



RBFF STATE MARKETING WORKSHOP

PRESENTED BY  **FISHBRAIN**

**Inclusivity & Connection:
The Water is Open to Everyone
February 25–27, 2020  Atlanta, GA**



FISHBRAIN

Fishbrain is proud to be a partner of the
Recreational Boating and Fishing Foundation.
Together we celebrate and inspire all people
who love fishing!





The Water is Open to Everyone; this Workshop is Just For You.

With 10 years of State Marketing Workshops down, it's time to turn things up to 11. This past year saw yet another increase in fishing and boating participation, bringing us closer to our 60 in 60 goal. But there's plenty of work still to be done. As you'll learn over the next few days, this year's Workshop theme is more than just words; the water truly is open to everyone. Now, it's our job to equip ourselves and our friends throughout state agencies and the industry with the tools necessary to reach out to and engage new audiences.

So, what do we have in store for you? While in Atlanta, you will:

- Learn how a customer-first focus in Nevada is paying dividends.
- Gain a better understanding of our latest research findings and recommendations for R3 strategies.
- Participate in diverse, engaging, and collaborative breakout sessions aimed at delivering just the right content to make your agency as successful as possible.
- And of course, learn from the R3 successes of your peers in agencies across the country.

With technology playing an ever-increasing role in how we engage with our audience, it's no surprise that our own Workshop is taking a big step forward in this space. Let me introduce you to our new Workshop App. On your smartphone, search in your App Store or Google Play for "Attendify." Once downloaded, you can search within the app for "RBFF State Marketing Workshop." Click "join" and you're in. Our goal with this app is to create a more seamless experience for all attendees. Need to see what's up next on the schedule? Easy. Want to learn more about or connect with a presenter? Just check the app for details. And finally, you have the full attendee list right at your fingertips in the app.

We'd like to be the first to welcome you to Atlanta for the 2020 State Marketing Workshop, Inclusivity & Connection: The Water is Open to Everyone. It takes each one of us working together to move this industry forward and protect the sport we love so much for generations to come. Take time to let the information you're about to hear really sink in. Talk through what you've learned with your peers at other agencies and find ways to implement these new learnings at your own agencies. Lastly, we are constantly looking for ways to make your Workshop experience better, so please don't hesitate to pull us or anyone else from RBFF aside to ask a question or make a suggestion.

Sincerely,



Frank Peterson
President & CEO



Jeff Marble
RBFF Board Chairman

Join the conversation using: #RBFFWorkshop



Thank You

Recreational Boating and Fishing Foundation.

For its commitment and contribution to growing participation in fishing and boating.

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RBFF State Marketing Workshop

Presented by Fishbrain

Inclusivity & Connection: The Water Is Open to Everyone

February 25-27, 2020 📍 Atlanta, GA

Tuesday, February 25

3:00 PM	Registration Opens Collect your name badge and attendee bag before the morning rush!	The Overlook, 6th floor
5:30 PM	Welcome Reception	The Overlook
7:30 PM	Dinner on Your Own	

Wednesday, February 26

7:00 AM	Registration Opens	The Overlook
7:30 AM	Sponsored Breakfast by Brandt Information Services Kelsey Hersey, Marketing Director, Brandt Information Services	Augusta Room, 7th floor
8:30 AM	Welcome to Atlanta Stephanie Hussey, State R3 Program Director, RBFF	Savannah Ballroom, 10th floor
8:40 AM	The Power of Participation Stephanie Vatalaro, Senior Vice President, Marketing & Communications, RBFF	
	New Research Insights Provide Actionable Angler R3 Strategies Frank Peterson, President & CEO, RBFF	
9:40 AM	Customer-First Focus Generates Results for Nevada Tony Wasley, Director, NV Department of Wildlife Jack Robb, Deputy Director, NV Department of Wildlife	
10:40 AM	Break	Ballroom Foyer
10:55 AM	Sponsor Presentation Freya Olsen, Director, Discover Boating	Savannah Ballroom
11:10 AM	State Agency Perspectives in R3 Planning Kayla Donathan, Public Information Specialist, WV Division of Natural Resources Tabbi Kinion, Education Division Chief, AR Game & Fish Commission Suzanne Stone, Fisheries Program Support Section Manager, MI Department of Natural Resources <i>Facilitated by Stephanie Hussey, State R3 Program Director, RBFF</i>	
12:30 PM	Lunch	Augusta Room, 7th floor
1:30 PM	Concurrent Sessions & State Agency Directors Only Session Breakouts	
	Oregon's Social Media Program: Increasing Participation with Influencers Tim Akimoff, Social Media Outreach Coordinator, OR Department of Fish & Wildlife <i>Oregon used local influencers around the state to promote fishing & host meetups to increase participation. Learn how these local influencers recruited anglers and expanded Oregon's brand throughout the state.</i>	Chastain Room, 6th floor
	How to Reel in Millennials & Get Them Hooked on Fishing Emily Palmer, Marketing Analyst, ID Department of Fish & Game <i>Hear from Idaho Fish and Game about testing the waters on how millennials respond to different marketing tactics.</i>	Chastain F
	State Agency Directors Only Session	Chastain E
2:25 PM	Concurrent Sessions cont'd & State Agency Directors Only Session	
	Camping Crossover: Recruiting New Anglers with Digital Ads Emily Stolarski, Communications Coordinator, MA Division of Fisheries & Wildlife <i>Learn how MassWildlife engaged campers and encouraged them to try fishing through Google ads, social media ads, & a new partnership with state parks.</i>	Chastain Room

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Retention & Reactivation Focused Customer Engagement Strategies

Chastain F

Janis Johnson, Senior Marketing Specialist, TX Parks and Wildlife Department

Angie Haywood, Assistant Director, IN Department of Natural Resources

Andrew Branson, Fisheries Programs Specialist, MO Department of Conservation

*Email reminders & newsletters are still going strong. Learn how three state agencies utilized emails to retain non-resident anglers, keep first time buyers interested, & reactivate anglers.***State Agency Directors Only Session**

Chastain E

3:10 PM

Break

Outside Chastain Rooms

3:25 PM

Final Concurrent Sessions & State Agency Directors Only Session**How Tennessee Experimented with Geofencing to Accomplish R3**

Chastain Room

Jenifer Wisniewski, Outreach and Communications Chief, TN Wildlife Resources Agency

*From farmer's markets to outdoor festivals, Tennessee Wildlife Resources Agency figured out how to successfully target people based on locations they go with messages that resonate. Learn about successes from last year as well as plans for expansion this year.***Applying Best Practices to Recruit, Retain and Reactivate Anglers**

Chastain F

Carl Richardson, Manager, Outreach and Education, PA Fish & Boat Commission

*Pennsylvania has worked to shift their angler education and outreach based on the growing body of R3 research. Learn how they have taken a comprehensive and coordinated approach to target stages of the ORAM model and specific demographics; ultimately helping them see positive R3 related outcomes.***State Agency Directors Only Session**

Chastain E

4:20 PM

Reconvene in General Session

Savannah Ballroom, 10th floor

4:25 PM

Sponsor Presentation

Bill Joplin, Corporate Vice President, Aspira

4:40 PM

Adjourn

6:30 PM

Networking Dinner

Augusta Room, 7th floor

Thursday, February 27

7:30 AM

Breakfast

Augusta Room, 7th floor

8:30 AM

Bridging Connection: Growth Opportunities Among Us

Savannah Ballroom, 10th floor

Kendra Lee, Marketing Manager, RBFF

Rachel Piacenza, Marketing Director, RBFF

9:15 AM

Presenting Sponsor Presentation

Johan Klintbo, Head of Business Development, Fishbrain

10:00 AM

Break

Ballroom Foyer

10:15 AM

Successful Digital Marketing Efforts & Results

Savannah Ballroom

Jenifer Wical, Marketing Coordinator, MN Department of Natural Resources

11:15 AM

Crafting Your Digital Marketing Plan

Tanna Fanshier, R3 Program Coordinator, KS Department of Wildlife, Parks & Tourism

Applying Customer Mindsets to Digital Marketing Campaigns

Robert Prioleau, Jeremy Elrod & Kyle Mensing, Outpost

12:15 PM

Lunch

Augusta Room, 7th floor

1:15 PM

Happy Huddling: Crafting Retention & Reactivation Campaigns

Chastain D & E

Facilitated by Robert Prioleau, Jeremy Elrod & Kyle Mensing, Outpost

3:30 PM

Break & Reconvene in General Session

Ballroom Foyer

3:45 PM

Growth & Progress in an Ever Changing World

Savannah Ballroom

RBFF Staff

4:30 PM

Adjourn

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Thanks, **Recreational Boating & Fishing Foundation**, for creating an event that inspires the industry to optimize how we **chum the waters** and share ideas on how to **cast better lures** in the **right fishing holes**.

Aspira is proud to support the **2020 RBFF Marketing Workshop** where, together, we can learn how to **reel in more participants** and **land life-long passions** for boating and fishing.

AspiraConnect.com | Info@AspiraConnect.com | 877-547-2272

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RBFF STATE MARKETING WORKSHOP

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About RBFF

The Recreational Boating & Fishing Foundation (RBFF) is a national, non-profit organization that is leading the drive – in partnership with industry and government, and through its brands Take Me Fishing™ and Vamos A Pescar™ – to increase participation in recreational boating and fishing, thereby helping to conserve and restore our country's aquatic natural resources.

Vision

RBFF is committed to spreading the joy of fishing and boating to all ages, genders and cultures; we envision one nation united in our passion for fishing and boating. A nation committed to the pursuit of leisure activity on the water. A nation that embraces our fishing and boating heritage, and conserves, restores and protects the resources that sustain it.

RBFF Board of Directors

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States Organization for Boating Access



Be social! Follow us:



@RecBoatFish



Recreational Boating &
Fishing Foundation



TakeMeFishing



@TakeMeFishing



Take_Me_Fishing

Questions?

See a member of the RBFF team:



Frank Peterson



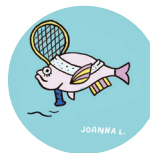
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Dave Chanda



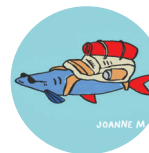
Stephanie Hussey



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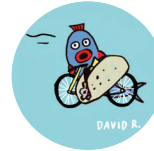
Kendra Lee



Joanne Martonik



Rachel Piacenza



David Rodgers



Stephanie Vatalaro

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The American Sportfishing Association

Leading the Way for Recreational Fishing's Future

**RECRUIT
RETAIN
REACTIVATE**

To reach the goal of 60 million anglers on the water.

www.ASAfishing.org | info@ASAfishing.org | (703) 519-9691

THANK YOU

Everyone at Yamaha Marine appreciates your efforts to promote and encourage increased fishing and boating participation.



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Thanks to the RBFF

for another Great State
Marketing Workshop!



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VISIONS OF THE FUTURE.



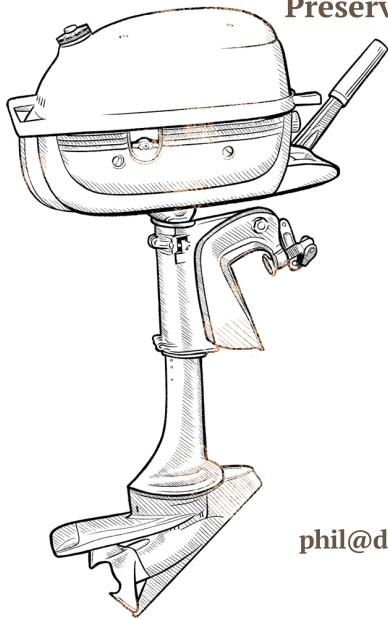
THANK YOU FOR HOSTING US AT YOUR MARKETING WORKSHOP



SOVEREIGN
SPORTSMAN SOLUTIONS

Propelling an Industry

DJ Case & Associates would like to thank the RBFF for over 20 years of pushing the increase in recreational angling and boating participation.



Preserving the activities we all enjoy and protecting the aquatic resources we hold so dear.

Thank you!

DJCase
& associates
Engaging people in conservation

Phil Seng & Matt Harlow
R3 Engagemnt Strategists
phil@djcase.com | matt@djcase.com
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THANK YOU FOR YOUR CONTINUED PARTNERSHIP AND EFFORTS

TO INCREASE BOATING AND
FISHING PARTICIPATION.

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EXPONENT

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THE RBFF MARKETING WORKSHOP



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FORGED WITH STRENGTH. DEFINED BY DURABILITY.

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Freshwater Boat Group



**SOUTHWICK
ASSOCIATES**

*We congratulate RBFF and
state fish & wildlife agencies on
their accomplishments and look
forward to continued success
in 2020.*

*Thank you for allowing us to
participate in this
groundbreaking partnership!*

Southwick Associates
Contact: Rob Southwick
904-277-9765
rob@southwickassociates.com
www.southwickassociates.com

Ipsos is proud to have partnered on RBFF's strategic research profiling tomorrow's angler.

The future of our country's aquatic natural resources is in their hands!

Let's reel them in.



www.ipsos.com



ASSOCIATION of
FISH & WILDLIFE
AGENCIES

We appreciate the work you do to increase participation in recreational angling and boating, and protecting and restoring the nation's aquatic natural resources.

We look forward to our continued partnership and collaboration. The Association is proud to be part of the RBFF State Marketing Workshop.

www.fishwildlife.org | 202-838-3474 | info@fishwildlife.org



Thank you for providing the opportunity to work together for angler engagement.

MyFishCount is pleased to be a part of the RBFF State Marketing Workshop



www.MyFishCount.com



Thank you RBFF for all that you do.



JMT TECHNOLOGY GROUP

Jeff Roberts | jroberts@jmttg.com
www.jmttg.com



**Grow Boating is proud to support the
Recreational Boating & Fishing Foundation
in their efforts to achieve '60 in 60.'**

Have a wonderful and productive State Marketing Workshop!

Access free Discover Boating tools, marketing materials
and resources at **GrowBoating.org**

(under 'Tools You Can Use')





RECREATIONAL
BOATING & FISHING
FOUNDATION

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