Officer's Report
Betty Lou Fegely, Chairman/President

2005
2006

On our first anniversary, it’s time to take stock of where we are and define goals for the new year, perhaps for years to come. The interim board of directors accomplished the initial tasks outlined: determining the need for a professional media association dedicated to the shooting, hunting, fishing and trapping industries; setting up the organizational structure; and launching the organization.

Starting from scratch required a lot of time and energy. I'm absolutely amazed at what's been accomplished by one, paid, part-time contractor and member volunteers. But, there is much left undone and many ideas yet to be explored.

During start-up, we also hit a few bumps in the road. The biggest challenge the organization faced, which was also a personal disappointment, was the inability to develop a fully functional committee system.

Well into the first year, we realized the use of committees to complete projects would only work on a minimal scale. The nature of our member’s professions leave little time or energy for volunteering. The foundation we relied upon to complete projects limped along.

Therein lies POMA’s Catch 22. POMA members want high-end, cutting-edge membership services, but don’t have the time to help POMA investigate, develop and implement those services.

As a result, the board authorized Laurie Lee Dovey to hire a part-time assistant to focus on administrative responsibilities, while Laurie Lee focuses on membership services, marketing and the committee structure. The board will also continue to look at additional options that allow POMA to meet it’s services and benefits goals.

We're also investigating if POMA has properly identified member needs. To accomplish this assessment, the board needs to hear from you.

• What do you need most from your membership?
• How important is an annual conference?
• Are quarterly, printable, electronic membership directories sufficient?
• Is health or business insurance a primary concern?
• What business discounts would you find meaningful?

POMA can be everything you imagine it should be if we communicate, investigate, brainstorm and plan together. So, take the time to participate in POMA's first annual membership survey. Fill out the online questionnaire. The board will use your responses to maintain its focus on your needs — not on what the directors might perceive to be your needs. Go to:

Annual Membership Survey
www.professionaloutdoormedia.org/06survey.htm

Remember, POMA is your organization, so stay involved.

I hope to see you this month at POMA's 1st Annual Business Conference at Springfield, Missouri. Almost one third of POMA's members already are registered. Please, don't miss out on this incredible opportunity to come together.
POMA FINANCES

POMA was able to operate within its means during its first year. Although the 2005 - 2006 accounting is not complete, POMA anticipates a bottom line that shows a profit of approximately $25,000 for 2006.

The board of directors approved budgets for both 2006 - 2007 and 2007 - 2008 in May to meet the requirements of the IRS for the organization’s nonprofit filing. The Finance Committee and management will closely watch expenditures and income on a monthly basis to ensure that POMA continues to operate within the budget while still providing the highest-level service possible.

Although POMA operated within financial constraints the first year, the Finance Committee and several financial advisers expressed the need for the organization to develop additional income streams, beyond dues assessments, quickly. Merchandise sales, Stock Photo Agency sales, the potential for a POMA speakers bureau, and a variety of other projects are being investigated and implemented.

The board and management urge POMA members to share ideas for generating income. Many of you have expertise with associations and organizations and can help keep POMA from reinventing the wheel. Don’t hesitate to contact Betty Lou Fegely or Laurie Lee Dovey with ideas.

Future Conference Sites

Members responded in a big way to POMA’s request for suggestions regarding future conference sites. Based on member suggestions, bid packages were sent to numerous cities/regions.

The board will vote on the locations for the 2007 & the 2008 conference sites at its meeting on August 24.

Aberdeen, SD
Duluth, MN
Paris Landing, TN
Mississippi (State)
Tunica, MS
Cape Fear, NC
Columbia, SC
Devil’s Lake, ND
Erie, PA
Crested Butte, CO
Hot Springs, AR
Maryland (State)
Minnesota (State)
North Minneapolis, MN
Niagara, NY
Pierre, SD
Rogers, AR
Salt Lake City, UT
San Antonio, TX
SW Louisiana
Laurel Highlands, PA
Mahnomen, WI

Have a location preference? Let the board of directors know.

Welcome Shelly Moore to the POMA family. Shelly is POMA’s new executive assistant. Shelly will work from her home in Johnstown, PA, and will serve POMA as an independent contractor.

Shelly’s skills are much needed and in many areas are opposite Laurie Lee’s skills. Shelly is terrific at bookkeeping/accounting, administration and other detail-oriented office functions -- areas Laurie Lee admits are not her forte. Shelly already has helped POMA to significantly boost its level of customer service.

Laurie Lee and Shelly compliment one another and, together, bring POMA a higher level of expertise across the board.

In addition to accounting/banking functions, Shelly will maintain the membership records/databases, communicate with new applicants, ship new member welcome packets, help with a wide range of membership communications and answer POMA’s office phone.

With Shelly handling these responsibilities, Laurie Lee will be able to focus her time on the big-picture responsibilities such as implementing and developing membership services and benefits, marketing efforts, and generating new income streams for POMA.

As a part-time independent contractor, Shelly is available to members (with administrative questions/needs) during the mid-day hours (Eastern time) several days per week. If you have questions about other POMA issues, such as conference, services or the Web site, please contact Laurie Lee.

New POMA Contact Info Address
PO Box 1569 • Johnstown, PA 15907
814-254-4719 • Fax 206-350-1047
Shelly: admin@professionaloutdoormedia.org
Laurie Lee: members@professionaloutdoormedia.org
Laurie Lee’s Phone: 678-201-8129
Media Membership Breakdown

- 243 Media Members
- 33% Cornerstone
- 30% Charter
- 85% Voting
- 9% Associate
- 4.5% Heritage/Honorary

Journalistic Involvement of media members - staff or freelance.

- 56% Magazine
- 31% Newspaper
- 25% Recently published a book
- 21% Photography
- 19% TV
- 9% Radio

Corporate Partners

- 125 CP Members
- 40% Cornerstone
- 24% Charter

Accomplishments

- Organization Launch
- Governing Document Development
- High-Level Member Interaction
- Extensive Member Communication
- Business Discounts Package
- Money Line
- Trade Tips
- Tech Talk
- Tele-Seminars
- Bi-Weekly Newsletter
- Quarterly Directories
- 200-plus-page Web Site, Public and Member-Only
- Logo Design
- Membership Growth
- 1st Business Conference
- POMA<35
- One Year Anniversary
- POMA/NSSF Grits Gresham Communicator of the Year Award
- First Media Group to Join NSSF, ATA and ASA
- Budgeting & Finances
- Building Strong Relationships Outside the Industry

Challenges

- Implementing an effective committee system
- Meeting deadlines for communications and delivery of services
- Updating the Web site often enough
- Capturing members outside of the shooting sports realm
- Providing the highest possible level of customer service

POMA is so much already. POMA can be so much more.

Saying the past year has been a whirlwind is a gross understatement. POMA’s launch has been a tornado of ideas, projects, friends coming together, accomplishments, challenges, successes, and yes, some disappointments.

Unlike Dorothy in the Wizard of Oz who just wanted to return to the comfort and familiarity of home, our members embraced change. This wonderful new place we call POMA is as bright and gleaming as the Emerald City. Like OZ, it’s also full of the magic that comes from creativity, belief in an idea, collective thinking and shared goals, and the entrepreneurial spirit.

On its first birthday, June 19, 2006, POMA boasted over 360 members, including approximately 240 media members and 125 Corporate Partners. Most are amazed by POMA’s growth and success. Others feel POMA could be bigger.

Honestly, POMA isn’t for everyone, but it is the perfect fit for many. Every month media and industry professionals seek membership while others have been and still are hesitant to join. They want to observe, and that's fine.

Those watching POMA have enjoyed quite a show. The organization has broken the mold in regard to benefits, services and a forward-thinking approach.

Expecting a one-year-old organization to raise the bar set by groups 30, 50 or 70 years its senior was probably crazy, but POMA-ites seem to say, "Let's do it," rather than, "We shouldn't risk it."

Did we bite off more than we could chew from time to time? You bet we did. We reached for more. We jumped outside the box.

In most instances, POMA was able to shine. Sometimes, however, we staggered. Regardless, we learned valuable lessons and we continue to move forward.

We’ll use the lessons of the past as the foundation for the future, with eyes sharply focused on continuing to improve customer service and enhance membership benefits.

Cheers,
Laurie Lee Dovey
POMA Management Executive
There's Still Time...

... to join 170 of your POMA family members in Springfield, Missouri.

That's right -- 170 folks, including 80 media members and 53 Corporate Partners, already are registered for POMA’s 1st Annual POMA Business Conference. Some conference highlights:

- A super registration area sponsored by Realtree, with beverage break sponsored by Browning & Winchester Firearms, Winchester Ammunition, Midway USA, Battenfeld Technologies and Hunter’s Specialties,

- A fabulous welcome event at the Wonders of Wildlife Museum and Bass Pro Shops, sponsored by the Springfield, Missouri CVB and Bass Pro,

- Seven amazing business-building sessions for media members and corporate partners, sponsored by Archery Trade Association, Hunt Comfort, MacDaddy’s Fishing Lures, Sunbuster Sport Eyewear, Alpen Optics and the Quality Deer Management Association,

- An interactive field day with mini seminars, shooting, product testing, an outdoor lunch sponsored by the NSSF, and more

- Incredible meals courtesy of our friends and fellow members at the National Rifle Association, Recreational Boating and Fishing Foundation, U.S. Sportsmen’s Alliance, National Wild Turkey Federation and The Outdoor Channel,

- An Evening Gathering -- focused on business and networking sponsored by Smith & Wesson and Gerber Legendary Blades, and

- A closing night of fun, beginning with a cocktail reception hosted by Bushnell, dinner, and a fun night in the lounge with entertainment by POMA member John Howle. We’ll also have an open mic session for anyone who wants to join John.

Thanks also to Brownells for their sponsorship of the printed conference program, which surely will become a collector’s item.

DETAILS & ONLINE REGISTRATION
www.professionaloutdoormedia.org