State Marketing Workshop

Charting the Course for Future Success

December 13 – 15, 2016
Atlanta, GA
Fishbrain appreciates our Partnership with the Recreational Boating & Fishing Foundation. Together we will reach our goal - connecting 60 million anglers on the water.

We look forward to seeing more #FirstCatch posts!
Thanks to the RBFF
for another Great State Marketing Workshop!

Eli Garnish
413-884-1001 ext.107
egarnish@jfgriffin.com
Welcome to the 2016 State Marketing Workshop!

This year’s Workshop is all about Charting the Course for Future Success. We hope you’re as energized as we are by everything that’s going on in our industry, including our goal to increase angler participation to 60 million in 60 months. Many state agencies are implementing exciting projects and programs; we’ll be sharing the details with everyone here at the Workshop and making the resources available for everyone who couldn’t join us. We are at a pivotal time for the future of fishing and boating and feel this year’s Workshop offers the resources and opportunities to help everyone contribute to increasing success.

Expect innovative and informative presentations at this year’s event, including:

- **Jay Baer, returning as keynote this year to discuss “hugging your haters”** and how customers who complain can often lead to some of your biggest opportunities. Jay will also focus on how state agencies’ communications can impact the retention and reactivation of anglers and boaters for years to come.
- Details of how RBFF and the Georgia Wildlife Resources Division generated more than $92,000 in revenue for the state agency through our Retention Pilot Program.
- The Michigan Department of Natural Resources will share insights on their simplified license structure, purchasing process and impact on online license sales.
- RBFF, GovDelivery, Georgia Wildlife Resources Division and the New York State Department of Environmental Conservation will cover success stories of utilizing email as a platform for reactivating lapsed anglers.
- Matt Dunfee of the Wildlife Management Institute (WMI) will share the recommendations and strategic tools for effective angler recruitment, retention and reactivation (R3) efforts from our partnership work with the Aquatic Resources Education Association (AREA).

The 2016 Workshop promises to be the best yet, and none of it would be possible without the generous support of our sponsors: **Diamond:** Brandt Information Services, FISHBRAIN and J.F. Griffin Publishing; **Platinum:** Discover Boating; **Gold:** American Sportfishing Association, Bass Pro Shops, GovDelivery, Southwick Associates and U.S. Forest Service; **Silver:** BRP Evinrude, Brunswick Freshwater Group and Colle + McVoy/Exponent PR; **Bronze:** American Fly Fishing Trade Association, Association of Fish & Wildlife Agencies, Association of Marina Industries, EurekaFacts, LLC, Info-Link, Theodore Roosevelt Conservation Partnership and Wildlife Management Institute; **Donation:** SourceLink.

With the vast amount of quality, groundbreaking information set to be shared here over the next few days, we are confident that you’ll return to your agencies, ready to enact new ideas and updates to your current R3 practices. In fact, we are asking each and every one of you attending this year’s Workshop to commit to one goal that will help us in reaching that 60 million angler milestone we’re all working toward!

Welcome to Atlanta, Georgia for the 2016 State Marketing Workshop! As always, we and the RBFF staff are here to help you and your agency however we can. Please don’t hesitate to approach any of us with your questions, comments or recommendations.

Sincerely,

Frank Peterson
RBFF President and CEO

Ken Hammond
RBFF Board Chairman
RBFF State Marketing Workshop
Charting the Course for Future Success
AGENDA

Tuesday, December 13

5:30pm  Welcome Reception  L401-L402

6:30pm  Dinner  M103-M105

Welcome & Introductions
Stephanie Hussey, State R3 Program Director, RBFF
Mark Whitney, Assistant Director, GA Wildlife Resources Division

Increasing Participation – 60 Million Anglers in 60 Months
Frank Peterson, President & CEO, RBFF

Sponsor Presentation
Mike Nussman, President and CEO, American Sportfishing Association

Wednesday, December 14

7:15am  Continental Breakfast  M103-M105

8:15am  Welcome to Atlanta! Your Workshop Roadmap: Day 1  Imperial B
Stephanie Hussey, State R3 Program Director, RBFF

8:30am  Hug Your Haters
Jay Baer, Founder & President, Convince & Convert

9:30am  Q & A

9:45am  Break

10:00am  How Georgia Retained New Anglers and Increased State Revenue
Jenifer Wisniewski, Marketing & Communications Manager,
GA Wildlife Resources Division

10:30am  Michigan’s Simplified License Structure and Successes
William Moritz, Deputy Director, MI Department of Natural Resources

11:00am  Arizona’s Website Portal Successes
Rachel Gottlieb, Customer Service & Sales Branch Chief, AZ Game & Fish Department
Doug Cummings, Information Systems Branch Chief, AZ Game & Fish Department
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
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<tbody>
<tr>
<td>11:30am</td>
<td>Sponsor Presentation</td>
<td>Imperial B</td>
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<td></td>
<td>Richard Wise, Operations, Brandt Information Services</td>
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<td>11:40am</td>
<td>Lunch – Let’s Eat!</td>
<td>M103-M105</td>
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<td>12:40pm</td>
<td>Using Email to Drive Revenue and Reactivate Lapsed Anglers</td>
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<td></td>
<td>Joanne Martonik, Marketing Program Manager, RBFF</td>
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<td></td>
<td>Natalie Fedie, Vice President of Client Success, Implementation &amp; Training, GovDelivery</td>
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<td>Greg Kozlowski, Fisheries Outreach Unit Leader, NY State Department of Environmental Conservation</td>
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<td>Jenifer Wisniewski, Marketing &amp; Communications Manager, GA Wildlife Resources Division</td>
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<tr>
<td>1:30pm</td>
<td>AREA-RBFF R3 Project: The Latest News about R3</td>
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<td>Matt Dunfee, Programs Manager, Wildlife Management Institute</td>
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<td>2:00pm</td>
<td>We’re in This Together: Introduction of Small Group Huddles</td>
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<td>Matt Dunfee, Programs Manager, Wildlife Management Institute</td>
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<td>2:15pm</td>
<td>Break</td>
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<td>2:30pm</td>
<td>We’re in This Together: Small Group Huddles Practical Discussion</td>
<td>M103-M105</td>
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<td>Matt Dunfee, Programs Manager, Wildlife Management Institute</td>
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<td>4:40pm</td>
<td>Wrap-Up &amp; Reconvene</td>
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<td>4:55pm</td>
<td>Sponsor Presentation</td>
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<td>Rob Southwick, President, Southwick Associates</td>
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<td>5:05pm</td>
<td>End of Day Review</td>
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<td></td>
<td>Stephanie Hussey, State R3 Program Director, RBFF</td>
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<td>6:00pm-8:00pm</td>
<td>Networking Reception</td>
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RBFF State Marketing Workshop
Charting the Course for Future Success
AGENDA

Thursday, December 15

7:15am  Continental Breakfast  M103-M105

8:15am  Your Workshop Roadmap: Day 2  Imperial B
Stephanie Hussey, State R3 Program Director, RBFF

8:30am  We’re in This Together: Recapping Huddles
Matt Dunfee, Programs Manager, Wildlife Management Institute

8:45am  How to Increase Engagement from the Hispanic Community
Frank Peterson, President & CEO, RBFF
Ed Cantú, Director of Marketing Services, Tippit & Moo, Lopez Negrete Communications

9:35am  What’s New: George H.W. Bush Vamos A Pescar™ Education Fund
Stephanie Husse, State R3 Program Director, RBFF

9:50am  Sponsor Presentation
Dan Shively, National Fisheries Program Manager, U.S. Forest Service

10:00am  Break

10:10am  Sponsor Presentation
Bojan Lazic, Marketing Manager, FISHBRAIN

10:20am  Successes from RBFF’s State Innovative R3 Program Grants
Stephanie Hussey, State R3 Program Director, RBFF
Julie Tack, Communications Specialist, IA Department of Natural Resources
Larry Pape, Education Specialist, NE Game and Parks Commission

11:00am  We’re in This Together: Next Steps and Takeaways from Huddles Discussion
Matt Dunfee, Programs Manager, Wildlife Management Institute

11:45am  We’re Here to Help: RBFF Resources Available
Rachel Piacenza, Marketing Director, RBFF

12:15pm  Workshop Summary and Key Takeaways
Stephanie Hussey, State R3 Program Director, RBFF

12:30pm  Adjourn
Jay Baer is a marketing and online customer service expert and eye-opening keynote speaker who has advised more than 700 brands since 1994 including The United Nations, Nike, Cisco, Allstate and 32 of the FORTUNE 500 companies.

Jay is the most re-tweeted person in the world among digital marketers and is the President of Convince & Convert, a consulting firm where he and his team help companies gain and keep more customers.

Jay also publishes the world's #1 content marketing blog, the #1 marketing podcast, and a daily email newsletter.

He is a New York Times best-selling author of five books, an avid tequila collector and a certified barbecue judge.
**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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<tr>
<th>Dale Barnes</th>
<th>Ken Hammond (Chairman)</th>
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<tr>
<td>Yamaha Motors</td>
<td>The Hammond Group</td>
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<td>Carl Blackwell</td>
<td>Kevin Hunt</td>
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<td>National Marine Manufacturers Assn.</td>
<td>Mississippi State University</td>
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<td>Craig Bonds</td>
<td>Jeff Kinsey (Treasurer)</td>
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<td>Texas Parks and Wildlife</td>
<td>Brunswick Corporation</td>
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<td>Maurice Bowen</td>
<td>Joe Lewis</td>
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<td>Bass Pro Shops/Tracker Marine Group</td>
<td>Mount Dora Boating Center</td>
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<td>David Chanda (Secretary)</td>
<td>Jeff Marble (Vice Chairman)</td>
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<td>New Jersey Division of Fish and Wildlife</td>
<td>Marble, LLC</td>
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<td>Dan Chesky</td>
<td>Michael Nussman</td>
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<td>Dan's Southside Marine</td>
<td>American Sportfishing Association</td>
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<td>Ron Christofferson</td>
<td>Jeff Pontius</td>
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<td>Arizona Game and Fish Department</td>
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<td>Lenora Clark</td>
<td>Ron Regan</td>
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<td>Pacific Inter-Club Yacht Association</td>
<td>Association of Fish and Wildlife Agencies</td>
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<td>Chris Edmonston</td>
<td>Lou Sandoval</td>
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<td>Boat U.S. Foundation</td>
<td>Karma Yacht Sales</td>
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<td>Cara Finger</td>
<td>Joel Wilkinson</td>
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<td>Pure Fishing, Inc.</td>
<td>Maine Dept. of Inland Fisheries &amp; Wildlife</td>
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<td>Roger Fuhrman</td>
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<td>Oregon Department of Fish and Wildlife</td>
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State Innovative R3 Program Grants

Objective: To fund innovative and sustainable marketing initiatives that focus on increasing fishing license sales and boat registrations that can be replicated across the country and utilizes methods for recruiting, retaining and reactivating (R3) anglers and boaters.

RBFF is looking to partner with state agencies on marketing strategies to promote fishing license purchases and/or boat registrations in innovative ways.

Request for Proposals to be released in January 2017
www.takemefishing.org/60in60
Free resources, including:
Research, Toolkits, Marketing Materials
...and more!

Thank you to our
George H.W. Bush Vamos A Pescar™
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Learn more:
www.takemefishing.org/educationfund

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Proud supporter of the Recreational Boating and Fishing Foundation and their efforts to increase citizen engagement in recreational angling, boating, and use of public lands.

GOVDElIVERY

PROUD SPONSOR OF
THE RBFF MARKETING WORKSHOP

PROUD TO BE A PARTNER OF
THE RECREATIONAL BOATING AND FISHING FOUNDATION

BRUNSWICK
Freshwater Boat Group

COLLE + McVOY
EXONENT
We congratulate RBFF and state fish & wildlife agencies on their accomplishments and look forward to continued success in 2017.

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

Join the conversation on Twitter during the Workshop:

Follow @Take_Me_Fishing
Please use the hashtag
#RBFFWorkshop

Don’t forget to tag images of your state’s anglers’ first catch of the day, week, month or EVER using
#FirstCatch
American Sportfishing Association
Leading the Way to Fishing’s Future

We look forward to working with the Recreational Boating & Fishing Foundation and the state fish and wildlife agencies to recruit, retain and reactivate our nation’s anglers.

Together, we can reach our goal of 60 million anglers on the water.

Each and every year!

www.ASAfishing.org    info@ASAfishing.org    (703) 519-9691
Brandt Information Services thanks the Recreational Boating & Fishing Foundation for our partnership and RBFF’s innovations creating new boating and fishing participants.

We look forward to more #FirstCatch posts!

Tiffani Santagati
(404) 698-1900 • TiffaniS@BrandtInfo.com

www.BrandtInfo.com