

**MINUTES FOR APPROVAL
FROM STEPHANIE MALLORY
2/4/08
4/21/08
5/21/08
6/26/08**

**POMA 2008 Board Meeting
Feb. 4, 2008
Las Vegas, Nevada**

Call to Order: POMA Chairman Steve Scott called the meeting to order at 10 a.m.

Roll Call:

Present – Steve Scott, Judd Cooney, Chris Chaffin, Stephanie Mallory, Barbara Baird, Jay Cassell, Michael Faw, Vickie Gardner, Andy Lightbody, Bill Miller
Management Present – Laurie Lee Dovey
Quorum Present: Yes

Motion/Second (Miller/Chaffin): To approve minutes from Oct. 30, 2007 teleconference board meeting. **PASSED**

REPORTS:

Chairman's Report (Scott):

- We have the opportunity to get in front of House Natural Resources Committee. Congressman Dan Boren, who's the incoming chairman of the Congressional Sportsman's Caucus, is going to be dropping a bill that incorporates language that POMA recommended to the committee. The deal is it will be a 12-month pass on any federal land opened to the public for a \$200 annual fee. That was inserted by Rep. Don Young, ranking member from Alaska. The difficulty that could be put in front of the bill would come from Congressman Nick Rahall, chairman of NRC, but he appeared to be favorable. If he'll let bill out of committee, it will pass. We need to request that he'll let bill out of committee. I recommend we do a friendly lobby on behalf of this POMA bill.
- The issue with lithium ion batteries is not finalized but it's in good shape. There was a miscommunication on the part of the Department of Transportation concerning this issue. The guidelines put out were on two batteries of a certain size. The big E&G cameras may have some issues. The smaller consumer-type cameras won't have issues. We are discussing the exception with the Department of Transportation. The problem with the lithium batteries of a certain size is real. There have been incidents of batteries starting fires -- serious chemical fires. We are suggesting a media exception to the new rules. It will probably come down to wrapping the batteries in plastic and carrying them on in your carry-on luggage.
- There will be by executive order a meeting for the facilitation of hunting heritage and wildlife conservation at the White House sometime in Sept. to commemorate the 100th anniversary of the first wildlife conference on conservation, wildlife and the environment that was held at the White House by Teddy Roosevelt. This is a historical and significant meeting. This presidential order will discuss the permanent place of hunting as part of the North American Wildlife Management Model. It will be a blueprint of conservation for the 21st century. The Congressional Sportsman's Foundation has been instrumental in putting this together. The foundation is the political arm of the Congressional Sportsman's Caucus. They are asking us to disseminate info. We will put together press releases that we can feed

to newspaper and magazine folks who can get info out there immediately. If we create enough buzz in our industry, it will spill over. We have the opportunity to affect change, doesn't happen very often. **NONE OPPOSED**

- We are losing newspaper columns – inches, editors and our voice in newspapers. We need to have an initiative to solidify position of the newspaper man now and gain access back. We'll figure out a plan of action at the spring teleconference meeting. We need to start a grassroots effort.
- Would like to put goal in front of members to dedicate 10 percent of their work to what we are up against with regard to anti hunters – the contemporary/newsworthy issues. Keep constituency informed on what is happening. Our kids and grandkids will face a different world if we don't do something now. I'd like it to be POMA's position to recommend 10 percent of work deal with contemporary positions.

Miller -- The problem is that members are not making decisions about what gets bought. For our type of magazines, we'd be preaching to the choir.

Scott – Just want us to stand up for what we do. Empower other hunters with the facts. Educate our people about why we do what we do. Can do it through Web sites, newspapers, etc.

- POMA's most glaring inefficiency is its committee system. It's broken and irreparable. Need to do something else.

Cooney -- One of the president's main responsibilities is committees. Half of the committees didn't do anything this year. I realized we've got to put POMA on business basis. We're all too darn busy to commit and get it out in a timely manner. What can we do to put POMA back online? We're looking at restructuring. We have a long way to go.

Scott: One solution we've come up is to hire independent contractors to staff out things that are not getting done.

Dovey: Key committees will remain, but there will be simple restructuring.

Four key positions will be hired:

- 1) Editor
- 2) Web content and update
- 3) Data base functionality
- 4) Membership services

The total cost for all four positions will be \$15,000.

Scott: I ask for approval of new member Wade Boggs for whichever membership class he qualifies for. **All approved**

President's Report (Cooney)

We're still looking at the photo agency, but we're looking at a more efficient way to market the images. May do it in a way where the photographer can download his own images onto POMA's site or have a link to his web site. We haven't decided yet.

Some committees are functioning and some are not. We're looking at restructuring.

Executive Director's Report (Dovey)

- We're restructuring briefs and the members are responding nicely. They love the electronic versions. The new positions will help with the briefs.

- We are planning a similar press conference at ICAST that we had at the SHOT. We'll also be presenting a Fishing Communicator of the Year Award.
- The new Corporate Partner program with the little table stands distributed at the show has been very popular. We sent out a PDF file to the media with company contact info and e-mails of POMA's corporate partners who exhibited at SHOT Show.
- Communications material getting better
- Membership numbers have stabilized. I think we'll see a big membership push. Right now, we have 120 corporate partners who have paid and 249 media who've paid for membership.
- Financially we have \$200,000 in bank and we're maintaining that level.
- We're starting work on the conference. We're asking everyone to moderate a session or meal. We need everyone's help.

Finance Committee Report (Chaffin)

Motion (Chaffin/Lightbody): That the board approve the scheduling of a full audit every sixth year, beginning with January 2012, or any time a new executive director is hired and to adjust the bylaws accordingly. **PASSED**

Committee Reports With Action (Cooney)

Bylaws Committee

Recommendation #1 to change the language in Section 3.1 (a) i. of the bylaws.

Motion(Cooney): To approve the bylaws changes as presented. **All Approved**

Recommendation #2 to eliminate proxy voting by board members and delete a portion of Section 3.5 in the bylaws.

Motion(Cooney): To approve the bylaws change as presented: **All Approved**

Recommendation #3: Change current language in Section 3.1 (b) iv.

Motion (Cooney/Cassell): To approve the bylaws changes as presented. **All Approved**

New Business

Motion (Cooney/Gardner) Position of member advocate to be created and board appoint the position. **Passed**

Dovey: Mossy Oak interested in sponsoring the Endowment Trust.

Scott: Been approached by Steve Miller about the "Shoot for the Future" initiative. Gunbroker.com would sell guns for benefit of endowment program. POMA is uniquely positioned to communicate this to writers and the public. Miller is asking for compensation for heading up program. Review and discuss at a later time.

Good of the Order

Chaffin: Could auction a hunt of a lifetime to help with fundraising.

Motion/Second (Lightbody/Chaffin) – To Adjourn PASSED

Minutes submitted by Secretary, Stephanie Mallory

Approved: _____ (date)

Signature: _____ (date)

**April 21, 2008
Teleconference Meeting
POMA Board of Directors**

Called to Order, 11:04 a.m.

Roll Call - Quorum present

Present:

Vickie Gardner
Late: Bill Miller

Officers and Board

Steve Scott, Chairman, presiding
Judd Cooney, President
Stephanie Mallory, Secretary
Chris Chaffin, Treasurer
Barbara Baird
Jay Cassell

Management:
Laurie Lee Dovey
Shelly Moore

Absences Approved:
Michael Faw
Andy Lightbody

Minutes (Cassell/Gardner) -- Motion to waive reading of the minutes. Passed. Minutes of the February meeting were not read or approved. Board being given more time to review the minutes before approval.

Chairman's Report, Steve Scott

Hunting Heritage and the Gun Auction program -- The board decided that the timing of a program like this was problematic right now, as POMA has much on its plate. However, all agreed that down the road something like this could be beneficial.

White House Conference on Wildlife -- POMA will help get the word out on the conference by sending POMA members some overviews of the conference with sources, so members can utilize the information as they see fit.

Fishing Editors at Conference – POMA, with the help of Blue Heron Communications, is bringing three key fishing industry writers to conference. Blue Heron is taking these folks on an outing the day before conference and the editors will conduct a session at conference the following morning. They will also be available at the Wed. night evening gathering to network with attendees and will attend the editors' session on Thursday.

Focus on Fishing Day -- DOVEY came up with a plan for an event that can be held close to the hotel where CP's and media can casually meet to test equipment, fish a little and network. The event will be held at The Outdoor Campus, which has a stocked pond, is on the Big Sioux River and is a terrific facility. The event runs 10 a.m. - 2 p.m. To entice media members to the event, a laptop computer will be given away to one media member who attends the event. Steve requested that all board members attend Focus on Fishing day to enjoy the event, but to also help administer the event -- from helping CP's set up to helping with grilling burgers and dogs to helping with clean

up.

Administration to Keep Minutes -- The board discussed having administration write up the initial draft of meeting minutes from a tape of each meeting for presentation to the Secretary for review and presentation to the board. This allows the Secretary to spend more time participating in meetings and board business rather than taking notes. The majority sensing of the board was favorable.

ICAST -- Steve will be going to ICAST to represent POMA. He will hold a press conference at ICAST to announce the speakers bureau, with Jimmy Houston. In addition, he will attend the event where the Homer Circle Fishing Communicator Award will be presented. Several other board members reported they will be at the show and available to assist.

NSSF Summit -- Scott also reported that he would be attending the NSSF Summit in June to represent POMA.

President's Report, Judd Cooney

Judd reported that he felt POMA was doing very well and that everyone was doing a good job. He had no issues to bring to the board.

Executive Director's Report, Laurie Lee Dovey

Conference:

Attendance -- will be lower than last year, primarily due to travel costs, however the room block has been filled, which means POMA will not have to pay a steep attrition penalty. This was the ED's biggest concern about conference.

Sessions -- most sessions are in place. However, a few folks charged with planning sessions have not yet finalized speakers. That needs to be done immediately.

Students -- the letter sent by the CVB to area universities has paid good dividends. Nine students are signed up to date -- two of which attended last year, one who already have found an internship position with a POMA member.

POMA<35 -- POMA's new, part-time design and Web administrator and designer Jack Foust designed a logo for POMA<35 to help the group have its own identity under the POMA umbrella and use for promotions. It was presented to the POMA<35 members.

New Independent Contractors -- Based on the board's decision at the Feb. meeting, two part-time, independent contractors have been hired. Jack Foust helps with Web content, POMA Briefs design, imaging and photo galleries. He works approximately 12 hours per week. Brenda Szelong works 20 hours a week as an editor, membership services coordinator and marketing assistant. She is supporting Shelly, to get Shelly's schedule down to match the terms of her contract. In addition, Brenda is freeing up much of DOVEY's time so she can concentrate on member relations, communications and marketing.

POMA Outdoor Speakers Bureau Web Site -- Based on a directive of the chairman, DOVEY hired Jeff Goldman, a senior cold fusion programmer, to design the intricate POSB Web site. The cost for the initial structure of the site is \$4,000 + a POMA membership, which was approved by Steve Scott. The launch date for the site is Aug. 1, 2008.

Membership List Usage -- DOVEY initiated discussion regarding POMA's membership list and usage policy. The board agreed that only members in good standing may use the list at no cost and non-members may buy one-time use of the list for \$600. When unauthorized use is determined, a letter should be sent to the person/entity using the list explaining the policy and charges and

requesting that the unauthorized user cease mailing to the list immediately -- or join POMA. The board asked DOVEY to immediately contact companies who may have violated usage policies.

Photo Galleries -- DOVEY elected to design an online photo gallery for each POMA photographer who initially submitted images for the Stock Photo Agency. The photographers (approx. 35) are very happy and have made sales from their galleries. DOVEY has also looked at the Lightbox program that the original agency administrator was to use to build the agency and reported she has made good progress with it and hopes to actually have the agency online later this year. Judd Cooney has been involved in reviewing the initial Lightbox work and is pleased.

Marketing Plan -- DOVEY has implemented a plan to send 10 letters, via regular mail, to potential members every week. Five will go to potential media members and five will go to potential CP members. Although POMA has continually met and even surpassed its recruitment goals, this will be the first paper campaign POMA has launched. DOVEY will report on initial results at the summer meeting.

Bylaws Ratification -- The bylaws changes approved by the board at the Feb. meeting will be put before the membership for a vote immediately after the board election is completed.

Committee Reports -- NONE

Old Business

Membership Applications -- DOVEY initiated discussion centered on the definition of the Associate Industry Professional membership category. The board agreed that this is the category for company/organization communications/public relations professionals. The board reiterated that these professionals do not meet media membership status.

Newspaper Web Site -- Steve Scott reported that he is interested in moving forward with T.J. Stallings proposal to have a Web site that allows the public to reach out to newspaper editors regarding shrinking coverage of the traditional outdoor sports. Steve will bring a proposal to the board at the summer meeting.

New Business

Board Officer Nominations and Election -- Steve Scott requested that board members begin to make nominations for the officer positions. This year, officers must come from the newly-elected board (election results will be known on May 6). Nominations can not come from the membership as approved by the board in February, until some reworking of the board structure can be outlined and approved for the POMA Bylaws. Nominations are to be made via e-mail (directly to Judd Cooney at judd@juddcooney.com) with a copy to all other board members. Steve asked DOVEY and Judd to oversee the nomination process and election because Steve will not be in the US until June 6. The officer election is to take place in mid May (assuming the membership will approve the Feb. meeting bylaws changes).

CP Board Member Election -- Vickie Gardner reported that a terrific group of CP members have agreed to run for the CP board member position. The election will be held in May. The winner of the election will sit on the board and all other candidates and Vickie Gardner will make up the CP Council, which will be chaired by Tack Robinson of Mossy Oak.

Good of the Order

Bill Miller apologized for being late to the meeting. He also mentioned visiting with Bob Delfay at Hunting Heritage regarding the gun auction proposal. Steve and Bill will make that contact.

Meeting Adjourned

Minutes submitted by Secretary, Stephanie Mallory

Approved: _____ (date)

Signature: _____ (date)

**May 21, 2008
Teleconference Meeting
POMA Board of Directors**

Cooney called meeting to order at 12:01 p.m.

Roll Call - Quorum present

Present: Officers and Sitting Board:

Judd Cooney, President, presiding
Stephanie Mallory, Secretary
Jay Cassell
Vickie Gardner
Michael Faw
Andy Lightbody
Late: Chris Chaffin, Treasurer (delayed due to airline travel)
Michael Faw – (delayed due to communications issues)

Others Present:

Laurie Lee Dovey, Executive Director
Shelly Moore, Executive Assistant
Jonathan Berryhill, legal council
Rick Story, incoming board

Absent:

Steve Scott – excused – in Africa
Barb Baird – excused – physicians appointment
Bill Miller – excused – hospitalization/health problems

Cooney announced the nominations received for board officer positions.

President – Mike Faw; Bill Miller (he declined the nomination at this time due to health and professional issues); Chris Chaffin

Secretary – Rick Story

Treasurer – Mike Faw; Chris Chaffin has also agreed to fill the position if so voted. Barbara Baird was also nominated, but was ineligible due to her board term expiring.

Cooney asked for additional nominations. None were presented. Discussion followed and the following slate was presented to the board for approval.

President – Chris Chaffin
Secretary – Rick Story
Treasurer – Mike Faw

Motion (Lightbody/Gardner): to approve the slate as presented. Passed. Unanimous.

Other business — Executive Director, Laurie Lee Dovey

Bylaws Ratification

Bylaw changes were ratified by the membership. Dovey provided final voting numbers to board members via PDF electronically.

Conference

Dovey asked for everyone’s support at the Focus on Fishing event. She expressed concerns about the event being a success because the event was not receiving support from CPs expected. Approximately 20-25 media members are expected.

Motion (Cooney/Lightbody): to go into Executive Session. Passed.

Motion (Faw/Chaffin): to leave Executive Session. Passed.

Motion (Faw/Chaffin): to adjourn. Passed.

Minutes submitted by Secretary, Stephanie Mallory

Approved: _____ (date)

Signature: _____ (date)

**June 26, 2008
Teleconference Meeting
POMA Board of Directors**

Cooney called the meeting to order AT 3:06 p.m.

Roll Call - Quorum present

Present: Officers and Sitting Board:
Judd Cooney, President, presiding
Jay Cassell
Michael Faw
Andy Lightbody
Bill Miller

Kevin Tate, incoming board member
Pete Brownell, incoming board member

Absent:
Steve Scott
Barb Baird
Larry Weishuhn
Chris Chaffin
Vickie Gardner
Stephanie Mallory

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

Absences excused.

Conference Location: Cooney explained that the meeting was called to discuss the 2009 conference location and whether POMA should move the conference from Erie, PA to St. Louis, MO.

The executive director offered a report on Erie versus St. Louis. She stated that Erie is an exceptional location and has wonderful people who are excited about POMA. She also reminded the board that when the decision was made to go to Erie, gas prices and travel expenses were not

what they are now. She explained that these expenses were the reason Steve called this meeting of the board.

The board discussed a wide range of issues from local support at each site, to facilities, to travel costs, to contract issues, to the results of the membership survey conducted regarding the sites.

Motion (Miller/Lightbody): to contract with St. Louis and pass along regrets to Erie with the understanding that future consideration will be given them if changes in the travel environment will allow Erie to be considered. Passed unanimously.

Contracts Issues: Dovey, for Steve Scott, discussed comments from several members regarding unreasonable contract issues — for television and also by magazines attempting to lump Internet rights into magazine rights agreements. Dovey asked the board to consider if/how POMA advocate for members on these issues — so discussion could continue at the summer board meeting.

Motion: to adjourn. Passed

Meeting adjourned at 3:32 p.m.

Minutes submitted by Secretary, Stephanie Mallory

Approved: _____ (date)

Signature: _____ (date)