



FEATURED NEWS



EXECUTIVE DIRECTOR'S DESK

Happy 2024!
As hunting season gives way to the hectic show season in the outdoor industry, your association is working hard for you. With my first three months as your new Executive Director behind us, I have some updates to report.

For our Media members, we're working to expand our relationships with companies, organizations and agencies that provide new content/products.

[Read more here.](#)



PINNACLE AWARDS

POMA's Pinnacle Awards are the highest honor the org. can bestow upon its media members for their creative works. They honor journalists annually for exceptional journalistic achievement in traditional outdoor sports-focused magazine writing, newspaper/web writing, photography/illustration, book, broadcasting and conservation journalism.

Nominations will be accepted until January 31, 2024.

[Learn more here.](#)



TOYOTA SCHOLARSHIP

Each year, Toyota USA awards scholarships to introduce aspiring writers, influencers and photographers to the outdoor industry. POMA invites students to submit applications through the form below. Winners will receive transportation and complimentary conference registration to POMA's annual conference May 6-8, 2024 in Pinewood, SC.

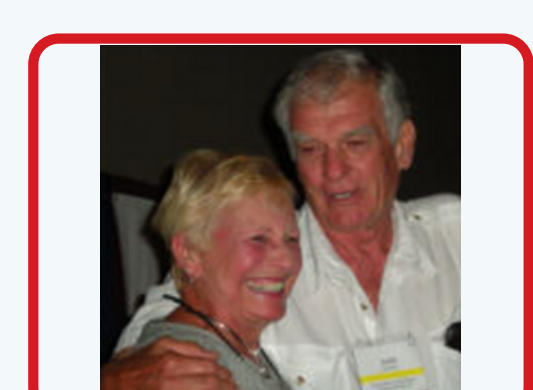
Applications should be submitted through [this form](#) by January 31.



PRESIDENT'S MESSAGE

With 2023 in our collective rear-view mirror, we're left with industry experiences layered in highs and lows, triumphs and trials, big wins and woeful losses, including within POMA. Pre-Covid, POMA's strength and stability shined. Of course, we're still here but showing a few scars mixed with the new challenges of inflation and our country's overall economic turmoil. Even so, we're well on our way to returning to POMA's pre-Covid strength.

[Read more here.](#)



Emerald Cornerstone Award

Exciting news! It's time to give a standing ovation to the ultimate volunteer superstar with the Emerald Cornerstone Award. Named in honor of Betty Lou Fegley in 2008, this prestigious honor celebrates a POMA member who goes above and beyond for the organization, and the ceremony is one of the highlights of the Annual Meeting.

Nominations are open until January 31, 2024.

Email nominations to admin@ProfessionalOutdoorMedia.org and help us applaud the ultimate volunteer!

ANNUAL MEETING

Registration is now open for the 2024 POMA Annual Meeting, presented by the [South Carolina Waterfowl Association!](#)

This year, the event will be three full days, so plan to arrive no later than Sunday, May 5. Better yet, come early and utilize free weekend passes to BirdFest Bluegrass Music Festival (more info on how to redeem your free tickets on the registration pages)!

Highlights Include:

- ➔ Keynote Speaker [Bud Johnson](#) - "The Ai (re)Evolution: Transforming Outdoor Media from Survival to Revival"
- ➔ Choice among five exciting Field Trips - included in your registration fee
- ➔ Dozens of content creation and educational opportunities!
- ➔ Range day
- ➔ Product Showcase
- ➔ Networking, networking, networking!
- ➔ And more!

- [View the Full Agenda](#)
- [Travel and Hotel Information](#)
- [Media Registration](#)
- [Corporate Partner Registration](#)



INSIGHT SESSIONS

Part of POMA's mission is to provide timely and relevant educational opportunities to its members. Keep an eye out for our next Insight Session coming soon!

This past quarter, Michelle Scheuermann moderated lively discussions on "Not Your Mama's Goal Setting" with Barb Monson
"Giving Tuesday" with Jodi Franke-Young, Jennifer Barwick and Courtney Swanson
"Content Creation opportunities at SHOT Show" with Justin Morrissey

You can listen to these webinars at the [Insight Session archive](#).

MONEY LINE

POMA's Money Line is a compilation of outdoor industry-related job and freelance listings that are available to our members. We include a broad range of opportunities that are geared toward Corporate Partner contacts and content creators alike. Members can also offer their own "help wanted" opportunities to other members at no charge!

Our usual weekly email compilation of Money Line listings and Biz Tips has not been functioning correctly. The newsletters restarted again this week. In the meantime, you can view the [current Money Line listings](#) and [Biz Tips](#).

POMA UNDER 25

Archery, Baseball, Life
By Matt Dwonch, POMA Intern

When I was a kid, my dad told me life was like baseball. I thought this meant life sucked. I hated baseball at the time, so that seemed right. As I grew up and got a little better, I started to understand what he actually meant. Baseball is a game of failure. Even the best hitters on the planet only reach base 3 out of 10 times. It takes a ridiculous amount of failing and trying again to be any good. When you're in a slump, something good is coming your way. When you overthink it, you crash and burn. These are the lessons I extracted from 14 years of baseball. I trust you've all lived long enough to see the parallels between life and baseball. But let me tell you; my dad had it all wrong. Life is not like baseball. Life is far more dramatic. Life is like bow hunting. Because in no way could the ups and downs of my baseball career prepare me for the ups and downs of archery.

My 2023 season had it all. There was heartbreak (inevitable). There was hope (briefly). There were even idiots who tried to distract me from my goals (see, it's just like life!) There were confusion, frustration, and pain, grit and anger. I swung the bow and the fences suddenly were just short. But I learned more about myself and the places I love than I ever thought possible. I learned for the thousandth time (but hardly the last I'm sure), that the best response to failure is to get right back on your feet as quickly as possible. I won't bore you with the minute details from the hunt, as that would take an eternity. I will, however, give a quick recap.

The adventure, like life, started with unbridled hope and a strong desire to conquer the future. I ventured into the high country by myself and set up camp on a shale ridgeline overlooking a deep, timbered valley. Dozens of small streams trickled out from snow drifts, joining each other to form a rushing creek far below me. I soon found myself tailing a herd of 30 elk with a solid 5-point bull at their helm. When I closed the distance to 20 yards, I was windy by a stray cow. The herd quickly dispersed, but in all the confusion a smaller bull walked within 15 yards of my poised bow. It's pretty rare that a true gift comes along in life or archery hunting. When a gift falls in your lap, it's usually best to take it happily. My hunting idol Nate Simmons would say "never look a gift horse in the mouth". Well, on that 2nd day of the hunt, I did just that. I passed on a fine bull thinking I could find better.

Two weeks later I returned, and discovered my little basin inundated with hunters, bad ones at that. I was shocked to find the biggest bull I'd ever seen milling about in some trees the following morning. For the next four days, I played a game of cat and mouse with this bull in which he always managed to stay just ahead of me. It was maddening. In truth, I never got close. He guessed my bad intentions from the jump. The final weekend of the season, I planned a different approach. My nerves were frayed from my mental battle with the big bull. So, I decided to think and move less on this final trip. I wanted to soak up the last days of September in style. I didn't see anything for 2 days, but on the final day of the season, my peaceful thoughts were violently shaken by the arrival of a new, even larger bull. I watched him from afar in my spotting scope, not believing my eyes. I almost wished he would turn around and leave my basin, if only to avoid the despair I know comes with a failed last-day stalk. Instead, he bedded about 500 yards below me, giving me one last chance. I waited until afternoon to make my move, knowing the thermals would be more stable. When I thought the wind had settled, I began my descent on the bull. I was within 150 yards now, could feel the adrenaline in my veins. Dread settled over me as I felt a breeze stir on the back of my neck. I knew it was over. The bull stood, stared straight through me, and disappeared forever.

In 3 years of bowhunting, I have screwed up way more than 10 opportunities. Even in the big leagues, those are bad numbers. Still, I plan on being back stronger next year, hoping for a win. I'll prepare as best I can, I promise that, but bow-hunting on public land isn't supposed to be easy, and that's why I love it. I don't think life is supposed to be easy either, but for some reason I still feel I should bat .1000 in that game. As for outdoor is tougher, life or bowhunting, I've yet to decide. Ask me after next September.



To foster excellence in communications at all levels, help members build their businesses, connect media and industry, promote fair and honest communication of the traditional outdoor sports and conservation stories, and mentor the next generation of traditional outdoor sports communicators.

[LOGIN TO THE MEMBER PORTAL | BECOME A MEMBER](#)

