

FIRST QUARTER 2023

AGLOW QUARTERLY

Photo: "Lake of the Woods Toll Road"

By Mark Smith



Photo by Dan Small

Executive Director's Cut

MARK C. SMITH-EXECUTIVE DIRECTOR

Welcome to the new year. It has been a busy start to 2023 here at AGLOW Headquarters. Membership renewals are in full swing and steadily coming in each day. Remember if you have referred someone for membership in the past year you are able to receive a \$50 credit per member, up to \$100 toward your membership dues. Just shoot me an email and let me know the name of the member or members that you have referred.

The first media camp of the year took place at the end of last month on Lake of the Woods, hosted by Paul and Brandi Johnson at the beautiful River Bend Resort. It was sponsored by Joe Henry at Lake of the Woods Tourism and several of Dena Vick's clients at King Eider Communications including, Live Target, Smith's Consumer Products, Zebco and Favorite Rods. Like a scene from Ice Road Truckers we traversed the frozen lake on the manicured road system carved through the snow and invaded the heated shacks scattered among the snow drifts. A mass of cold air settled in just in time for our arrival (-28 or so each morning) which slowed the bite considerably. Even so, everyone managed to bring walleyes back to the lodge for dinner each evening.

The next media camp is taking place next week in Niagara and while it will still be pretty wintery up there, we will mostly be open water fishing. Talk about some great outdoor content!

Bret Amundsen, the AGLOW Communications Coordinator, has the new Outdoor Feed powered by AGLOW up and running. If you have had content published recently, send Bret the link to wherever it can be found and he can include it in the Outdoor Feed. Also, please remember to "like" and "share" these when you see them. It is a great way to multiply the folks that will also get to see them. If you have questions about submitting, drop bret a line at theoutdoorfeed@gmail.com



From the Oval Office

TRENT MARSH-2023-24 PRESIDENT

The new year is underway, and as we start to see the light at the end of the tunnel of winter, I think we are finally seeing the last vestiges of a global pandemic lift and life return to fully normal. As an organization we just completed a writer's camp at Lake of the Woods, with another coming up fast in Niagara, and "business as usual" finally seems to be in the cards.

That said, AGLOW isn't satisfied with "business as usual." That type of thinking has brought challenges to organizations like ours over the last several years, resulting in tectonic changes to the landscape of writer organizations for content creators and corporate partners. I am infinitely proud of the work this organization and the board has undertaken in the last handful of years to get ahead of these changes. We should all be grateful for the work of our Executive Director, Mark Smith, and this and recent boards for doing the work and being open to the idea that "business as usual" wasn't going to be enough.

I have the distinct privilege of working on both sides of the industry, as a marketing professional and content creator. The number of times I have seen people use the term "revolutionary" makes me cringe from both sides of the aisle. But what AGLOW is doing right now, and what we've done over the last several years, truly is revolutionary. The evolution into a year-round organization with the addition of the camps, and now by creating additional outlets and audiences for our membership in the form of The Outdoor Feed, are truly revolutionary ideas in our space.

Just like the writers' camps took your participation to make a success, so to will The Outdoor Feed and entire consumer-facing strategy AGLOW is undertaking. I know Mark already spoke to it in his update, but I can't stress enough how much the adoption of this resource by the membership is what will lead to its success. Share the page. Send your friends. Retweet it. Like it. Share it.

This will be what launches us into the future and safeguards AGLOW for another generation.

AGLOW is leading the way for outdoor communicators of all stripes, and it is something I am immensely proud to see.

I am prouder still to be trusted with the presidency of this organization. I owe a great deal of my success in this industry to the relationships I have forged in this organization, and as I look back at the names that have preceded me in this post, I am humbled and awestruck at the names, personalities, and industry stalwarts that my name now sits alongside.

I have no doubt that 2023 will be a great year for AGLOW, but I firmly believe that while many such organizations are pondering their future, the best is yet to come for us.

Here's to 2023. See you all soon.

COMING ATTRACTIONS...

FEBRUARY 14-17, 2023

NIAGARA MEDIA CAMP

MARCH 15, 2023

SPRING BOARD MEETING, BEMIDJI, MN

MAY 1, 2023

(TENTATIVE) AIC AWARDS ENTRY OPEN

MAY 1, 2023

(TENTATIVE) CONFERENCE REGISTRATION OPEN

MAY 21-24, 2023

HAYWARD, WI MEDIA CAMP

JULY 1, 2023

(TENTATIVE) AIC ENTRY DEADLINE

SEPTEMBER 17-22, 2023

ANNUAL CONFERENCE, BEMIDJI, MN

SEPTEMBER 18, 2023

ANNUAL BOARD MTG, BEMIDJI, MN