



Remembering your WHY

When is the last time you took a moment to remember why you were doing something - heading to the gym, going to a family cookout, planning a vacation? I mean, really putting thought into the reasons for doing the things that you choose to do.

Operating in autopilot mode makes the months slip by unnoticed with all of us saying, "now summer is almost over already." It's easy to forget why we're doing some of these things, essentially removing the purpose of doing them at all.

Join me at the end of the newsletter as we pause together to reacquire with our WHY.

What's New?

Destination Delaware

While I work closely with Destination Delaware County (Ohio) as a co-host for the [Delaware County Fishing Trail](#) video series, this spring I worked with them on a tourism campaign focused on another hallmark of the county - The Little Brown Jug. It is Ohio's Triple Crown harness race that takes place September 18, 2025 at the Delaware County Fairgrounds. It was a thrill (as always) to work with my co-host Tim Wilson, Executive Director at Destination Delaware and our production team on this project. The campaign is up and running. You can take a peek here: [Behind the Scenes at The Little Brown Jug](#).



Video campaign showcasing The Little Brown Jug harness race, Delaware County, Ohio

Follow, Like, Subscribe

Most of you are aware of the impacts that AI and the evolving Google algorithms are having on freelancers, public relations professionals and destinations. Our "normal" has changed and so too must the way in which we work. It's forced me as a business owner and independent journalist to reevaluate what I do, how I do it and what direction I need to go to stay afloat. Though I maintain a number of fantastic publication outlets for which I contribute to regularly, I've shifted gears a bit to add some new things into the fold.

During this time of recalibrating, I ask for your support in the form of following, subscribing and sharing my eco-system of outreach on social media. I also ask for your support as I dust off Reel-Ality, a destination angling concept that kicks fishing to another level with my partner Ian who is also a global angler and guide. This project got sidelined previously but it's time to resurrect it and deliver some unique content as we ramp it up in the months to come.

Please check out my collection of outreach that I've compiled in one space on Linktree and support my channels by clicking the button below for easy access to all of them to subscribe and share my posts. I pride myself on relationships and we need to rely on each other's support as many of us endure a shift.

[Click here for my account listings](#)



One-day getaways radio segment

My bi-weekly radio segments, One-Day Getaways with Anietra Hamper, on 103.9 The Maverick on "The Ride Home with Woody Johnson," are resonating with audiences. We are enjoying the popularity that this series has garnered that offer quick getaways from Columbus, Ohio with extended content on the podcast versions of these on-air segments. I offer insider tips for listeners to make the most of their time and money while enjoying a quick getaway. Click the links to listen to the episodes. My July segments included [Mackinac Island, Michigan](#) and [Luray, Virginia](#).

**One-Day Getaways with Anietra Hamper
103.9FM The Maverick
"The Ride Home with Woody Johnson"**



This week: Mackinac Island, Michigan



Published Stories



CatfishNOW Magazine

Life After Landing a Slate Record Catfish. In this article I followup one year later with an Ohio teenager about the success and controversy that followed her record-breaking catfish catch.

[Read More](#)

Featured Destination: Door County, Wisconsin



There's so many destinations I love, but one of my favorites is Door County in Wisconsin where small towns and villages are the norm and mom-and-pop stores, orchards and ice cream shops have been around for over a century. Door County is the peninsula of Wisconsin with more than 300 miles of shoreline, 14 communities, five state parks and treasured traditions like the iconic fish boil.

Door County is defined by the simplistic vacation vibe where the basics of just having fun and getting outdoors is all that you need besides a great sunset to close out the day. The Door County communities are only separated by a few miles so a single visit enables you to go to them all and even catch a ferry to Washington Island to experience a lavender farm and a beach made of pebbles instead of sand.

Summer is filled with ripe cherries and everything delicious that goes with it like ice cream and pie. The peninsula is surrounded by water (Lake Michigan on one side & Green Bay on the other) so days out can be kayaking or taking a boat trip to see shipwrecks that are visible under the water. What I love most about Door County is its simple existence and the opportunity for everyone to make it the perfect peaceful getaway however they see fit.

For more information about Door County check out the [Destination Door County](#) website.

From the blog



At the beginning of the year, I started seeing a nutritionist to get a grip on my eating habits and develop a nutrition blueprint for my life going forward. It is important for me to show up how I need to in my life in a way that enables me to be active and strong for the things I like to do.

Several months into the process while tediously tracking every morsel of food that went into my mouth and begrudgingly turning down a few not-so-healthy items I knew I'd have to document; I became frustrated and bored. I was at the intersection of either making a lasting positive change in my life or chucking it all because it was a chore to develop the baseline that I needed to move forward.

It was in that moment that the nutritionist said something that stuck with me and has spilled over to every other part of my life. She said, "remember why you are doing this."

She was right. I came in with goals – how to manage my blood sugar throughout the day especially doing aggressive outdoor activities, how to eat properly to maintain the fitness level I want and how to change my eating habits through stages of aging in my life. These were all good reasons to commit to the process but the routine in doing so left me forgetting the purpose of my mission.

Looking at the "why" behind what we do gives our actions meaning. It helps us understand our motivations like growth, connection, or contribution so we're more likely to stay committed and feel fulfilled. Without a clear "why," even our successes can feel empty.

This process, and that single comment helped me see that by aligning our choices with our core values we move towards a life that feels intentional, not just busy.

This a reminder to pause and reacquire with purpose by remembering your WHY.

