

POMA 2014 PRE-CONFERENCE PLANNER

Anticipation for [POMA's 2014 Business Conference](#) in Knoxville, Tenn., March 19 - 22, 2014, is high. It's the must-attend event of the year for outdoor communicators and industry professionals.

The conference is focused on helping attendees enhance skills, grow business, and generate content. The combination of:

- ▶ Networking with hundreds of outdoor industry professionals
- ▶ Incredible speakers and business-building sessions for media and corporate attendees
- ▶ The [Visit Knoxville Convention and Visitor's Bureau Welcome Event](#) at the Ijams Nature Center
- ▶ A myriad of opportunities for media and industry professionals to interact and develop content
- ▶ Corporate hands-on, product testing events, including Product Showcase, Shooting Day, and POMA Camps
- ▶ A casual setting focused on business, fellowship, and fun
- ▶ The new conference schedule (business sessions start Wed. afternoon and conference ends with Sat. shooting event and lunch)
- ▶ Meeting in Knoxville, which is within driving distance of the vast majority of POMA members
- ▶ Numerous pre- and post-conference outdoor opportunities presented by Visit Knoxville

has prompted robust early registration numbers and corporate partnerships. We hope to see you in Knoxville too.

This planner provides the details attendees need to get registered, reserve hotel rooms, review sessions and speakers, and make this a money-generating event.



GENERAL SCHEDULE

NEW DAILY SCHEDULE FOR SESSIONS AND EVENTS

Wednesday

Board Meetings, 7:30 a.m. - 4:30 p.m.
Registration, 1:30 p.m.
Jump Start Roundtable Sessions, 1 - 5 p.m.
Welcome Event, 5:30 - 9 p.m.

Thursday

Sessions Morning and Afternoon
Product Showcase, 4 - 7 p.m.
Graybeards Around the Campfire, 7:30 - 10 p.m.

Friday

Sessions Morning
POMA Camps, 1 - 4 p.m.
Awards & Auction Dinner, 6 - 10 p.m.

Saturday

Shooting Day Morning, 8 a.m. - 12 p.m.
Shooting Day Lunch, 12 - 1 p.m.
Post Conference Activities in Knoxville, 1 - 5 p.m.

REGISTER AT

WWW.PROFESSIONALOUTDOORMEDIA.ORG



**Row on in to Knoxville.
Grow your business. Make connections.
Stay on the leading edge of communications.**

**HE USED
TO THINK
HE WAS
SAFE AT
200 YARDS.**



SPORT HD IR - RIMFIRE SR

THE NEW SPORT HD IR RIMFIRE IS DESIGNED SPECIFICALLY FOR LONG RANGE RIMFIRE RIFLE SHOOTING. THE FMC OPTICS ARE SHARP AND BRIGHT EVEN IN LOW LIGHT CONDITIONS.



**RED/GREEN ILLUMINATION
AIM POINTS OUT TO 200 YARDS
FULLY MULTI-COATED OPTICAL SYSTEM
SPECIFICALLY DESIGNED FOR .22LR**

HAWKE[®]
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BRINGING NEW FOCUS TO YOUR WORLD

Hawke[®] Sport Optics LLC
6015 Highview Drive, Suite G, Fort Wayne, IN 46818
Call: 877-429-5347 | Visit: www.hawkeoptics.com
Hawke is a registered trademark.



REGISTRATION FEES & DATES

MEDIA MEMBER OR MEDIA MEMBER GUEST

- ◆ Regular Full-Conference Fee \$245 (January 1 - February 14, 2014)
- ◆ Late Full-Conference Fee \$275 (February 15, 2014 on)
- ◆ Includes participation in all events

ON-SITE MEDIA DAY PASSES

- ◆ \$85 (Thurs., Fri. or Sat.) - all sessions, events and meals for one day are included. Bring media organization membership card or other proof of media affiliation and drivers license. When you register, select pay by check. All day pass fees must be paid on-site at the registration desk.

STUDENT FEES - COLLEGE STUDENTS

NO ATTENDEES UNDER AGE 18 PERMITTED

- ◆ Student registrants pay a \$50 deposit – fee is refunded when student checks in on-site. Cancellations are not refundable.
- ◆ Includes participation in all events

CORPORATE PARTNER MEMBER COMPANY

(FEE INCLUDES 1ST REPRESENTATIVE)

- ◆ Regular Full-Conference Fee \$525 (January 1 - February 14, 2014)
- ◆ Late Full-Conference Fee \$550 (February 15, 2014 on)
- ◆ Includes participation in all events, including product displays

ADDITIONAL CORPORATE PARTNER REPS

(REPS 2 - 5)

- ◆ Regular Full-Conference Fee \$115 (January 1 - February 14, 2014)
- ◆ Late Full-Conference Fee \$145 (February 15, 2014 on)
- ◆ Includes participation in all events

MEDIA GUEST - MEDIA GROUP MEMBER

(SEOPA, AGLOW, FOWA, GOWA,
LOWA, TOWA)

- ◆ Regular Full-Conference Fee \$260 (January 1 - February 14, 2014)
- ◆ Late Full-Conference Fee \$290 (February 15, 2014 on)
- ◆ Includes participation in all events

REGISTER FOR CONFERENCE & CP EVENTS ONLINE

WWW.PROFESSIONALOUTDOORMEDIA.ORG

• KNOXVILLE, TENN. • MARCH 19 - 22, 2014

NON-MEMBER INDIVIDUAL + GUESTS

- ◆ Regular Full-Conference Fee \$285 (January 1 - February 14, 2014)
- ◆ Late Full-Conference Fee \$315 (February 15, 2014 on)
- ◆ On-site Guest Day Passes \$120 (Thurs., Fri. or Sat.) - all sessions, events and meals for one day are included. Bring proof of outdoor industry affiliation and drivers license. When you register, select pay by check. All day pass fees must be paid on-site at the registration desk.

NON-MEMBER COMPANY

(FEE INCLUDES 1ST REPRESENTATIVE)

- ◆ Regular Full-Conference Fee \$1,300 (January 1 - February 14, 2014)
- ◆ Late Full-Conference Fee \$1,330 (February 15, 2014 on)
- ◆ Includes participation in all events, including product displays, and one use of the POMA membership directory list - additional uses are charged at \$300 per use.
- ◆ Additional Representatives: Regular Full-Conference Fee \$150 (January 1 - February 14, 2014)
- ◆ Late Full-Conference Fee \$170 (February 15, 2014 on)
- ◆ Includes participation in all events

Registration Refund Policy: Cancellations received by January 15, full refund. Cancellations by Feb. 1, 75-percent refund. Cancellations by Feb. 10, 50-percent refund. Conference no shows & cancellations after Feb. 10, no refund.



Kevin Tate

SPECIAL THANKS

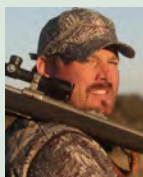
Planning the conference program is a challenging and time-consuming task. POMA appreciates all of the session suggestions members offered.

A special thanks to Conference Program Chairman Kevin Tate for his extraordinary volunteer efforts in developing and overseeing the planning of the program.

Kudos also to volunteer officers Tammy Sapp, Tony Bynum and Tom Opre for their help in vetting sessions, engaging our terrific presenters, and planning and implementing the POMA auctions.



Tammy
Sapp



Tom
Opre



Tony
Bynum

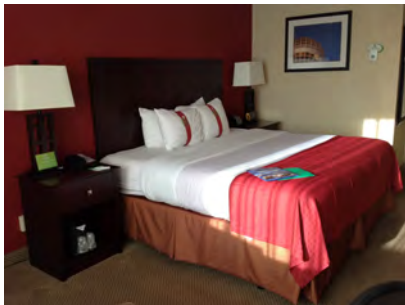
RESERVE ROOMS AT THE HEADQUARTERS HOTEL

HOLIDAY INN WORLDS FAIR PARK – KNOXVILLE, TENN.

- ▶ **Book Your Hotel Rooms Online Now at www.professionalooutdoormedia.org**
When reserving online - Use Code POM
- ▶ **To reserve by phone: 865-522-2800 or 1-800-HOLIDAY(465-4329) and mention POMA (or code POM)**
- ▶ **POMA Room Rate is \$99 plus tax**

RESERVE EARLY TO GET THE BEST RATE: POMA's rate extends three days before and three days after the conference. However, rooms at the special rate are limited. Once POMA's room block is sold out, room rates go up. First-come, first-served.

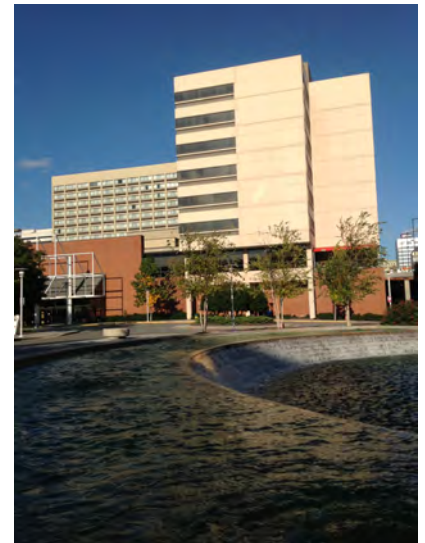
With an ideal location adjacent to the Convention Center, Holiday Inn® Knoxville Downtown Worlds Fair Park is the perfect choice for the POMA Annual Business Conference. The hotel offers the best in amenities and service to ensure you a carefree stay.



Attendees will appreciate the hotel's downtown location. We are within walking distance of many attractions, including the Knoxville Museum of Art, historic Market Square, and the University of Tennessee. When you have time for a meal or beverage outside the conference events, join us at WINDOWS ON THE PARK Restaurant/Lounge.

If you have difficulty getting a room, contact POMA ED Laurie Lee Dovey, lldovey@professionalooutdoormedia.org, before booking at another property.

**REGISTER FOR CONFERENCE
& BOOK HOTEL ROOMS
ON THE POMA WEBSITE**



GENERAL INFORMATION

- ▶ Dress for the conference is casual, with the exception of the awards dinner Friday night, which is business casual.
- ▶ Average temperatures in Knoxville in March are high 66 and low 42. But, in the spring there are no guarantees. Make sure to bring warm clothing and rain gear for the outdoor events.
- ▶ The hotel does not have an airport shuttle. At this time, the best transportation choice is a taxi from the airport to the hotel. The McGhee Tyson Airport (TYS) is 12.5 miles from the hotel.
- ▶ Pick up your attendee badges at the conference registration desk in the convention center. Attendees must wear badges at all times to get into conference events.
- ▶ Pre- and post-conference media oppor-

tunities are available. [Use the form online to sign up](#), or contact Kim Davis at 865-342-9119.

- ▶ Be aware that the conference schedule and session topics may change without notice.
- ▶ Spouses are welcome to attend the conference with members. If spouses plan to attend any conference events, they must register and pay attendance fees.
- ▶ Attendee's children under the age of 18 are not permitted to attend POMA conference events, including meals. Adult children may attend meals for a per-meal fee. Tickets must be purchased in advance.
- ▶ Another pre-conference planner will be emailed to all registrants in late February.
- ▶ Bring business cards, camera and/or

video camera, and laptop computers to get the most out of conference.

- ▶ Transportation for all attendees to the Welcome Event is provided. Busses leave at 5:30 p.m., Wednesday, March 19.
- ▶ Transportation for media, guests, and speakers to POMA Camps and Shooting Day are provided. Corporate attendees need personal transportation.
- ▶ POMA is not responsible for packages shipped to conference locations. If you plan to ship items, make sure to utilize tracking and signature-required options.
- ▶ For security reasons, personal items cannot be left at the POMA registration desk while attendees are at sessions or meals.
- ▶ Get ready to have a ton of fun.

QUESTIONS? CONTACT POMA: [SHELLY – 814-254-4719](tel:814-254-4719) OR [LAURIE LEE – 814-619-3546](tel:814-619-3546)

SESSION PRESENTERS

The POMA Business Conference is renowned for its forward-looking, hard-hitting business sessions, presented by experts from outside and inside the outdoor industry.

The 2014 event continues POMA's legacy of providing top-rated sessions that help attendees grow their businesses.

FEATURED BUSINESS PRESENTERS



Holly G. Green: An experienced business leader and behavioral scientist, Holly has a rare combination of extensive academic training and in-the-trenches experience working in

and leading organizations. As CEO and Managing Director of THE HUMAN FACTOR, Inc., Holly helps business leaders achieve excellence by creating clarity on what winning looks like and determining how to get there. Her unique approach to strategic agility, alignment and engagement - based on the approach Pause, Think, Focus, Run - provides the tools, techniques, and skills needed for your business to reach its strategic destinations and achieve its goals. Holly has also authored two books, *More Than a Minute: How to Be an Effective Leader and Manager in Today's Changing World* and *Use Your Brain to Win*. Some of Holly's past clients include Google, Coca-Cola, Microsoft, Nissan and Expedia.com.



Peter Krogh: As a veteran photographer and digital media asset management guru, Peter is a walking, talking encyclopedia of information for POMA members. He is an Alpha tester for Adobe, one of

a select group of photographers advising the company on new functionality and features of the software. In addition to photographing, Peter is an author of several

books, e-books and websites. He is a leading authority in Digital Asset Management for photography and other media. His books include *The DAM Book* and a new e-book *Multi-Catalog Workflow With Lightroom 5*. Peter is also a filmmaker. His work can be seen in *Hope in South Africa*. Peter is a member of the Board of Directors of the American Society of Media Photographers (ASMP).



David Oakes: A skillful and gifted presenter, Dave uses humor to invoke more creativity, more forward thinking, and more assertiveness from his audiences. In short, Dave offers in-

depth wake-up calls that inspire us to re-examine the routines and methods of everyday life. With strategic examples and user-friendly advice, Dave identifies solutions that give added meaning and new hope for an enhanced positive attitude. Because the focus of Dave's presentations is on future trends and how they influence our professional and personal lives, audiences come away rejuvenated and motivated to accept change, which, after all, is the key ingredient for practical, healthy and successful living. Dave is also the author of the book *Some Things Never Change*.



Todd Sheridan: A guru of the new wave of videography with cameras like the Go-Pro, Todd amazes the public and his clients, with his jaw-dropping landscape videography and background

musical compositions. Todd has worked in the television, film, and gaming markets for several decades as a special effects artist, and has been flying remote control vehicles for over 10 years. His aerial films, featuring stunning nature & wildlife photography, are choreographed to original

soundtracks at his studio "Birds Eye Videos" in Utah.



Tim Wagner: As vice president of content at WrightIMC, Wagner is intimately connected to the world of online communications and social media.

WrightIMC (Integrated Marketing Communications) says, "If you intend to be found online by your potential customers, then you'd better have a plan - because your competition does." When teaching and working with clients Tim and WrightIMC use the most current technology, bonafide subject matter experts and strategists, and a boat load of know-how that only comes from experience to not only give you a plan, but to create an honest-to-goodness difference in your bottom line. On a personal note, Tim grew up on a farm and ranch and still wants to be a cowboy. In his spare time, he refurbishes antique furniture and firearms. He's also an avid outdoorsman.

OUTDOOR INDUSTRY FEATURED PRESENTERS



Mark Damian Duda: Mark is the Executive Director of Responsive Management, a survey research firm specializing in natural resource, hunting and fishing, and outdoor recreation issues.

Mark holds a Master's degree with an emphasis on natural resource policy and planning from Yale University, where he attended on two academic scholarships. During the past 25 years, Mark has conducted more than 700 studies on how people relate to the outdoors, including more than 200 studies on hunting and fishing participation. Mark is the author of four books, including *The Sportsman's Voice: Hunting and Fishing in America* (Venture Publishing, 2010). He is also senior author of the report *The Future of Hunting and the Shooting Sports: Research-Based Recru-*

Presenters Continued from Pg. 5

ment and Retention Strategies. For seven years, Mark served as a columnist for North American Hunter and North American Fisherman magazines.



Editorial Panel: Collectively, this group of editors and content buyers has seen and done it all in outdoor communications. They bring more than 100-plus years of content buying and editing to

the table. They are: Gordy Krahn, editor-in-chief at North American Hunter; Jim Casada, Freelance Editor; Tara Muck, Bass Pro Shops Online Media; Glenn Sapir of NSSF and the Range Report; Eddie Lee Rider, Sportsman's Life; and John Zent, the National Rifle Association Publications Editorial Director.

The schedule and presenters are subject to change without notice. Conference updates are posted frequently on the POMA website.



Steve Finch: During his two decades in broadcasting, Finch helped change the look of outdoor TV and develop a new generation of viewers and outdoorsmen and women. He is the

CEO and Executive Producer with JBO Production, producers of national commercial campaigns, graphic/3D production and a myriad of national outdoor television series, including Jon and Gina Brunson's Addicted to the Outdoors. Prior to joining JBO Production, Finch spent 15 years with Realtree (Realtree Roadtrips), Triple Horse and Surf & Turf Entertainment and created projects from concept to final presentation, collecting numerous awards along the way. A few of those creations were the hit outdoors series Bone Collector and Craig Morgan – All Access Outdoors.



Tim Flanigan: With over 30 years experience as a professional photographer, outdoor writer, program presenter and naturalist, Tim has enjoyed the recognition of national, state and regional pho-

tography and writing awards. Throughout his career as a nature photographer, he has been resolute to the rapidly changing technology and skills requisite for success. His work has been published online and in magazines, newspapers, calendars, phone book covers, pamphlets, postcards, advertisements, and books. Find Tim at Nature Exposure.



Dr. Mary Zeiss Stange: Mary is the author of more than 50 academic articles and reviews, and four books, including Woman the Hunter, the first cultural history of the relationship of women

and hunting. She is nationally recognized as the primary scholar working on the relationship of women and hunting. A contributing writer for the USA Today op-ed page, Mary has published widely on environmental, political, and public policy issues. She is a professor of women's studies and religion at Skidmore College.



Mark Weaver: As Associate Art Director for the National Rifle Association's American Hunter magazine, Mark provides a broad scope of expertise, including publication design, corporate image

development, photography, illustration, and television graphics. He has over 20 years experience in design and has been recognized on the national level by Folio Magazine, MARCOM and Design USA. He spent four years in the U.S. Army flying helicopters, including one tour of duty in the first Gulf War. He holds a Bachelor's degree in graphic design from Marymount University.



Thank You 2014 POMA Conference Partners



Bringing New Focus To Your World



Together, we're doing great things.

To reserve a conference partnership, contact Laurie Lee Dovey, 814-619-3546
or via email at lldovey@professionaloutdoormedia.org

JAM PACKED BUSINESS-BUILDING SESSION LINEUP

POMA continues its tradition of excellence, offering a premiere educational program. Attendees have a myriad of business-building sessions to choose from daily. Check online for days/times.

PUBLIC SPEAKING WITHOUT FEAR AND ANXIETY – DAVID OAKES

The higher up you move in your career, the more you'll be expected to communicate your ideas clearly and powerfully before groups.

If you're one of many who avoid taking the floor because you feel anxious, unprepared, unsure of what to say or how to say it, this is a must-attend session.

Here's What You'll Learn

- Three elements of a great presentation
- Three types of speeches and how to ex-

cel at each

- "Picture the audience naked" and other bad advice that should be forgotten
- Proven tips for calming your nerves – on the spot
- A step-by-step process for quickly structuring a solid speech
- The best way to rehearse before the big day
- Introducing yourself – three great tips
- How to conclude your presentation in a memorable, positive way

COPING WITH CHANGE – DAVID OAKES

In the vastly changing world of communications, change is imperative to survival. Yet, many resist the process, then wonder why they're no longer relevant. The one thing about change that is undeniable is that things will always change. No matter how good someone is today, if they are the

same one year from now they will be behind in the business world. This topic helps to reveal ways to adapt.

What You Will Learn

1. Understanding global change
2. Learning how people respond to change
3. Understanding the resistance to change
4. The 20/350/30 Rule
5. Identifying the three steps in the change process
6. Breaking and making habits
7. The characteristics of personal hardiness

DEVELOPING YOUR ON-CAMERA PRESENCE – DAVID OAKES

Multimedia communication is no longer a trend, it's a necessity in every business today. Communicators, business executives, PR representatives and salespeople must be able to stand in front of a camera and tell a story, teach and share information.

If you're camera shy, don't know how to collect thoughts, execute a message in a few sound bites, and react on the spur of the moment, you'll lose ground to competitors who can do it all. During this session, you'll learn how to develop your personal on-camera style and presence.

USING YOUR BRAIN TO WIN – HOLLY GREEN

Leveraging neuroscience, this session enables participants to stop making stuff up, avoid getting blinded by their own data, get and stay clear on winning and use their brain every day.

Key techniques explored:

- Our brains – how & why we think and behave the way we do
- Balancing the big picture & the details – seeing beyond what we normally see
- Focusing on a target – getting to where we want to go
- Challenging assumptions – uncovering & changing the 'rules'



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SLOW DOWN TO GO FAST – HOLLY GREEN

You will learn

- How our brains are sometimes out to get us
- How to slow down to go fast
- What to slow down on so you don't get left behind
- How to use your brain to get it right the first time
- How to update our brains periodically so we keep up more effectively
- You will get several techniques you can put into practice immediately so that you are clear on the race you are running and you are running in the right direction.

EXPOSING YOURSELF TO GROW YOUR BUSINESS – HOLLY GREEN

Approaches to influencing others, and establishing and maintaining credibility have changed dramatically due to the pace of change we are faced with in today's world. This session uses principles of neuroscience to

- Help you better understand why and how we (and others) think and behave the way we do at work
- Teach you how you can make your thinking more visible
- Show you how you can better understand multiple perspectives
- Learn how to effectively test your conclusions and assumptions

THE CHANGING LANDSCAPE OF TELEVISION AND FILM – TODD SHERIDAN

Sheridan will discuss emerging technologies that are changing the landscape of film & television. From high definition action cameras mounted to firearms, bows, vehicles, bodies, and even animals, to the exciting new medium of low altitude remote control cinematography, Todd will present a variety of techniques and tools being adopted by today's producers to create unique shots that were impossible just a few years ago.

MOUNTED ACTION-CAMERA VIDEOGRAPHY TIPS – TODD SHERIDAN

Ten tips to garnering great mounted action-camera (GoPro-type camera) videos (for on-the-ground users). Expand your multime-



dia capabilities to stay in sync with where media and story telling is going. Enhance all of your outdoor-related content with action.

MOBILE IS THE WAVE OF THE FUTURE NOW! – TIM WAGNER

If your website is not designed to look good on smartphones and tablets, you're already behind. Ninety-one percent of adults – globally – use mobile phones, and 50-percent of mobile phone users use their phones as their primary access point to the Internet. You're losing up to half of your potential audience if they have a bad mobile experience on your website.

Tim will talk about responsive design and other tactics to make sure you'll look good on the small screens.

TREAT YOUR MEDIA BUSINESS LIKE A BIG BRAND – TIM WAGNER

Big brands don't have anything you don't have ... except more money. But, you have access to the same social media platforms, the same Internet, and you can emulate their strategies.

Tim will give you tips and tactics that you can do yourself to promote your website and services or products. He will give you guidelines about how much of your time and money you should reinvest in promoting your business.

SEO TECHNIQUES THAT WILL WORK FOREVER – TIM WAGNER

To paraphrase Mark Twain, the rumors of Search Engine Optimization's (SEO) death have been greatly exaggerated.

Tim will teach you that SEO shouldn't be thought of as a way to "trick" search engines into ranking your site higher. He will show you some foundational rules for making your site a good site, and then creating good content and marketing your information is what will get you more visitors, more attention, and ultimately earn more revenue for you.

SHOOT PHOTOS LIKE A PRO – TIM FLANIGAN

This digital photography session is designed to enable photographers of any skill level to capture top-quality outdoor-related images.

Participants will learn the basics of making impressive images that communicate the photographer's vision and please the eye. In this session, Flanigan will focus on

1. Image visualization
2. Recognizing proper photo light and making proper exposure and avoiding the camera's auto and program modes
3. Easily remembered, common sense guidelines for intuitively selecting the proper camera settings to capture photographer's visualization

Sessions Continued from Pg. 9

Attendees also receive two photo tip documents for ready reference of all of the session's subject matter.

COMMUNICATING HUNTING IN THE 21ST CENTURY THROUGH EFFECTIVE COMMUNICATIONS – MARK DAMIAN DUDA AND DR. MARY ZEISS STANGE

In this time of greater sensitivity to firearms and hunting, communicators are faced with the need to get into the heads of those who don't hunt and understand their concerns. Mark Damian Duda and Dr. Mary Stange will help us do that.

They'll also teach us how to better communicate the economic, ecological, environmental, and social values of hunting in ways that will strengthen support for this tradition. The seminar will showcase how you can develop effective messages and themes that will resonate with those who don't hunt, as well as those who do. In addition, the seminar will examine communicating with specific target audiences such as women, minorities, youth and environmentalists.

ADDRESSING THE FEMALE VOICE – DR. MARY ZEISS STANGE

Hear how journalists can craft the traditional outdoor sports message in a way that non-hunting women can understand, and if not bring them to the sports, at least have them better comprehend why their sisters

love to hunt, fish, trap and shoot. Mary also WILL address the backlash some women are receiving from readers/viewers/followers for participating in legal hunting and fishing pursuits.

USING CREDIBLE DATA IN YOUR CONTENT – MARK DAMIAN DUDA

Incorporating data into content adds credibility and provides great visuals, but only if the data used is reliable.

Don't put your reputation on the line by citing data that is unreliable or skewed. Learn how to find trustworthy data to enhance journalistic works.

LIGHTROOM AND DIGITAL ASSET MANAGEMENT 101 – PETER KROGH

Digital asset management is critical to streamlining business.

Adobe Lightroom lets you manage and make the most effective use of your entire digital photo library. It's a tool to help you organize, adjust, send, print and publish your photos all from the same place. This session will outline how Lightroom works and serve as an introduction to the software.

Digital Asset Management (DAM) with Lightroom does not need to be a complicated endeavor. In his new book, focused on DAM with Lightroom, Peter breaks the process of organization down into three simple parts:

1. Storing the photos
2. Tagging the photos, and
3. Creating projects

Using this simple structure, you can understand how to use Lightroom's tools in ways that are both simple and powerful.

LIGHTROOM & DIGITAL ASSET MANAGEMENT 201 – PETER KROGH

Beyond the basics of Lightroom and DAM is a world of tools every photographer can use to streamline the business of managing, accessing, and selling images.

In this session, Peter will expand beyond the basics and show you how Lightroom can benefit your business beyond simply photo organization.

A WALK THROUGH THE ADOBE CLOUD - BENEFITS AND NEGATIVES OF IMAGE MAKERS – PETER KROGH

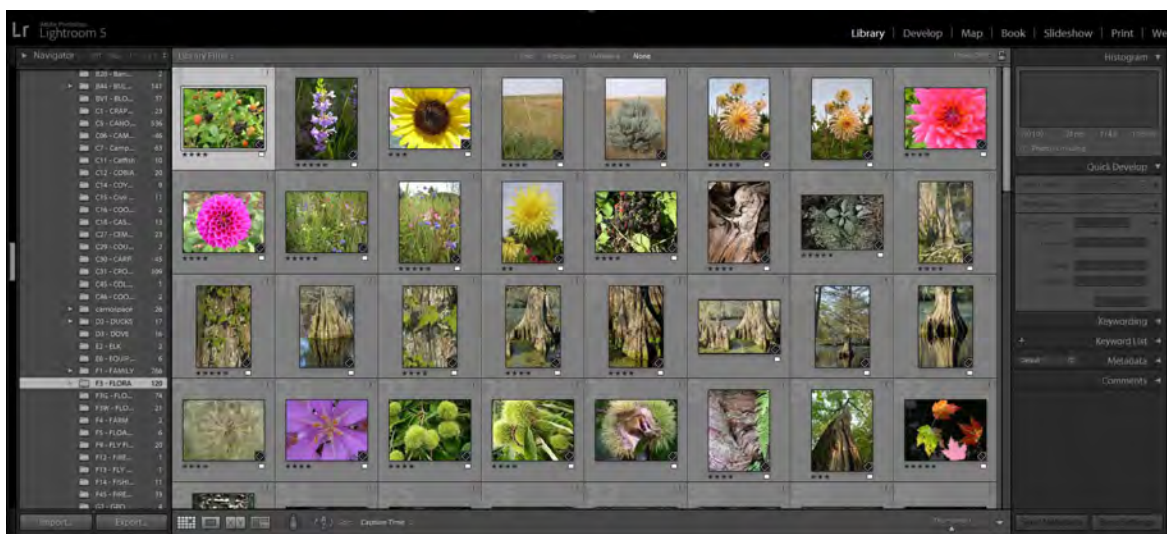
Cloud computing is no longer a cool thing to try, it's a mainstream business practice. The more mobile we become, the more cloud computing will become critical. Adobe fully immersed its product lineup into the cloud with Adobe Creative Cloud (ACC). Adobe markets it as "your favorite tools are now even better."

With ACC, you always have access to the very latest Adobe desktop apps, including Adobe Photoshop CC, Illustrator CC, InDesign, and more. Simply download the latest updates when you're ready. In the last few months, Adobe added more than 150 new

features in its pro video tools alone. Plus you have seamless ways to keep settings, files, and feedback from team members or between devices in sync. At \$50 a month, is the ACC where you want to be? Peter will walk you through the cloud so you can decide.

VIDEO EDITING 101 – STEVE FINCH

Desktop software capable of editing video has become almost com-



monplace, but the skills needed to use it effectively still require a strong base of knowledge. See what it takes to slice and dice raw footage into an end product that will keep your clients clamoring for more. Hear what editing platforms are available and get direction on which ones make the most dollars and sense for what you're doing now, and what you plan to do in the future.

VIDEO EDITING 202 – STEVE FINCH

What difference can a good editor make to a production? All the difference in the world. Like a conductor standing before an orchestra, a master editor makes a special harmony emerge from what otherwise could be an overwhelming cacophony of noise. Watch one such master at work and see the difference for yourself. Learn what you can do with the tools you have at hand. Pick up some of the key tricks of the trade to take home and make your own video sing.

REALITIES OF SELLING IMAGES IN 2014 – MARK WEAVER

In a world of immediate deadlines, knowing how to create and deliver compelling content to outdoor photo buyers and make their jobs easier is the first step to producing results. As someone who reviews and selects photos for a living, Mark shares his 20-plus years of experience in photography and graphic design on topics including: how to market your images and preferred delivery methods; what makes a compelling photo and how he goes about finding it; and why your metadata is key.

Mark also shares effective ways for contacting photo editors who receive countless phone calls, emails and direct mail pieces in a given day; the do's and don'ts of photo submissions and the most effective ways for contacting prospective clients.

EDITORIAL PANEL: WE CAN WORK IT OUT, LET'S TALK STYLE

What's the correct usage, tree stand or treestand, website or Web site, white-tailed deer or whitetails, e-book or Ebook? Are publication names italicized or put in quotes? Should we use the Associated Press Stylebook, Chicago Manual of Style, a company's style guide or our own set of style rules when delivering written content?

TIME WITH THE GRAYBEARDS AROUND THE CAMPFIRE



This conference-wide event allows attendees to spend time around the campfire with the old salts — the guys and gals who have been there done that, and have some of the funniest stories to tell. Join the graybeards for sage advice and lots of laughs.

Does writing style even matter anymore? You and this panel of editors will talk through common style and usage issues, as you begin to contribute to and update POMA's outdoor-style manual. Come to this session with style questions in hand.

EDITORIAL PANEL: SELLING CONTENT TODAY AND TOMORROW

Are the days of queries gone, or do website content buyers want you to pitch ideas in this format? What is expected of a content provider today? Are words enough? How do we reach the real content buyers?

A panel of content buyers will address how to meet, approach, and pitch editorial

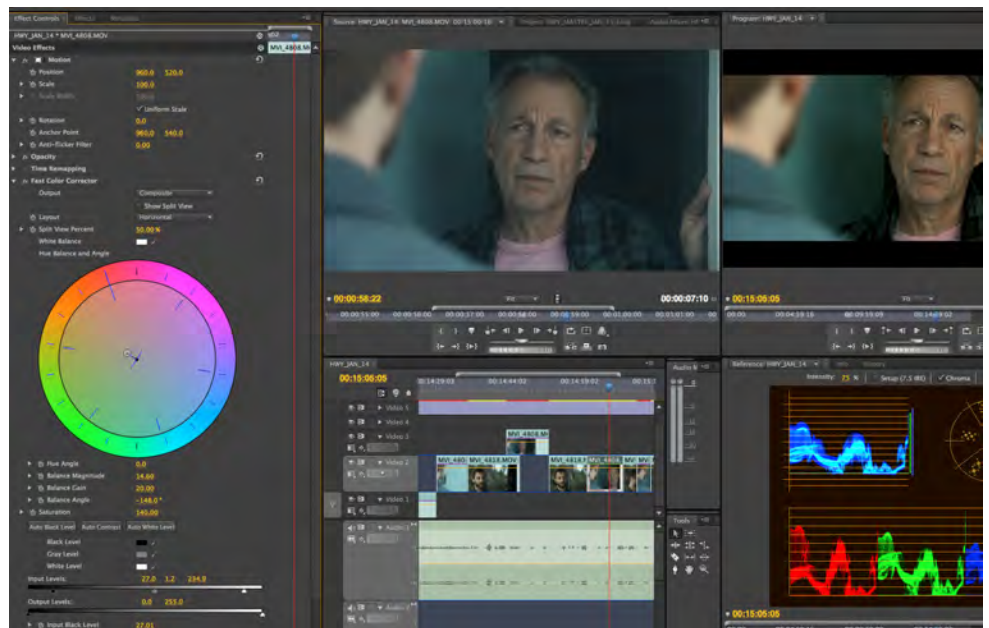
ideas, how the landscape has changed from the days when print on paper was king, and what freelancers need to do to be successful selling editorial content.

CREATE VIDEO SUMMARIES OF YOUR ARTICLES OR BLOGS

Most POMA members have scores of articles in their archives, sitting on disk drives or maybe even in a drawer.

They are a virtual gold mine for promoting your media business, garnering readers, driving sales, offering enhanced editorial support, and more.

Learn how to turn your written content into video summaries in minutes.



GENERAL INFORMATION FOR CORPORATE PARTNERS

Three events for product display and testing are held during the conference:

- A two hour indoor product display and content gathering event
- An afternoon at POMA Camps
- A morning for Shooting Day

IMPORTANT NOTICE: Spots for exhibitors at all events are limited and assigned first-come, first-served – based on the date of conference registration. Register now, so you're not left out.

See It, Product Showcase: This afternoon/evening event (Thurs., 4:15 - 6:30 p.m.) is a trade-show-style set up during which corporate attendees show product, discuss technologies/innovations, are interviewed, and help the media develop con-

tent. Exhibitors are provided tables and chairs for display purposes.

Use It, POMA Camps – Interactive Only: The event (Fri., 1 - 4 p.m.) offers three, non-shooting, outdoor activity camps: Base Camp, Fishing/Boating Camp, Field/Hunting Camp.

Each camp is populated by six to eight companies who work together to provide an active camp atmosphere and activities that allow media members to test non-firearms-related products, shoot photography and video, and have some fun.

Use It, Shooting Day: This morning event (Sat., 8 a.m. - 12 p.m.) is for firearms, ammunition, archery product, and vehicle testing. A static range is available for rifle and handguns, clays stations are

set for shotgunning, and separate areas for bows/crossbows and vehicles are available.

PRESS MATERIALS

Companies are encouraged to bring press materials for distribution during Product Showcase.

LOGISTICS

POMA will provide corporate attendees with a Conference Logistics Packet via email in mid-February. It provides additional details on the dynamics of events, event locations, shipping, and other details. The packet also will be available on POMA's website.

www.professionalooutdoormedia.org

MAKE AUCTION DONATIONS

ENSURE THE FUTURE OF FAIR AND HONEST OUTDOOR COVERAGE



POMA is accepting donations for the annual business conference auctions and raffles. These are the **most important fundraising 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, PR, photography or editorial services/packages), and outdoor-related trips.

- ▶ Donate online from POMA's website, professionalooutdoormedia.org
- ▶ Email headquarters at admin@professionalooutdoormedia.org to request an auction donation form

**THANK YOU FOR
YOUR PARTICIPATION**

SHIPPING PRODUCTS & PRESS MATERIALS

All boxes shipped to conference **must be clearly marked with the name of the POMA event on the outside of the box** — for instance, Auction, Shooting Day, Product Showcase, Session Sponsor, PR Materials, etc. Shipping information will be provided to all CP attendees in mid-February.

ALL PACKAGES MUST ARRIVE BETWEEN MARCH 12 - 14, 2014

IMPORTANT DEADLINES

- ▶ **Now** — Register for conference so you may reserve sites for Product Showcase, Shooting Day, and POMA Camps. Space is limited and assigned based on first-reserved, first-served. Also reserve your hotel rooms.
- ▶ **Jan. 30** — Final deadline for POMA Camp exhibitor spot reservation. Request a spot when you register for the conference. Limited openings, first-come, first-served.
- ▶ **Jan. 30** — Final deadline to become a conference partner, if spots are available. To sponsor a meal or event, contact Laurie Lee Dovey at 814-619-3546.
- ▶ **Feb. 14** — If you're donating auction items please complete the auction donation form on the POMA website.
- ▶ **March 7** — Ensure all auction, Product Showcase, POMA Camps, and Shooting Day products, collateral materials, banners, etc. arrive at the Convention Center March 12 - 14, 2014.



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**MORE THAN 13 MILLION ACRES CONSERVED
ACROSS THE CONTINENT**

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DU HABITAT PROJECTS IN ALL 50 STATES

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**NORTH AMERICA'S BREEDING GROUNDS
ARE DU'S #1 PRIORITY**



America's outdoorsmen are the foundation on which Ducks Unlimited was built. Help us protect our country's hunting heritage by attending your local DU event this year/fall.

Go to **ducks.org** to learn more.

TALK IT UP ON SOCIAL MEDIA

Before and during last year's conference, POMA members and conference attendees made an amazing social media splash talking about plans to attend conference, exciting events at conference, great new products and services shown, and tips from business-building sessions, including lots of links and photos.

Let's break our previous record of 700+ mentions. Participate, and you could win 2015 conference registration fees, a value of \$200 - \$500.

Twitter hashtags for POMA and Conference:

#POMAHQ #POMAConf #POMAMembers #POMACP

Connect with POMA Social Media

POMA on Facebook: <https://www.facebook.com/POMAHQ>

POMA on Twitter: https://twitter.com/POMA_HQ

POMA on LinkedIn: www.linkedin.com/in/pomahq/



PRE- AND POST-CONFERENCE MEDIA OPPORTUNITIES

Visit Knoxville is offering numerous outdoor opportunities for the media, from fishing and shooting to canoeing, biking, photographing Knoxville and much more. Pre- and post-conference and tons of in-town opportunities are outlined on POMA's website. Some opportunities require reservations before Feb. 15, 2014. So, check out the opportunities now.

Media spots are filled on a first-come, first-served basis.

If you want to plan a pre- or post-conference activity to generate editorial content beyond what is being offered, please contact Kim Davis, Senior Director of Marketing and Communications, 865-342-9119.