

*Don't stop when you're tired.
Stop when you're done.*

No matter what next pinnacle you have on your radar whether its leveling up a workout routine, eyeing a promotion, landing a new client or diving headfirst into a project unsure whether if it will succeed, nothing happens without effort which can often test our endurance.

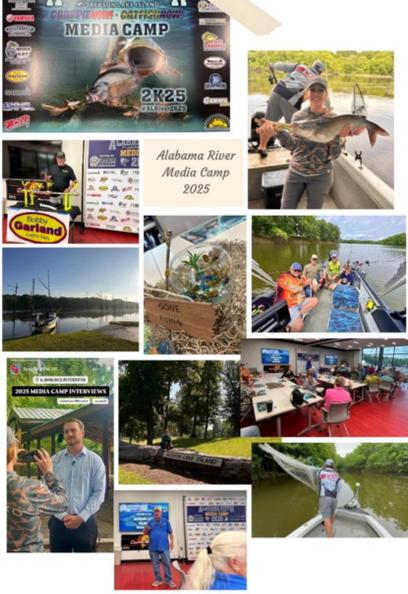
Join me at the end of the newsletter as we visualize the realities we want to make happen and remembering while trudging through the thick of it that you don't stop when you're tired - you stop when you're done.

What's New?

Alabama River Media Camp

It's been a busy month but one of the highlights of my work was attending the [CrappieNOW / CatfishNOW](#) Alabama River Media Camp in Millbrook, Alabama with my editors and publisher of these great fishing magazines. This was an intensive multi-day content creation bonanza where our team of writers and the social media crew worked with catfish and crappie fishing pros and product sponsors developing videos and stories that we will share with our audiences in the coming weeks and months. Our base was Jackson Lake Island where we launched the boats each day. We spent our time off the water exploring the other destination features of Elmore County including the 17 Springs sports complex and the Alabama Wildlife Center.

More than the great work provided by our publisher who is committed to his journalists and experts, I appreciated growing my network of colleagues in the outdoor and fishing space. We are truly like family.



Video Shoot for Delaware County Ohio

Our [Destination Delaware](#) productions are typically done on the riverbank or on the water spotlighting the Delaware County Fishing Trail but we changed it up this time to focus on some of the other notable features in the county for an upcoming marketing campaign. Our video shoot included a behind-the-scenes look at the county's prestigious harness racing. My co-host Tim Wilson and our production team from New Vision Media and Popa Advertising are such a joy to work with on these shoots. These are always long days but a little laughter, great snacks and a professional crew make them productive and fun. Keep an eye out in the coming weeks for the campaign which will launch this summer.



Behind the scenes during production of a Delaware County Ohio video project

One-day getaways radio segment

I continue my bi-weekly radio segments, One-Day Getaways with Anietra Hamper, on 103.9 The Maverick on "The Ride Home with Woody Johnson." We have enjoyed 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 you to make the most of your time and money while enjoying a quick getaway. My May segments included [Maumee Bay](#) in Northwest Ohio and [Indianapolis, Indiana](#).

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



**This week:
Indianapolis, Indiana - Indy 500**



Published Stories



Ohio Fish Rescue: Rescuing Fish, Pet Owners and the Environment One Species at a Time

KINUTE

In this article, I take readers behind the scenes of one of most most unique non-profit rescues I've ever seen.

[Read More](#)



MUSKYM MAVHEM

Game & Fish Magazine

Pick up a copy of the June/July issue of Game & Fish Magazine to read my story on musky fishing in Ohio waters. Available online with a subscription and in bookstores.

On The Blog



Featured Destination: Millbrook, Alabama



Some of the most spectacular destinations that I discover are ones that I stumble upon by accident. My featured destination of Millbrook, Alabama in Elmore County is an example of this. While I was visiting the area for a recent work assignment, I uncovered a destination that is one-stop-shopping for a vacation. Most everything is within a 5-mile radius and while I went for the fishing at Jackson Lake Island and the Alabama River, I was exposed to the area's delicious barbecue, the new sports complex at 17 Springs, the Alabama Wildlife Center and an abundance of other outdoor recreation opportunities.

Jackson Lake Island is a special treat. It was the backdrop for the Tim Burton movie "Big Fish" and it still features much of the movie set props for the town of Spectre in the film. The friendly goats that roam the island are a joy and the water around the island offers phenomenal fishing for crappie, catfish and other species from a boat and from the bank. For a \$5 fee to access the island, it is a tranquil, almost fairy-tale-like place to escape for a quiet picnic under the trees and space to think.

Millbrook is easy to navigate with so much to do in one area making the most of your time and money for a getaway.



**Don't stop when you're tired.
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I recently shared with a colleague my frustration over a new ambitious project that was not actualizing the way I had planned. I was ready to pull the plug on it and try to rationalize that somehow the many hours I'd invested in it were not a waste of time.

My colleague said, "you can't let it go, not yet." He said that sometimes things just need more time to develop than we are giving to give them. He continued by saying, "you don't know just how close you might be to this coming to fruition. It could be today, tomorrow, or that next phone call. You could be so close and you're letting it go right before it's about to happen."

The truth is I was just tired of trying. Tired of the effort with no tangible results. Then I heard a trainer during a recent workout session spot something that resonated with me and aligned with my colleague's comments. She said, "don't stop when you're tired - stop when you're done." I accepted the validity of this and a little more motivation to see things through even when I was just plain tired of trying.

My challenge to you today is to ponder this concept. What are you tired of pursuing in your life that you're not quite ready to give up? Give it just a little more time and stop only when you are truly done with it.