



# Behind the scenes at an outdoor writers' summit

I just flew home last night from the Professional Outdoor Media Association Summit event, which was held in Hugo, Minnesota. I thought it might be interesting for you to hear about the event and then briefly see what goes on behind the scenes in the outdoor world, especially if you're a young reader and want to know how to become an outdoor writer or influencer.



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to write for a living instead of for fun, I decided to join POMA back in 2011. People I met there have helped me immensely. Back to the summit. I hit Minneapolis and Rob Henson (co-owner with Cush Arrue of Apex Mountain whom I hunted with a few weeks ago in Texas) picked me up and we shot off for Hugo, a small town where we'd be staying. The event was held at Wild Wings of Oneka, a

hunting ranch that has facilities to handle an event such as ours. The first night we had a Western barbecue. Afterward, we built a campfire and networked from 8 to 11 p.m., sponsored by Dead Air Silencers. A great time to catch up with old friends and meet new ones. It always amazes me how even at the big show

where I'll have scheduled meetings all day, I bet I work 30% of my deals just randomly meeting people. Of course, the campfire was a target-rich environment since companies are there hunting for publicity and publications hunting for more writers. The next morning kicked off with breakfast and sponsor talks by Murray Road Agency, National Wild Turkey Federation and the American Sportfishing Association. Then we headed to the Federal Ammunition plant.

We had a choice of attending a variety of seminars on building relationships with brands, affiliate marketing for content creators, etc. Then we had a presentation by onX Hunt and onX Fish. I want to follow up later with a column describing the benefits of using onX Hunt. All of my buddies use this app.



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Pinnacle awards presentation.

They then gave the media a tour of the plant. I've been through ammunition plants before, but the Federal plant is huge. As you can imagine we could not take pictures and a lot of what we saw was proprietary.

We then got on the buses to head back to Wild Wings for a time of doing podcasts and Mike Clinegan offered free head shots.

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One of the panel discussion seminars.

## Claycomb/from A3

Next was a Corporate Partner Showcase where the corporations set up booths, which allowed writers a chance to work deals with them. I love these as they allow for a lot of action fast. Of course a lot of them are old buddies like Heather at Otis whom I've worked with for years. A year or so ago we developed the first Airgun Cleaning Kit on the market. She's my go-to supplier for gun cleaning supplies. Then Shane at LUTH-AR which offers a cool modern stock for our Ruger 10/22's.

Then National Cattle-men's Breed Association provided us an awesome tri-tip dinner. It was good to meet them since I've been in the beef business all of my life (well, since 7 years old). I think they want to be involved with us to help promote that they are true conservationist and to some degree the first conversationist in America. After dinner, we had another campfire

networking event which again was productive.

The next day offered three events: shooting at the range, turkey hunting or fishing (which included a fishing tournament). I opted for fishing and drew Ray Ruiz of Baztec Fishing as my guide. He is the hardest working fishing guide I've ever had and hustled hard to get us on fish.

Garrett Briggs with the American Sportfishing Association also drew up with us. He's a great guy and I think caught almost one of every species in the lake! In talking, I got interested in what ASA does for us fishermen. They are a good voice for us. For instance, did you know that some far-left group is currently trying to outlaw using live bait because they think it is cruel and inhumane? Most outdoorsmen are hardworking individuals and the few free minutes we have free, we want to get out and enjoy God's great creation. We need groups like ASA speaking for us.

The last day we had a Wildlife State of the Union Panel, with keynote speaker Dan Kahn, which was very interesting and then a wild game dinner prepared by a list of famous outdoor chefs.

We then had awards for the winners of the fishing tournament and the Pinnacle Awards (awards for best articles, books, photography, etc.). We wrapped up with another Campfire Connection which again was very productive. If you're an aspiring young putdoor writer, check out POMA.

The POMA Summit was a very good venture for me. If any of you young wannabe writers or current writers that want to jump it up a notch want to attend next year, contact me and I can connect you with the right people.

Tom Claycomb lives in Idaho and has outdoors columns in newspapers in Alaska, Idaho, Utah, Nevada, Colorado and Louisiana. He also writes for various outdoors magazines and teaches outdoors seminars at stores like Cabela's, Sportsman's Warehouse and Bass Pro Shops.

# Subaru because

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Subaru is volun recalling nearly 7 Foresters because moonroofs could become detached

The affected models are the 20 ester and 2026 Fo Hybrid, according report from the N Highway Traffic S Administration. C gine Foresters we unmanufactured between

## Birding/from

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pondering what o "domains" might b ilar to birding. I ca think of one — ma sort of. See below. Wing is careful imply cause and ef Because they did n