. This year, Steve asked board members to find speakers for the set sessions, which were selected from member suggestions. This was relatively effective, but we got a late start and we were unable to utilize the talent of the speakers as a marketing tool. In some cases, speakers were not found until May. In addition, a tremendous amount of management staff time was required for developing the program and finding speakers.

Sessions must be set and speakers acquired by December 1 for conference promotion and planning to work smoothly.

Discussion requested — Because the chairman has so many chores, perhaps the board would like to consider electing a conference chair each year — or, at the least, appointing a second board member to act as a co-chair with the chairman. Simply stated, management can not take on program planning in addition to all of the logistics planning. **ACTION: The board decided that the Chairman should be the program chair.**

Income — POMA has reached the projected budget income for conference.

Hotel Facility/Room Block — The room block sold out at the headquarters hotel.

Local Assistance — Cathy Clayton at the SF CVB has been amazing. She has gone way above and beyond the call of duty. She deserves our gratitude. Without her, making this conference what it is would have been extremely difficult. In addition, Brooke Nicholson and Darla Tuch at the hotel have been incredible. They worked with us at every turn and made every accommodation possible to get everyone in rooms at the greatly reduced rate. The staff of the convention center has been professional and the facility is perfect for us. Finally, the gentlemen at Garretson Sportsmen's Club welcomed POMA with open arms, at substantial cost to the facility. Finally, many of the merchants of Sioux Falls stepped up to participate in the Discover Sioux Falls Passport Program, which compliments Focus on Fishing Day and gives attendees lots of opportunities to have fun, gather story material and get to know Sioux Falls. Kudos to everyone in Sioux Falls who has helped POMA with the conference.

Regular Services

Web Site — Now updated daily.

POMA Photo Gallery — Online gallery developed — with software purchased from Jeff Hughes — so investment has not been lost. Pilot photographers submissions uploaded. Ready for new submissions.

POMA Outdoor Speakers Bureau — Online, numerous speakers listed. Speakers can now go to the site and edit their profiles. I anticipate that the site will be ready for promotion Sept. 1. This gives speakers 30 days from the site launch to update their profiles.

Business Discounts & Money Line — Both are being worked on diligently but not with the kind of results that I expect. Augmenting these two programs will be a major focus in the coming months.

POMA Briefs & Directories — All delivered in a timely fashion. We had one mailing mistake due to a technical issue with the database not fully uploading to the printer. Half of the newsletters were mailed a week after the first half.

Initiatives

Endowment Trust — This is critical for POMA to focus on now. POMA must build a fund for the organization that can generate income via interest.

Tim Tucker Benevolence Fund — This program did not fly. POMA received one donation of \$50.

Fishing Outreach — The programs initiated by POMA to reach out to the fishing industry have not paid dividends in members, at least not to date. However, with our recent activity at ICAST and here at the conference, POMA made some noise. If POMA continues its outreach, specifically through dialogue with industry and company leaders, enhancing the relationship may be possible. Part of this outreach must be POMA explaining/marketing its relevance in the industry.

Membership Recruitment Program — We can attribute a small percentage of new members to the recruitment program and specifically to one member — Lisa Metheny. She is the only member we know of who actively recruited all year for POMA as a result of the giveaway.

POMA<35

Future Members — Every potential member, who is under the age of 40 gets excited about POMA<35. They are eager to become part of the group, network and learn. POMA must do more to innovate in this program and grow it. If young members garner benefit through POMA<35 that helps them build their careers, they will likely become life members of the organization.

POMA's Relevance to the Industry — Ask anyone in the outdoor industry if we can survive without the media corps, and their answer certainly will be, "No." However, the outdoor press is graying. As communicators retire, many times no one is in line to pick up the reins. Furthermore, with the changing face of communications, young people have the most intimate connection to the Internet, social networking and electronic communications.

I believe POMA<35 is how POMA can become relevant — necessary — to the industry. I suggest this program become and remain one of POMA's top three priorities over the coming five years. Already, some great programs are in place. However, we need two or three people to take ownership of this program — with a deep passion for it — and make it fly. Stephanie Mallory and Patrick Krumenacker have agreed to take the reins, at the pleasure of the president.

After speaking with some of the brightest minds in the industry, I also believe that POMA<35 may be the key to the success of the Endowment Trust. Industry leaders all said they would give to POMA, if a large portion of the Endowment proceeds would go to the POMA<35 program.

Internship Listing — POMA developed a traditional outdoor sports industry internship opportunity listing. It is posted on the POMA public Web site. Listings are sought from the full industry, not just POMA members. The next step is marketing the list, specifically to colleges/universities as a resource for students.

Structure — I have suggested to the POMA<35 group that electing leaders might be the best way to ensure folks will take ownership of this program. In addition, service in a leadership role with POMA<35 will give young members at least some of the experience necessary for future board service. Any objections?

POMA<35 Posters — We have developed two POMA<35 posters for possible marketing programs and social networking sites. POMA<35 has yet to fully develop a plan for this marketing tool. The posters are young and fresh and feature POMA<35 member Patrick Krumenacker and a young woman photographed by Stephanie Mallory.

Awards

Communicator Awards — The Grits Gresham, Fred Bear and Homer Circle Awards continue to bring POMA incredible visibility at the trade shows and within the industry. They are becoming known as "the" outdoor industry media awards. The visibility POMA garners at the SHOT Show State of the Industry Dinner, ATA Show Luncheon or Recognition Dinner and ICAST press conference build our brand and bring us members.

Pinnacle Awards — The inaugural POMA Pinnacle Award winners will be announced at conference. Each winner receives a check for \$800 and the Telluride Slate Award.

Marketing Efforts

Mailing — Because the vast majority of POMA's marketing efforts have been conducted electronically, a hard-copy mailing program was launched to determine the effectiveness of getting paper in potential member's hands. An invitation to join was sent to all of the

potential CP members the founding board developed (who have not yet joined). This was sent to approximately 320 company representatives. We can not attribute any new members to the mailing.

Weekly Outreach — We also initiated a program through which we send five marketing letters weekly to four potential media members and one CP. Again, we are not able to attribute new members to the mailings.

Effective Programs — Trade shows, conference, word of mouth and electronic outreach continue to be POMA's most effective methods of reaching out and recruiting.

Future Programs — Mike Faw has discussed with me a potential marketing effort that would involve a six-month trial membership for \$100.

Insurance Coverage (Action Requested)

I am requesting assistance in reviewing the general liability and directors and officers policies to ensure we're amply covered. These policies were purchased at POMA's launch and I'm not sure they fully cover all of our needs at this time. I suggest we ask Rick Story and Jonathan Berryhill, and perhaps one or two other members who are knowledgeable about non-profit insurance, to assess our coverage and advise the board of their findings at the October meeting. ACTION: Pete Brownell agreed to have Brownell's insurance professional review POMA's policies.

- a) ED & Exec. Asst. — Contractors or Employees? Board discussion took place regarding whether or not POMA contractors could be considered employees by the IRS. Bill Miller offered to check with authorities and report back to the board. He stated that independent contractors served as EDs for several organizations — so there is precedent.
- 8) Committee Reports With Action Required — NONE
- 9) Committee Reports — No Action — Consent Agenda
 - a) Finance Committee
 - b) Homer Circle Award Committee
- 10) Old Business
 - a) Newspaper coverage (Scott) — Scott reported that the NSSF was willing to co-sponsor and effort to launch a Web site focused on growing outdoor content in newspapers. Motion Baird/Cassell for Scott to finalize a plan and present it to POMA. PASSED.
- 11) New Business
 - a) Heritage/Honorary Members — **Motion Gardner/Miller to approve Pat McManus, Bill McRae and Jim Carmichel as Heritage Members. PASSED**
 - b) Baird Proposal — Barbara Baird proposed the development of a women's outreach program within POMA. The board felt the idea had merit and charged the incoming president with working with Baird to determine the focus of the group and set up an Ad Hoc committee.
 - c) Scott presented the board with information regarding problematic television contracts. After discussion the board determined that the best way for POMA to assist member would be through education and development of a best practices manual.
 - d) A proposal from Mike Walker regarding an outdoor writer's organization summit was discussed. **Action: The board decided not to participate in a summit at this time and directed Chris Chaffin to notify the membership as to the reason why POMA would not attend.**
- 12) Good of the Order
- 13) Seat New Officers and Directors — Motions were made to elect the following officers. PASSED.
Judd Cooney, Chairman
Chris Chaffin, President

- Mike Faw, Treasurer
Rick Story, Secretary
14) Cooney Presiding
15) Adjourn **Motion Chaffin/Miller, PASSED**

Presented for approval by Stephannie Mallory, Secretary

Approval Date _____

PROFESSIONAL OUTDOOR MEDIA ASSOCIATION
2008 Summer Board Meeting
2008-2009 Board of Directors
July 30, 2008, 7:30 a.m.
Presiding: Judd Cooney, Chairman

AGENDA

- 1) Call to Order Cooney
- 2) Roll Call (Story)

Board Members

Judd Cooney, Chair
Chris Chaffin, President
Mike Faw, Treasurer
Rick Story, Secretary
Pete Brownell, Director
Jay Cassell, Director

Michael Faw, Director
Andy Lightbody, Director
Bill Miller, Director
Kevin Tate, Director
Larry Weishuhn, Director

Laurie Lee Dovey, Executive Director

- 3) Welcome Guests and Observers — Vickie Gardner
- 4) Chairman's Statement
 - a) Plans for coming year — Cooney urged the board not to launch a myriad of new initiatives this year, but to focus on existing programs.
 - b) Adjusting the board structure/bylaws so elections of officers from the general membership is possible. **Action: The Bylaws Committee is charged with developing the bylaws language necessary to facilitate the change.**
 - c) Conference CPs and attendance/product policy — The board discussed the possibility of CP unable to attend conference having products on display for members during conference Field Day events. Issues related to keeping track of products, staffing tables and returning products were discussed.
 - d) Emerald cornerstone award suggestion from J. Wayne Fears. **Motion Weishuhn/Tate to name Betty Lou Fegely as the recipient of the Emerald Cornerstone Award in 2008 and to name the award from 2009 forward, the Betty Lou Fegely Emerald Cornerstone Award. PASSED.**
- 5) President's Statement
 - a) Committees — Chris Chaffin discussed his plans for setting forth committees. He stated he would have the list of committees for board approval shortly after conference.
- 6) Executive Director
 - a) The need to fund the Endowment Trust was discussed. The Finance Committee was charged with developing a plan of action for fund raising.
 - b) Income streams — The need for POMA to develop additional income streams was discussed. The Finance Committee was charged with developing an action plan.
 - c) POMA Spain and POMA Australia — With members in Spain and Australia the potential for separate organizations, under POMA, to be launched was discussed. The board decided to turn to legal counsel for input before continuing discussions.

7) Old Business

- a) The women's outreach effort was discussed and the board decided that the efforts of this committee must be focused on POMA membership recruitment — and reaching out to female communicators not yet in POMA.
- b) The newspaper Web site was discussed. The board decided that POMA needed to focus on existing programs before launching anything new of this magnitude.
- c) The best practices manual was discussed again. Bill Miller volunteered to oversee the effort.

8) New Business

- a) Chris Chaffin brought up the need for hard cover directories. Results from a prior membership survey that showed the vast majority of members prefer the quarterly updated directory online was discussed.

9) Good of the Order

10) Adjourn **Motion: Miller/Lightbody PASSED**

Presented for Approval by Rick Story, Secretary

Approval Date _____

Membership Meeting
Presiding, Chris Chaffin, President

1) Call to Order, President Chris Chaffin

2) Board Member, Management Team & Counsel's Roll Call

Chairman, Judd Cooney
President, Chris Chaffin
Treasurer, Mike Faw
Secretary, Rick Story
Pete Brownell
Jay Cassell

Michael D. Faw
Vickie Gardner
Andy Lightbody
Bill Miller
Kevin Tate
Larry Weishuhn

Laurie Lee Dovey, Executive Director

3) Thank outgoing board members

Steve Scott, Barbara Baird, Stephanie Mallory and Vickie Gardner

4) Introduce Board (above), New Officers and Management Team

Congratulate new board members: Pete Brownell, Kevin Tate, Rick Story and Larry Weishuhn
Intro Management: Shelly Moore, Ex. Assistant & Laurie Lee Dovey, Ex. Director

5) Welcome New Members and First Time Conference Attendees (asked to stand)

6) Acknowledge the Students (asked to stand)

7) Acknowledge Guest Attendees (asked to stand)

8) Acknowledge Members Who Passed Away This Year

Grits Gresham
Moment of Silence

9) Thank POMA's Generous Conference Sponsors

10) Brief Overview of Board Actions (President)

- a) New Officers
- b) POSB Web Site
- c) Fishing Initiative
- d) Bylaws Changes Approved by Membership
- e) Erie vs. St. Louis

11) Executive Director's Report

12) Treasurer's Report

13) Old Business

14) New Business

15) Good of the Order

16) Adjourn

Refer to 08-07-29 and 08-07-30 board meeting minutes for details of officers reports

Presented for Approval by Rick Story, Secretary

Approval Date _____

**October 21, 2008
Teleconference Meeting
POMA Board of Directors
Presiding — Judd Cooney, Chairman**

Cooney called the meeting to order at 11:02 a.m.

Roll Call - Quorum present

Present: Officers and Sitting Board:
Judd Cooney, President, presiding
Chris Chaffin
Michael Faw
Bill Miller
Kevin Tate
Rick Story
Jay Cassell
Pete Brownell
Andy Lightbody

Others Present:
Laurie Lee Dovey, Executive Director
Shelly Moore, Executive Assistant

Absent:
Larry Weishuhn

Absences excused.

Chairman's Report: Cooney reported on conference media sessions being narrowed down; board to find speakers & act as moderators. Session assignments to be posted on virtual office.

President's Report: Chris Chaffin reported on committees and progress. Discussion on fishing industry outreach. HR 5502 task force rather than committee. Discussion on Women's Outreach Committee. LLD and Rick Story to draft a mission statement for WOC so it can move forward.

Motion (Brownell/Tate): To approve committees as presented and discussed. Passed unanimously.

Executive Director's Report: Dovey reported on the 2009 Business Conference to be held July 28 to Aug. 1, 2009. Marriott St. Louis West is selected location. Big tent and tackle demonstration can be held right at location.

Treasurer's Report: Mike Faw reported on the proposed budget. Discussion on new dues payment options, past due members. Need to set a per diem precedent when non staff people are traveling on behalf of POMA. Discussion on non paying auction bidders/winners.

Motion (Miller/Chaffin): To table approval of new budget to executive session.

Old Business: None

New Business:

1. SHOT show board meeting necessary? Discussion regarding the need for an actual meeting at SHOT show. Actual meeting not necessary, but will still have press room presence. Winter meeting will take place by teleconference.
2. Overdue dues payments and accounts. Discussion regarding board members making telephone calls to overdue members. Need to set a policy as to how long we will continue to provide services after the account is past due.

3. Fundraising – Discussion of ideas for fundraising (online auctions, raffle packages, etc). Bill Miller to contact Swanson Russell about the possibility of using gunbroker.com to list auction items.

Good of the Order: None

Motion (Chaffin/Cassell): to move to executive session. PASSED

Chairman Cooney excused the Executive Director from the executive session.

Motion: (Miller/Chaffin) To leave executive session. PASSED

Motion: (Miller/Chaffin) To approve a fee increase for the executive director, based on a three-year time frame. Increase fees to \$55,000 in 2009, \$60,000 in 2010 and \$65,000 in 2011. Raise is predicated upon POMA's continued financial strength. Add oversight of conference as part of the ED services. PASSED

Bill Miller was agreed to work with Cooney on presenting the raise proposal to the executive director, revising the ED's independent contractor agreement and getting contracts finalized and signed.

Motion: Faw/Miller to postpone approval of 2009 budget so the ED can revamp the budget to reflect the approved ED raise. PASSED

Note: The revised 2009 budget was passed by a unanimous vote of the board during a teleconference meeting on October 23, 2009 (Motion Faw/Chaffin).

Motion: (Chaffin/Story) To adjourn. PASSED

Presented for Approval by Rick Story, Secretary

Approval Date _____