State Marketing Workshop

Hyatt Regency
Phoenix, Arizona
December 10 - 12, 2013
Get free Discover Boating ‘Tools You Can Use’ at GrowBoating.org

Thank you,
Recreational Boating & Fishing Foundation, for everything you do to promote fishing, family boating and the outdoors.

Bass Pro Shops & TRACKER boats are proud sponsors of the Recreational Boating & Fishing Foundation.
Dear State Partners:

The Recreational Boating & Fishing Foundation (RBFF) extends an enthusiastic welcome to all attendees of this year’s State Marketing Workshop in Phoenix, Arizona, December 10 – 12. Building on the success of previous Workshops, we’ve put together a compelling agenda that will allow you to network with your peers to share ideas and successes, and hear from marketing experts about important strategies you can implement in your own agencies. We’ll also bring you up to speed on RBFF programs that help you retain anglers and boaters, and increase fishing and boating participation overall.

Focused once again on the importance of implementing customer engagement strategies, and marketing and communicating with your anglers and boaters, some highlights of this year’s Workshop include:

- **A keynote presentation from Disney Institute** which will address ways to support consistent delivery of quality service and seamless customer experiences - things that have earned the Disney organization a world-renowned reputation and ongoing business success.
- **An in-depth look at new RBFF research** about first-time vs. repeat anglers, and the importance of retention efforts moving forward.
- **An update on RBFF’s Online Fishing License Assessment project**, including state recognition and case studies.
- **Marketing strategies and tips from industry experts**, including data on the growing Hispanic market.

We’d like to thank our generous event sponsors for their support: American Sportfishing Association (ASA), Association of Fish & Wildlife Agencies (AFWA), Bass Pro Shops, Brandt Information Services, Brunswick Corporation, Colle + McVoy, Discover Boating, Info-Link, J.F. Griffin, Outdoor Channel, PlowShare Group, Inc., SourceLink and Southwick Associates.

We’d also like to thank all of the state agencies in attendance for their participation in this important event.

We’re confident you’ll take away from this year’s Workshop some practical marketing tips, valuable customer insights and clear direction on RBFF’s next steps for the State Marketing Program.

Welcome to Phoenix, and welcome to the 2013 RBFF State Marketing Workshop! Please let a member of our staff know if you have any questions or need assistance.

Sincerely,

Frank Peterson  
RBFF President and CEO

Michael Cassidy  
RBFF Board Chairman
State Marketing Workshop
Agenda

**Tuesday, December 10**

6:00 pm  
Welcome Reception  
*Atrium I*  
*Sponsored by Bass Pro Shops*

6:30 pm  
Dinner  
*Phoenix Ballroom*  
*Sponsored by Discover Boating*

- Welcome & Introductions  
  *Stephanie Hussey, Director of State Initiatives, RBFF*

- *Larry Voyles, Director, AZ Game & Fish Department*

- *Kelly Kaylor, Discover Boating*

- RBFF Program Overview  
  *Frank Peterson, President & CEO, RBFF*

**Wednesday, December 11**

7:45 am  
Continental Breakfast  
*Atrium I*  
*Sponsored by J.F. Griffin*

8:45 am  
Welcome & Overview  
*Regency AB*  
*Stephanie Hussey, Director of State Initiatives, RBFF*

9:00 am  
Disney’s Approach to Quality Service  
*Bryan Tabler, Disney Institute*

10:30 am  
Q & A

10:45 am  
Break

11:00 am  
RBFF Focus on the Customer Experience & Engagement  
*Stephanie Hussey, Director of State Initiatives, RBFF*

11:15 am  
First-Time and Repeat Angler Analysis: Key Findings & Next Steps  
*Stephanie Hussey, Director of State Initiatives, RBFF*  
*Rob Southwick, Southwick Associates*

12:00 pm  
Lunch  
*Atrium I*

1:00 pm  
The Connected Angler:  
Improving the Customer Experience  
*Rachel Piacenza, Senior Manager, State Initiatives, RBFF*
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**Wednesday, December 11, continued**

1:40 pm  
State Agency Enhancements: A Closer Look  
**Regency AB**  
- Improved License Restructuring  
  *Chris Cantrell, AZ Game & Fish Department*  
- New Online Licensing System & Spanish-Language Translation  
  *Bill Hunter, FL Fish & Wildlife Conservation Commission*

2:00 pm  
RBFF Strategic Direction  
*Stephanie Hussey, Director of State Initiatives, RBFF*

2:15 pm  
Roundtable Overview  
*Rachel Piacenza, Senior Manager, State Initiatives, RBFF*

2:30 pm  
Break

2:45 pm  
Roundtable Exercise: Planning Ahead to Engage the Customer  
**Phoenix Ballroom**

4:00 pm  
Wrap-Up & Reconvene

4:15 pm  
Share & Discuss Roundtable Ideas  
**Regency AB**

4:45 pm  
Recap & Next Steps  
*Stephanie Hussey, Director of State Initiatives, RBFF*

5:15 pm  
Adjourn

6:00 pm-  
Networking Reception  
**Atrium I**

8:00 pm  
*Sponsored by Southwick Associates*

**Thursday, December 12**

7:30 am  
Continental Breakfast  
**Atrium I**

8:30 am  
Overview  
*Stephanie Hussey, Director of State Initiatives, RBFF*

8:45 am  
Email Marketing: Capture, Convince and Close  
*Bill Haskitt, Whereoware*  
*Elizabeth Bender, Communications Manager, RBFF*
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Thursday, December 12, continued

10:00 am       Consumer Engagement:  
                State Agency Examples & Innovative Ideas 
                Regency AB

10:00 am       RBFF Resources: Webinars & Shareable Content
                Rachel Piacenza, Senior Manager, State Initiatives, RBFF

10:45 am       Break

11:00 am       Engaging the Hispanic Audience: Insights to Actions
                Ed Cantu & Gerry Loredo, Lopez Negrete Communications
                Melissa Raynor, Marketing Manager, RBFF

12:00 pm       RBFF Future Direction
                Stephanie Hussey, Director of State Initiatives, RBFF

12:15 pm       Wrap-up & Next Steps

12:30 pm       Adjourn

2013 State Marketing Workshop Sponsors

Welcome Reception Sponsor: Bass Pro Shops

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                              American Sportfishing Association (ASA);
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                   Colle + McVoy; Info-Link; Outdoor Channel;
                   PlowShare Group, Inc.; SourceLink
Keynote Speaker Biography

Bryan Tabler | *Disney Institute*

Bryan Tabler began his Disney career in 1997 at the Walt Disney World Resort in Lake Buena Vista, Fla., where he served as a photographer for Disney Event Group’s multimedia services team. In 2003, he was chosen to participate in a pilot program for Disney Entertainment’s Leadership Excellence. While gaining experience as an entertainment manager, Tabler evaluated and provided feedback on this new development program. During this time, he also facilitated experiential learning programs for the Walt Disney World Resort Youth Education Series.

In January of 2005, Tabler was selected to join the *Disney Institute* team. As one of the most recognized names in professional development, the *Disney Institute* approach supports an organization’s transformative journey through discovery, execution and sustainment. In addition to delivering professional development programs for *Disney Institute*, Tabler also facilitates team building programs for groups attending conventions at Walt Disney World, and leads Disney adult discovery programs.

Tabler has participated in both the USA Paralympic Sitting Volleyball program and the National Wheelchair Basketball Association. He raced in three International Federation for Disabled Sailors World Championships and participated in three North American Cup Championships. He currently serves as president of Orlando Wheelchair Games, a not-for-profit organization that promotes disabled sports in Central Florida.

Tabler was awarded his Bachelor of Arts degree in media and communication from Brooks Institute in Santa Barbara, Calif. He was awarded an Executive Master of Business Administration degree from Stetson University in DeLand, Fla.
About RBFF

Celebrating 15 years in 2013, the Recreational Boating & Fishing Foundation (RBFF) is a nonprofit organization whose mission is to increase participation in recreational angling and boating, thereby protecting and restoring the nation’s aquatic natural resources.

RBFF developed the award-winning Take Me Fishing™ campaign to create awareness around boating, fishing and conservation, and educate people about the benefits of participation. Take Me Fishing helps boaters and anglers of all ages and experience levels learn, plan and equip for a day on the water. The campaign website, TakeMeFishing.org, features tips and how-to’s that can be used all over the country, tools to compare different styles of boats, information on how to get a fishing license and boat registration, and an interactive state-by-state map that allows visitors to find local boating and fishing spots.

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Do you need a fishing license and boat registration?
Please take a few moments to consider each of the questions below. Take your time. Let it come naturally.

1. Is this your idea of fishing with friends?
   - A. Yes, I am a 1,200-pound brown bear, and these are my friends.
   - B. Yes, I stand at the edge of the falls and catch fish with my mouth.
   - C. No.

2. Are you your own boat?
   - A. Yes, and please stop staring at my stern.
   - B. No, I'm my own airplane.
   - C. No.

3. Do you want this in your favorite lake?
   - A. Yes. Landfills are soooo cliché.
   - B. Sure, who doesn't love dipping their toes into a pool of swirling sewage?
   - C. No.

ANSWERS:

Congratulations! You definitely need to be licensed and registered because... your friends.

Customize for your state HERE!

Find out how to do your part at: TakeMeFishing.org

Download the Take Me Fishing PSA for TV, Radio, or Print:
Visit TakeMeFishing.org and search “TV-PSA”
We congratulate RBFF and state fish & wildlife agencies on their accomplishments and look forward to continued success in 2014.

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

Southwick Associates
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Thanks to RBFF for another great State Marketing Workshop!

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