



# POMA's 5TH ANNIVERSARY BUSINESS CONFERENCE MEDIA MEMBER PLANNER

Anticipation of POMA's 2010 Business Conference is high. The combination of

- A myriad of opportunities for companies and journalists to interact and develop content
- The Beach Bash Welcome Event & Lobster Bake on Lake Michigan's southern shore
- Product Showcase & Tackle Testing and the Shooting & Field Day events
- Incredible speakers and 30+ business-building sessions has prompted robust early registration numbers.

## EVENTS & OPPORTUNITIES

### Beach Bash & Lobster Bake Welcome

— Put on your flip flops, T-shirts and shorts and head to the beach at Washington Park for a groovy evening of great hospitality, fun and relaxation. This is the LaPorte County Convention and

## General Schedule

Times Subject to Change

### Wednesday, Aug. 11

- Board Meetings, 8 a.m. - 3 p.m.
- Registration, 2 - 6 p.m.
- Beach Bash & Lobster Bake Welcome Event, Lake Michigan, 6 - 9 p.m.

### Thursday, Aug. 12

- Business Sessions, 8:30 a.m. - 4 p.m.
- Product Showcase & Tackle Testing, 4:30 - 7:30 p.m.
- BBQ Dinner, 7:30 - 9 p.m.

### Friday, Aug. 13

- Business Sessions 9 a.m. - 5 p.m.
- Cocktail Reception, Dinner, Live & Silent Auctions & Pinnacle Awards, 6:30 - 10 p.m.

### Saturday, Aug. 14

- Shooting Event 7:30 a.m. - 1 p.m.
- Bring-Your-Own-Laptop Skill Enhancement Sessions 2:00 - 4:30 p.m.
- Adios Dinner & Music 6:30 - 10:30 p.m.

Visitor's Bureau's way of saying, "Welcome to northern Indiana!

**Event Business-Enhancement Sessions** — An incredible line up of business tracks focused on helping you grow your business and keep pace with technology and changes in the world of media.

Review session descriptions and speaker information on pages 3 and 4.

**Amazing Industry Support** — Enthusiasm for this conference by POMA's Corporate Partners (CP) is over the top.

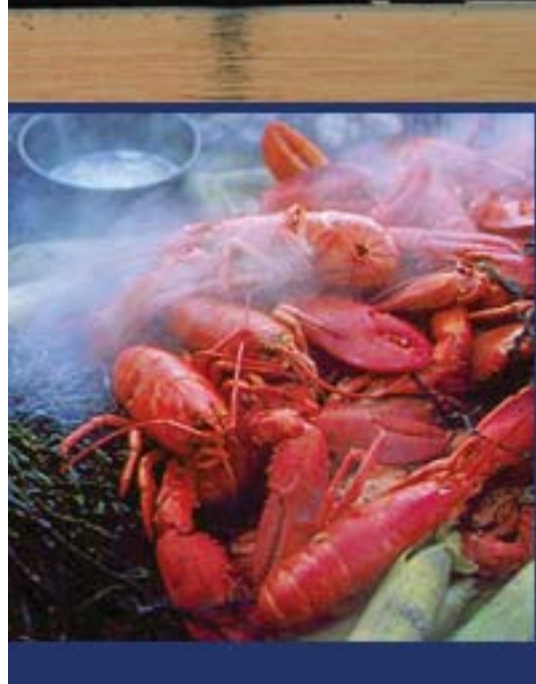
Eight sponsored meals allow media members to gather content and story ideas while enjoying the hospitality of our great CP friends.

At Product Showcase and Shooting Day a plethora of opportunities for photography, interviews and hands-on product testing, on land and water, ensure every media member can make the conference a money-making experience.

**Product Showcase & Tackle Testing** — A late-afternoon and evening event at Pine Lake.

**Shooting & Field Day** — A half-day of testing all types of firearms, ammunition, shooting optics, sporting vehicles and field products. Kingsbury Fish and Wildlife Area Shooting Range.

**Evening Gatherings** — Casual networking gatherings where POMA members congregate, build relationships, talk business, have some fun and enjoy a cold beverage.



REGISTER FOR CONFERENCE ONLINE AT:  
[WWW.PROFESSIONALOUTDOORMEDIA.ORG](http://WWW.PROFESSIONALOUTDOORMEDIA.ORG)

• LaPorte, Ind. • Aug. 11 - 14, 2010

POMA Office 814-254-4719 • [lldovey@professionaloutdoormedia.org](mailto:lldovey@professionaloutdoormedia.org)

## REGISTRATION, LODGING, AUCTION

Every individual attending conference must be registered. The registration form allows for inclusion of member-sponsored guests/spouses on the media member's registration form.

### CONFERENCE FEES MEDIA

- ▶ Member and Member Guests Full-Conference Fee (Thru June 30) \$185
- ▶ Member and Member Guests Late Full-Conference Fee (July 1 on) \$200
- ▶ Member and Member Guests Single Day Fee \$75
- ▶ Non-Member Journalists, Full Conference \$240
- ▶ Non-Member Journalists Single Day Fee \$85

Full Conference Fees Include

- ▶ 30+ Sessions
- ▶ Nine Hosted Meals
- ▶ Product Showcase & Tackle Testing
- ▶ Shooting Day
- ▶ Corporate Partner Bible
- ▶ Networking Gatherings

## REGISTER ONLINE

[WWW.PROFESSIONALOUTDOORMEDIA.ORG](http://WWW.PROFESSIONALOUTDOORMEDIA.ORG)

**Registration Refund Policy:** Cancellations received by June 15, full refund. Cancellations by July 1, 75-percent refund. Cancellations by July 15, 50-percent refund. Conference no shows & cancellations after July 15, no refund.

## MAKING AUCTION DONATIONS — ENSURE THE FUTURE!

POMA is accepting donations for the annual business conference fund-raising auctions and raffles. These are the **most important fund-raising events of the year for POMA**. So, please consider participating — as a donor or bidder — to help ensure POMA's future.

POMA welcomes donations of business products (cameras, scanners, software), outdoor gear, media services (advertising, P.R., photography or editorial services/packages) and outdoor-related trips.

**Donate now online** or e-mail headquarters at [admin@professionaloutdoormedia.org](mailto:admin@professionaloutdoormedia.org) to request an auction donation form.



### BEST WESTERN LAPORTE

444 Pine Lake Avenue

LaPorte, IN 46350

(219) 362-4585

POMA Rate: \$89 + taxes

You must mention the POMA conference to get the POMA rate.

### ROOMS WHILE THEY LAST

Don't miss out on a room at the host hotel. Rooms at the POMA rate, \$89 plus tax, are limited. When the block is sold out, attendees must pay the regular rate or stay at another property.

**If you have difficulty getting a room, contact Laurie Lee Dovey before booking at another property.**

To receive the \$89 per night rate, you **must mention the POMA conference when making the reservation.**

# BUSINESS-ENHANCEMENT SESSIONS FOR ALL

Maintaining the level of excellence expected of POMA, the 2010 conference presenters are nothing short of top notch.

Keynoter, Paul Gillin, leads the corps of media, marketing and business specialists who will speak directly to members' business needs and interests.

POMA is offering a new session concept at this conference, based on attendee requests. Eight business tracks, focused on different areas of interest, provide 24 individual sessions.

Most tracks run twice, allowing participants the opportunity to sit in on as many as 12 sessions, during two days.

CP-focused tracks are scheduled to allow company reps to enjoy the educational sessions while also participating in all CP product events.

Although some sessions are focused on Media or CP members, attendees may reserve seats for any business track.

Scan this year's sessions and note those you know will be beneficial to your business.

## THURS., AUG. 12, 2010

### New Media for Communicators Track (a.m. & p.m.)

- **Social Media for Journalists** (Gillin)
- **WordPress and the Art of the Blog** — Promoting your work, developing new business and speaking your mind (Caledon Virtual)
- **Digital Marketing** — A New World for Journalists & Marketers (Carroll & Miller)

**Paul Gillin** is a veteran technology journalist with more than 25 years of editorial experience. He advises marketers and business executives on strategies to optimize their use of social media and online channels to reach buyers cost-effectively.



Paul Gillin

**J. Michael Roach** serves as the Director of Caledon Virtual a corporate branding, online marketing and social media



J. Michael Roach

firm, and the President of the Mid-Missouri chapter of the American Advertising Federation.

**Bill Miller** is the Vice-President, Media Development & Production of the North American Media Group (NAMG), Executive Producer, North American Outdoors Television and Executive Director of the North American Hunting Club (NAHC).



Bill Miller

### New Media for Business, CP Track (a.m. only)

- **Digital Marketing** — Everything Has Changed, Marketing & PR Reps, You Better Too (Carroll)
- **Using Social Media to Tell Your Story** (Gillin)
- **One-on-One With Gillin** — Social Media Q & A Round Table (Gillin)

As Vice President, Business Development of North American Media Group, **Tim Carroll** is responsible for all brand, editorial, and business development. NAMG now operates eight daily e-mail products and sends over 250 million e-mails a year to its 1.5 million subscribers.



Tim Carroll

### Freelance Business Track (a.m. & p.m.)

- **How to Devise a Business Plan** — The process from company set up, through goal setting, to analysis and profits. Learn practical and important tips that could help you double your profits this year. (Hoffman)
- **Business Structure Considerations for Self Employed** — What should you be - an LLC, corporation, S-Corp or nothing? Learn the differences and advantages and pitfalls of both. (Hoffman)
- **Tax Tips for Self Employed** — The goal of every business is to make money. When that goal is achieved, it's time to take full advantage of the tax law. Learn how. (Hoffman)

**Dan Hoffman** has been a business consultant for over 20 years. He has worked with hundreds

of small businesses, analyzing business problems and teaching business owners & executives practical strategies to improve their profits, smooth their operations, gain control of their results, and improve their overall quality of life.



Dan Hoffman

### Video Track (a.m. & p.m.)

- **Shooting Video** — Everything you need to know about shooting great video. (Spotted Eagle)
- **Editing Video** — Editing workflow and post-production techniques applicable to common video editing software applications. (Spotted Eagle)
- **Streaming Video** — Best techniques for streaming video and options for hosting video online. (Spotted Eagle)

**Douglas Spotted Eagle** is an audio and video pro. As a videographer, he's shot, edited, or produced media that found its way into 12 Emmy-nominated productions. He's also won film festival awards for recent documentary projects. Spotted Eagle began streaming and uploading video in 1997, as soon as codecs became available to users and artists.



Douglas Spotted Eagle

### POMA<35 Track (a.m. only)

- **What's Available to You in the Outdoor Media** — Video/Television (Opre & Scheuermann); Print/Media/Internet; Pr/Corp (Howard); Government/Organization (Butler)
- **Getting a Foot in the Door** (Smotherman)
- **Moving Up the Ladder or Successfully Changing Jobs** — Q & A with a panel of veteran journalists and business executives.

## FRI., AUG. 13, 2010

### Photography Track (Hands-on, Outdoor) (a.m. & p.m.)

- **Lighting Outdoor Images** (Flanigan & Konway)
- **Shooting Set Ups** (Flanigan & Konway)
- **Digital Camera Tips** (Flanigan & Konway)

**Tim Flanigan** is the Southcentral Field Editor for

## SESSIONS CONTINUED

Pennsylvania Outdoor Times - Contributing Photographer and feature writer for the Upland Almanac – freelance contributor to various magazines, calendars, brochures etc.



Tim Flanigan

**Bill Conway** spent 25 years working as a full-time photojournalist for a Chicago daily newspaper before becoming a full-time outdoor photographer. He has shot everything from sunrises to sailing geese, Waylon Jennings to the Presidents Bush, and a Clinton thrown in for good measure.



Bill Conway

### Money Makers (a.m. & p.m.)

- **SEO Effective Edit** — Write in a way that Google understands, so your words are found (Discher)
- **Making Money with Webinars** — A step by step view of how you can use webinars to make more money immediately. (Miale)
- **21st Century Business Tasks We All Need to Know How to Complete** — Members test solutions to common computer-related tasks and report on what they've found. (Sapp, Wilson, Zent, Drew, Scheuermann, Jefferson, Humphrey, Gardner)

**Tom Miale** is responsible for developing new webcasting and multimedia products for existing and new PR Newswire members. He joined MultiVu in 2006 as Global Account Manager, Streaming Media, bringing more than 15 years of experience in multimedia to MultiVu.



Tom Miale

### Communicators' Marketing Track (a.m. & p.m.)

- **Psychology of Success** — Get Past the Fear. Developing the mindset to succeed. (Jain)
- **Direct Marketing for Freelancers** — An action plan for increasing the bottom line. (Davis)

- **Your Competitive Edge** — What it is and how to use it. (Davis)

**Dr. Rachna Jain** is a sales and marketing psychologist who helps professionals overcome their fear so they can sell more easily, using new media and the internet. With a focus on applied psychology, and sound marketing principles, you can expect to walk away from this session feeling more confident and better prepared to overcome whatever is holding you back.



Dr. Rachna Jain

**Susan B. Davis'** marketing expertise can not be overstated. She has been the Regional Director of the Indiana Small Business Development Center since 1991 and manages the program for a 12-county region. Susan also served as the Vice President of Greater Lafayette Progress, Inc. in promoting workforce development and support for existing business and industry.



Susan B. Davis

### CP Biz Track (a.m. & p.m.)

- **Increase Customer Base with Webinars** (Miale)
- **Landing Pages** — Increase Sales, Mem-

bership, etc. (Discher)

- **Use New Digital Channels to Promote Your Brand** (Discher)



Blake Discher

**Blake Discher's** knack for negotiating with prospective clients and the fact that his website ranks highly in the major search engines are keys to his business success. He shares his knowledge on these topics with individuals and trade groups across many industries.

SAT., AUG. 14, 2010

### Proposed Bring-Your-Own-Laptop (BYOLT) Skill Enhancement Sessions

- **POMA's New Website** — Use it to your advantage
- **FaceBook Business Builders** — Hands-on help
- **Mass Communications** — Standing out in the e-mail world, when you're one in a million
- **Content Management Systems** — Are they the answer to your website woes?
- **Photoshop/Bridge** — 10 tips in 50 Minutes
- **Social Media from Handheld Devices** — Twitter, FaceBook, Linked In — update from your cell/smart phone



## CORPORATE PARTNERS REGISTERED AS OF JUNE 1, 2010

- A&A Hardware & Lobster, Inc.
- Aimpoint Inc.
- Alpen Optics
- Archery Trade Association
- Bass Pro Shops
- Battenfeld Technologies, Inc./ Caldwell Shooting Supplies
- Blackpowder Products, Inc.
- Brownells Inc.
- Buck Knives, Inc.
- Budweiser
- Caledon Virtual
- CNK Assembly, Inc.
- ColdWind, LLC.
- Columbia Sportswear
- Crimson Trace
- Daiwa Corporation
- Ducks Unlimited
- Extreme Technologies LLC.
- Federal Premium
- Hawke Sport Optics
- Hobie Cat Company
- Hunt Comfort
- Huntfnfishregs.com
- Lightfield Ammunition Corporation
- Michigan City LaPorte
- Mossy Oak
- National Bowhunter Education Foundation
- National Rifle Association
- National Shooting Sports Foundation
- National Wild Turkey Federation
- Otis Technologies
- Prois Hunting & Field Apparel for Women
- Ram Trucks
- Realtree
- Remington Arms Company
- Remington Outdoor Foundation
- Safari Club International
- SHE Outdoor Apparel
- Southwick Associates
- Sportsman Channel
- Thermacell
- Trophy Hides by Uber Tanning
- U.S. Sportsmen's Alliance
- Yamaha Motor Corp., U.S.A.

## Thank You Conference Partners



# KINGSBURY FISH & WILDLIFE AREA SHOOTING & FIELD DAY

## SHOOTING RANGE

The shooting range is safe, modern and staffed by qualified range officers.

Use of eye and ear protection is required for all participants and observers.

The range has 40 shooting positions: 10 positions at 50 yards, 8 positions at 100 yards,

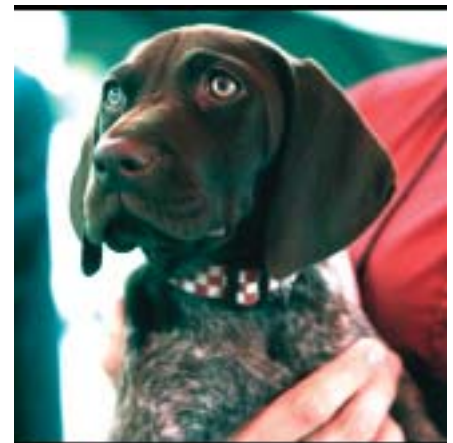
18 positions at 10,15 or 25 yards, and 4 shotgun/clays stations. Paper targets will be supplied by Caldwell.

The archery range is adjacent to the shooting range and will be set up with paper or 3D targets.

Shooters must obey all range rules and regulations and directives from range officers.

Shooting will take place from 8 - 11:30 a.m. The range must be cleared by noon.

Indoor restrooms, accessible to persons with disabilities, are available.



# PINE LAKE PARK — PRODUCT SHOWCASE & TACKLE TESTING

Product Showcase & Tackle Testing will be held at Pine Lake Kiwanis Park on Thursday afternoon/evening. The park is just two-thirds of a mile from the hotel. The site offers large field areas for the big-tent displays, a dock and shoreline for tackle testing stations, a boat launch, restroom facility and plenty of parking for CP exhibitors.

Although displays are under tent, for shade and protection from weather, POMA encourages media members to take product out of the tent for testing and photo purposes.



**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 New Media for Communicators</b>	<b>Track 2 Freelance Business</b>	<b>Track 3 Video</b>	<b>Track 4 New Media for Business</b>	<b>Track 5 POMA&lt;35</b>
<b>7</b>	<b>Keynote Breakfast 7:30 – 8:30 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)	Techniquest 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 Hosted by: Safari Club International</b>				
<b>12</b>					
	<b>Track 1 New Media for Communicators</b>	<b>Track 2 Freelance Business</b>	<b>Track 3 Video</b>	<b>Track 4 New Media for Business</b>	<b>Track 5 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)	Techniquest for Streaming (Spotted Eagle)	Product Showcase Setup	
<b>3:50</b>	<b>Walk or Van to Product Showcase Site – 4 p.m. on</b>  <b>Product Showcase 4:30 – 7:30</b>  • <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  
BEST WESTERN, LAPORTE**

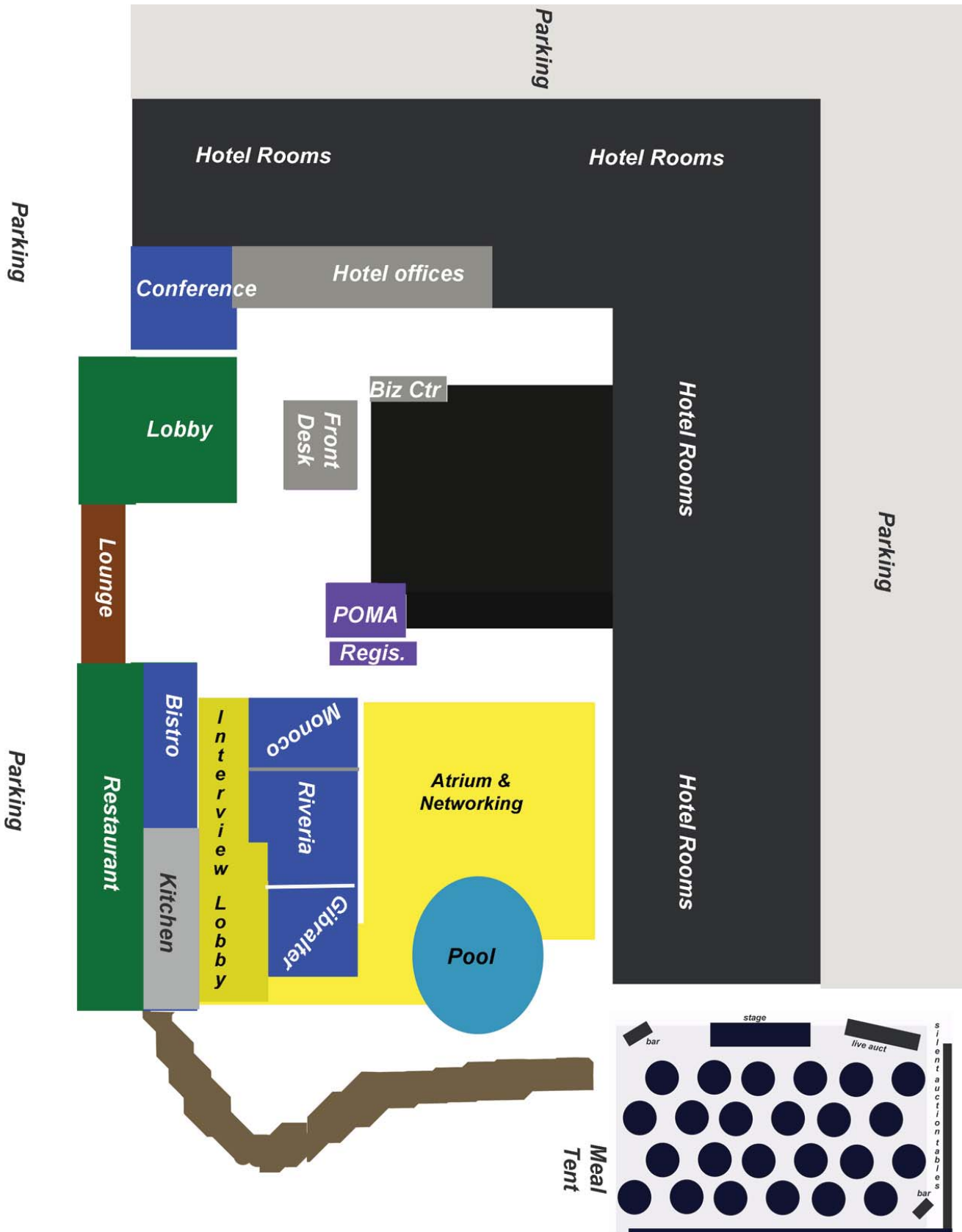
<b>Friday, Aug. 13, 2010, Session, Awards &amp; Fund-Raising Day</b>					
<b>Time</b>	<b>Track 1 Photography Offsite</b>	<b>Track 2 Computing for Dollars</b>	<b>Track 3 Communicators Marketing</b>	<b>Track 4 CP Biz</b>	
<b>7</b>					
<b>7:45</b>	<b>Breakfast 7:45 – 8:45 a.m. Hosted by: Ram Trucks – Special 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 Hosted by: Remington Outdoor Foundation</b>				
	<b>Track 1 Photography Offsite</b>	<b>Track 2 Computing for Dollars</b>	<b>Track 3 Communicators Marketing</b>	<b>Track 4 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 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. Dinner Event Hosted by National Rifle Association, 7 – 7:45 p.m. Pinnacle Awards Presentation by Mossy Oak 7:45 – 8 p.m. Silent and Live Auctions &amp; Raffles During Dinner and After 8 – 9 p.m.</b>				
<b>8</b>					



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

<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) Transportation Leaves at 7:40 a.m.</b>				
<b>8</b>	<b>Shooting Day – 8 – 11:30 a.m. 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. Hosted by: National Shooting Sports Foundation 1:15 Busses Leave for Hotel</b>				
<b>BYOLT Sessions 2 – 4 p.m.</b>					
<b>2</b>	PhotoShop – 10 Tips in 50 minutes	POMA Website – How to get the most out of your membership	Set Up Your Social Media Accounts – FaceBook, LinkedIn & Twitter	FastPencil – Write Your Book Now – alone or by collaborating	
<b>3</b>	CS3/4 Bridge – 10 Tips in 50 Minutes	FaceBook Business Builders			
<b>4</b>					
<b>5</b>					
<b>6</b>					
<b>7</b>	<b>Adios Event Cocktails Hosted b:y Aimpoint Dinner, Music Entertainment and Sing Along Hosted by POMA 6:30 – 10 p.m. Bistro, Lounge, Restaurant</b>				
<b>8</b>					
<b>9</b>					

BEST WESTERN GROUND FLOOR LAYOUT



## PRE- & POST-CONFERENCE MEDIA OPPS

FOR DETAILS & TO MAKE ARRANGEMENTS, CONTACT

Leslie Schroeder, LaPorte County Convention and Visitors Bureau

leslie@michigancitylaporte.com • 219-561-1119

More area info on the CVB website: <http://michigancitylaporte.com/>



### COME EARLY OR STAY AFTER and all at the POMA Room Rate

The Best Western LaPorte has extended the POMA conference room rate to guests who wish to partake in the pre- or post-conference tours. The rates are good from Monday, Aug. 09- Sunday, Aug. 15. Just remember, you must mention you're attending the POMA Conference when making reservations.

Thanks Best Western

### HERE'S WHAT'S HAPPENING IN LAPORTE COUNTY

**Harley Davidson Experience** – \*For guests over the age of 21. Harley Davidson of Michigan City will offer Harley Davidson Motorcycles at a discounted rate and LPCCVB will provide riders with route maps of the area. Enjoy rolling hills, miles of beautiful white sandy beaches, and wide open spaces all while experiencing the fresh country air and the wind in your hair.

**Berry Picking** – LaPorte County is home to dozens of berry farms and orchards. Come early or stay late to enjoy the fruit of our land in Northern Indiana. Take a few hours to pick berries and in the process you will travel into our deepest back roads and scenic treasures. Fill the time taking pictures or traveling to our neighboring communities to see all there is to appreciate in our neck of the woods.

**Indiana Dunes National Lakeshore** – Extend your stay along Lake Michigan to learn more about our lake front and what makes it unique. The Indiana Dunes National Lakeshore offers steep sand dunes and magnificent lake views all in one location. Watch waves crashing along our sandy beaches or Karner Blue Butterflies landing on lupines. The park is free

**Lake Michigan Charter Fishing** – Stay over and experience fishing in the Coho capital of the Midwest with a seasoned charter boat captain. We are one of the few places that can boast Skamania trout and our waters are abundant with salmon and other fresh water fish. Red Roof Inn of Michigan City will extend special rates to any fisherman who chooses to visit our area throughout the year and they are conveniently located just a few blocks from the marina.

**Freshwater Fishing** – LaPorte offers 4 inland lakes to tempt the anglers' ability in search of Bass, Crappie, Northern Pike, Bluegill, and Catfish. Very close to each other, they are Pine Lake (pontoon boat rental), Stone Lake, Clear Lake, and Fish Trap Lake (small boat rental available). Blue Heron Inn has house boats available for rent all summer long on Pine Lake.

**Birding** – If you are a birding enthusiast then plan your trip to LaPorte County. Lake Michigan Harbor is known for its flyway zone. A full 40% of the rare and accidental species were documented at the MCH making it arguably the best viewing site in Indiana. Pine Lake in LaPorte offers one of the best viewing areas in Indiana to see Loons, Grebes, and Ducks. But for the serious bird watcher a must see is

Jasper-Pulaski Fish and Wildlife Area located just south of LaPorte County. This sprawling 8,000 acre IBA is host to the greatest fall migration of Greater Sand hill Cranes. In fact, nearly the entire population stages here for their fall migration bringing in over 20,000 birds at its peak. For accommodations, Best Western will extend conference rates to guests during fall migration of Sand hill Cranes from mid November to December 1, 2010 or from Aug 09- to Aug. 15, 2010 for domestic birds.

**Great Lakes Grand Prix** – Join us for the 2nd Annual Super Boat International Great Lakes Grand Prix on Lake Michigan. Saturday, Aug. 07 will be the block party and the taste of Michigan City featuring an array of local fare and live entertainment. Meet the racers and their teams and see the high powered machines up close and personal. Then on Sunday, Aug. 08 come out and see the Thunder on the Lake powerboat races, with boats just a hundred feet from the shore and reaching lightning fast speeds.

**Historical Tour** – Visit historical Indiana Avenue in LaPorte and appreciate the architecture of our past. Take a self guided tour with the assistance of maps and history of our war era houses. Located in the most distinguished sector of our town, these homes have been impeccably cared for and the owners have gone to great lengths to keep them in original condition. While you are enjoying the history of decades past, stay in the spirit by dining at B & J's American Cafe with its 50's motif, or stop off at Temple News Agency for an old fashioned ice cream soda.

**Train Tours** – History comes alive at the Hesston Steam Museum as real steam locomotives take you on a two and a half mile spectacular





LP CO Historical Society Museum WA Jones Guns

journey through deep woods, past lakes and through farm fields. At Hesston you will also find many other steam powered machinery like a steam powered saw-mill, a railroad steam crane, a steam powered electric power plant, steam traction engines and more. Hesston is run completely by volunteers, therefore is only open on weekends.

After your visit to Hesston, hop on the South Shore, the only existing inner urban electric train in America. The South Shore runs from South Bend, IN to Chicago, IL, hourly, seven days a week. Take the train into Chicago to do some exploring and then ride it back to South Bend to see the golden dome of Notre Dame before ending your trip in Michigan City at the dunes, all of which are stops along this fabulous ride.

**Winery Tour** – Northern Indiana is located just across the border to Southwest Michigan’s splendid wine country. Tour the vineyards, taste the wine, and along the way absorb the beauty of the land. Pre-planned tours are available

**Museum Tour** – One of LaPorte County’s must sees is the LaPorte County Historical Society Museum. With over 100,000 items on exhibit and dozens of period rooms this museum never runs out of surprises. This little museum



is home to two of the most impressive displays in America. The W.A. Jones firearm collection is widely recognized as the third largest private gun collection in the world. It was donated to the museum by the W.A. Jones family of LaPorte. The other is the Kesling Automobile Collection comprised of 30 vintage automobiles and donated by the family of Dr. Kesling. Included in the collection is a DeLorean, a 1903 Winston that was driven coast to coast in 2008 by Dr. and Mrs. Kesling, and #12 out of only 50 Tuckers Torpedoes ever made. The Tucker on display was used in the movie that made them famous, “Tucker: A Man and his Dream” starring Jeff Bridges.

**Shopping and Casino Tour** – Two of LaPorte County’s biggest attractions are located just a few blocks from each other. Blue Chip Casino, Hotel, and Spa and the Lighthouse Place Premium Outlets offer enticing packages for a shop and play vacation. Earn free play with the Blue Chip B Connected card at over 1500 slots and a variety of table games. Then use your VIP coupon booklet at one of over 200 stores at the Lighthouse Place Outlets, worth an additional \$200 savings. Both are located just off the shores of Lake Michigan.

**Pinhook Bog** – Pinhook Bog is Indiana’s only true bog. See insect eating plants and tamarack trees, all while you walk on a boardwalk placed upon a bed of floating sphagnum moss. The bog is a total of about 580 acres and is heavily protected from human traffic. Ranger guided tours can be set up through the LaPorte County Convention and Visitors Bureau any time near the conference and upon request any other time.



**World Fair Home Tour** – At the 1933 Worlds Fair in Chicago II, one exhibit was “A Century of Progress” which featured forward thinking architects and their conceptual houses representing what the future holds for homeowners. In 1935 after the end of the fair, Robert Bartlett, in hopes of enticing people to come to the small town of Beverly Shores, IN, moved the houses across the 35 miles of lake by barge. For the last 74 years the houses sat in disrepair just waiting for the world to find them. Now they are available for viewing and most of them are undergoing restoration. Some of the unique attributes of these homes are airplane hangers, predicting that the mode of transportation in the future would be airplanes, the first prototype of a dishwasher, and an all glass octagonal home. The homes are on display along Lake Shore Dr. in Beverly Shores Indiana.

**Antique Tour** – The city of LaPorte is known for its many reputable antique shops all within walking distance of downtown LaPorte. Stroll the avenue and find a hidden treasure in one of our many antique stores. Just minutes from the Best Western and the lakes of LaPorte.

Other opportunities to ask about:

- ▶ Kingsbury Shooting Range
- ▶ Fly Fishing
- ▶ Geocache at the Dunes
- ▶ Trail Hiking Along the Dunes
- ▶ Drum Corps International