

**2013 POMA BUSINESS CONFERENCE — Columbia, SC
Embassy Suites Greystone**

Thurs. Mar. 7					
Assigned Meeting Rooms					
Time	Track 1 Salon E (50)	Track 2 Salon F (50)	Track 3 Salon G (50)	Track 4 Greystone (50)	Laptop Labs Consulate (16)
7:30	Breakfast 7:30 – 8:30 a.m. Ballrooms C&D Hosted by US Sportsman's Alliance				
8:30	8:30 – 9 a.m. Membership Business Meeting				
9:15 90 min	Bill Wohl Tell Them Their Underwear is Showing McGrath Mod	Lisa Wells Why Social Media is a Must	Panel of Network Execs What Outdoor TV Networks Want Tate Mod	Rosh Sillars Photography in the Digital Age Bynum Mod	Justin Premick How to Create Killer E-mails Sapp Mod
10:45	Break				
11 60 min	Mark Duda Data for Journalists	Lisa Wells Welcome to the Jungle	Steve Finch Basic TV Production Values Gilmer Mod	Tony Bynum & Bill Conway Practical Photography Part 1 Bynum Mod	Chris Moise New Media Marketing Reese Mod
12	Break				
12:15	Luncheon 12:15 – 1:15 Ballrooms C&D Hosted Kalkomey				
	Track 1 Salon E (50)	Track 2 Salon F (50)	Track 3 Salon G (50)	Track 4 Greystone (50)	Laptop Labs Consulate (16)
1:30 90 min	Mary Stange and Mark Duda Discussion: Promoting Hunting Sapp Mod	Lisa Wells Why Social Media is a Must	Charles Goodloe What It's Worth? How to Place Value on Your TV Show Opre Mod	Rosh Sillars The Combination Code Bynum Mod	Justin Premick Build Your Email List Like the Pros Gilmer Mod
3	Break 2:30 p.m. Corporate Partner Meeting Ballrooms				
3:15 - 4:15 60 min	Chris Moise Follow the Money	Lisa Wells What's a Like Good For?	Charles Goodloe & Tom Opre Is Outdoor TV Right for You Opre Mod	Tony Bynum & Bill Conway Practical Photography Part 2 Konway Mod	
4	Break				
4:30 – 6:30	Product Showcase Ballrooms C&D				
7 p.m.	Hors D'oeuvres and Cocktails (Salon, E, F, G) 7 Cocktails Hosted by Knoxville, TN 7:30 Hors D'oeuvres Hosted by: Alabama Black Belt and POMA Time with the Graybeards Around the Campfire Fears, Phillips, Miller, Zumbo				

Schedule subject to change without notification

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Friday, Mar. 8					
	Assigned Meeting Room				
Time	Track 1 Salon E (50)	Track 2 Salon F (50)	Track 3 Salon G (50)	Track 4 Greystone (50)	Laptop Labs Consulate(35)
7:30	Breakfast on Your Own				
8:30	Break				
8:40	Rosh Sillars Search Engine Marketing Bynum Mod	Stephanie Mallory Your Professional Image Sapp Mod	Kevin Tate & Steve Finch Writing for TV Tate Mod	Premick Word Press 101 Gilmer Mod	Issues & Answers QDMA 8:40 a.m.
60 min					
9:40	Break				
10:05	Rosh Sillars What's in a Tweet Bynum Mod		Tom Opre & Bob Robertson Marketing Your Wares with Video Shorts Opre Mod	Premick Five Must Have Word Press Plugins	Issues & Answers Ducks Ultd 10:05 a.m.
60 min					Issues & Answers FWS 10:35 a.m
11:05	Break				
11:15 – 12:15	Luncheon 11:15 – 12:15 Ballrooms C&D Hosted by: RAM Trucks				
12:30	Transport to Pine Island Club Transportation Leaves from the Pool-Area Exit of the Hotel				
1	POMA Camps				
1:50					
3					
2:50					
4	Transport Back to Hotel Transportation Drops Off a the Pool-Area Exit of the Hotel				
4:30	Break				
6:30	6:30 Cocktail Reception Hosted by Aimpoint 7 p.m. Dinner Hosted by the NRA 7:50 p.m. Pinnacle Awards Presentation Hosted by Mossy Oak 8:15 Auctions				

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Sat, Mar. 9 – Shooting & Sessions Day					
Time	Track 1 Salon E (50)	Track 2 Salon F (50)	Track 3 Salon G (50)	Track 4 Greystone (50)	Laptop Labs Consulate (35)
6:30	Grab and Go Breakfast Hotel Atrium/ Seating in Restaurant Hosted by Ducks Unlimited				
7:15	Transportation Hotel to Shooting Range Transportation Leaves from the Pool-Area Exit of the Hotel				
8 - 11	Shooting Event Activities				
11:10 – 12:10	Lunch 11:10 – 12:10 At Shooting Range – in Pavillion Hosted by NSSF				
12:15 - 1	Transportation to Hotel and Break Transportation Drops Off at the Pool-Area Exit of the Hotel				
	Track 1 Salon E (50)	Track 2 Salon F (50)	Track 3 Salon G (50)	Track 4 Greystone (50)	Track 5 Consulate (35)
2 – 3:30 90 min	Tony Bynum/Bill Konway POMA on Assignment Bynum Mod.	LLD & Mitch Strobl POMA <25 Now What? LLD Mod.	Dr. Jim Haney Grammar Geeks	John Phillips & JW Fears What We've Learned About E- Books Reese Mod	
4 p.m.	Afternoon Final Event Tweet Up Hotel Lounge				
5:30	Evening on Your Own				

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