

STATE MARKETING WORKSHOP

Atlanta,
Georgia



December 9 – 11, 2014



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American Sportfishing Association
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The Recreational Boating & Fishing Foundation (RBFF) is at the forefront of finding new and innovative ways to introduce outdoor enthusiasts to boating and fishing.

The American Sportfishing Association commends RBFF and its state fish and wildlife agency partners for substantially increasing participation in these activities through outreach and education and by making it easy for people to get involved.

Congratulations on a job well done!

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Dear State Partners:

The Recreational Boating & Fishing Foundation (RBFF) is pleased to welcome you to this year's State Marketing Workshop in Atlanta, Georgia. We're excited for another productive annual Workshop that enables you to network with your peers to share ideas and successes and hear from marketing experts about strategies you can implement in your own agencies. We'll share the latest on RBFF programs and resources to help you retain anglers and boaters, leading to increased fishing and boating participation overall.

Focusing on the importance of sound customer engagement and retention strategies, and continued communication with your anglers and boaters, some highlights of this year's Workshop include:

- **Keynote presentations by marketing experts from Colle+McVoy and Lopez Negrete Communications** will focus on engaging tomorrow's customers today. We have an incredible opportunity to target new audiences, such as women and Hispanics, in boating and fishing and these presenters will share insights and tips on how to engage these audiences.
- **An in-depth look at new RBFF research** on the customer experience in the retail space for fishing and boating related purchases.
- **An update on RBFF's Online Fishing License Assessment**, including recognition on how state agencies have made the license-buying process more consumer-friendly.
- **Customer engagement strategies from industry experts**, including effective email marketing and communication strategies and tips from GovDelivery.

Please join me in thanking our generous event sponsors for their support: Active Network, Allstate, American Sportfishing Association (ASA), Association of Fish & Wildlife Agencies (AFWA), Association of Marina Industries, Inc. (AMI), Bass Pro Shops, Brandt Information Services, Brunswick, Colle+McVoy, Discover Boating, GovDelivery, Info-Link, J.F. Griffin Publishing, Lopez Negrete Communications, Ogilvy, Sky Design and Southwick Associates.

We'd also like to extend our gratitude to all of the state agencies in attendance for their participation in this important event.

We're confident you'll find this year's Workshop provides some valuable customer insights and effective marketing and communication tips to further our collective recruitment and retention efforts to increase participation in fishing and boating.

Welcome to Atlanta, and welcome to the 2014 RBFF State Marketing Workshop! Please don't hesitate to reach out to our staff members with any questions you may have.

Sincerely,



Frank Peterson
RBFF President and CEO



Ken Hammond
RBFF Board Chairman

State Marketing Workshop Agenda

Tuesday, December 9

- 6:00 pm Welcome Reception
- 6:30 pm Dinner **M103-105**
- Welcome & Introductions
Stephanie Hussey, Director of State Initiatives, RBFF
 - RBFF Program Overview
Frank Peterson, President & CEO, RBFF

Wednesday, December 10

- 7:45 am Continental Breakfast **M103-105**
- 8:45 am Welcome & Overview **Marquis A**
Stephanie Hussey, Director of State Initiatives, RBFF
- 9:00 am Engaging Tomorrow's Customers Today
Laura Rubenstein, Colle+McVoy
Ed Cantú & Gerry Loredo, Lopez Negrete Communications
- 10:30 am Q & A
- 10:45 am Break
- 11:00 am RBFF Strategic Focus on Customer Engagement
Stephanie Hussey, Director of State Initiatives, RBFF
- 11:15 am Mystery Shopping the Retail Experience: Customer Insights
Rachel Piacenza, Marketing Manager, RBFF
- 12:00 pm Lunch **M103-105**
- 1:00 pm Improving the Online Customer Experience **Marquis A**
Stephanie Hussey, Director of State Initiatives, RBFF
- 1:30 pm RBFF Next Steps
- 1:45 pm Roundtable Overview
- 2:00 pm Break

State Marketing Workshop Agenda

2:15 pm	Roundtable Discussions: State Sharing on Top Agency Customer Engagement Strategies	M103-105
3:45 pm	Wrap-Up & Reconvene	
4:00 pm	Share & Discuss Roundtable Outcomes	Marquis A
4:30 pm	Recap & Next Steps <i>Stephanie Hussey, Director of State Initiatives, RBFF</i>	
4:45 pm	Sponsor Presentation <i>Rob Southwick, Southwick Associates</i>	
5:00 pm	Adjourn	
6:00 pm- 8:00 pm	Networking Reception	Skyline North

Thursday, December 11

7:30 am	Continental Breakfast	M103-105
8:30 am	Overview <i>Stephanie Hussey, Director of State Initiatives, RBFF</i>	Marquis A
8:45 am	Tips and Tricks for Using Email to Drive Engagement <i>Jennifer Kaplan, Product Marketing Manager, GovDelivery</i>	
9:45 am	Sponsor Presentation <i>Drew Kelly, J.F. Griffin</i>	
10:00 am	Top State Agency Presentations from Roundtables	
10:30 am	Break	
10:45 am	Top State Agency Presentations Continued	
11:45 am	Top Places to Boat & Fish: A Customer Engagement Promotion <i>Stephanie Vatalaro, Director of Communications, RBFF</i>	
12:05 pm	RBFF Future Direction <i>Stephanie Hussey, Director of State Initiatives, RBFF</i>	
12:15 pm	Wrap-up & Next Steps	
12:30 pm	Adjourn	

Keynote Speaker Bios



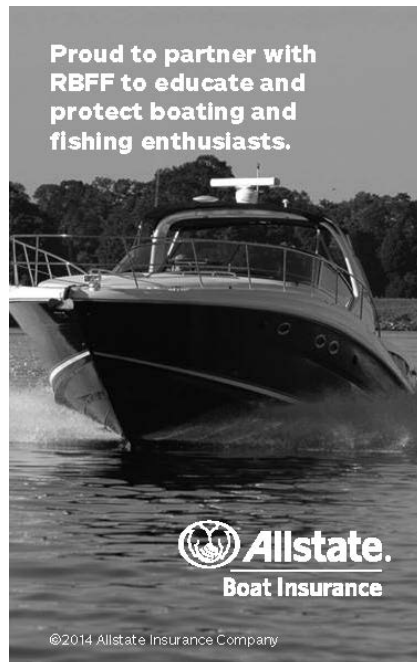
Laura Rubenstein, Colle+McVoy - Laura's experience as a strategist spans a range of industries and brands including Purina Animal Nutrition, Grain Belt Beer, Caribou Coffee, Land O'Lakes and the University of Nebraska. Laura holds a BA from Wellesley College and MA in Art History from the Tufts University. At Colle+McVoy, she's had the opportunity to marry her academic research background with her interest in consumer behavior.



Gerry Loredo, Lopez Negrete Communications - A native speaker of both English and Spanish, Gerry has lived in Mexico, Spain and the U.S. Gerry received his BA from Northwestern University and an MBA from the University of Virginia at Charlottesville. Gerry's extensive experience leads to generating insights and developing market strategy as Director of Business Analytics at LNC. He has helped address Hispanic marketing challenges for brands such as Walmart, AARP, Verizon Wireless and Dr. Pepper.



Ed Cantú, Lopez Negrete Communications - As Director of Consumer Insights and Planning at LNC, Ed's universe is the who, what, where, when, how and why of the U.S. Hispanic market – as seen through the eyes of the Latino consumer. Ed has a solid track record in both the General Market and Hispanic spaces, and his work includes brands like Bank of America, Walmart, Verizon, 7UP and SONIC. Ed holds a Master's degree from the University of Texas – Austin, LBJ School of Public Affairs and a degree in Political Science from the University of Texas-Pan American.



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Thanks to the RBFF
for another great
State Marketing
Workshop!



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About RBFF

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, and its new Spanish-language counterpart, VamosAPescar.org, feature tips and how-to videos, 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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*Brandt Information Services thanks the
Recreational Boating & Fishing Foundation
for its dedication and innovations in outdoor
boating and fishing participation.*

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GovDelivery thanks the Recreational Boating & Fishing Foundation (RBFF) and all 50 state agencies for their continued work to engage and retain millions of recreational anglers and boaters nationwide through effective outreach.

We look forward to a continued partnership in 2015!

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Join the conversation on
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Click on "State Webinar Series"
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Foundation.

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We congratulate RBFF and state fish & wildlife agencies on their accomplishments and look forward to continued success in 2015.

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

Southwick Associates
Contact: Rob Southwick
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www.southwickassociates.com



Proudly supporting the Recreational Boating and Fishing Foundation and efforts to increase recreational angling, boating and outdoors participation.

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