

RBFF State Marketing Workshop
Collaborate, Relate and Innovate to Redefine the Customer Experience
December 8-10, 2015
Dallas, TX

AGENDA

Tuesday, December 8

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|---------|---|-------------------|
| 6:00 pm | Welcome Reception | Press Club |
| 6:30 pm | Dinner | Atrium |
| | <ul style="list-style-type: none">• Welcome & Introductions
<i>Stephanie Hussey, Director of State Initiatives, RBFF</i>
<i>Ross Melinchuk, Deputy Executive Director, TX Parks & Wildlife Department</i>
<i>Frank Peterson, President & CEO, RBFF</i>• ASA Sponsor Presentation
<i>Mike Nussman, President, American Sportfishing Association</i> | |

Wednesday, December 9

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| 7:15 am | Continental Breakfast | Austin 1 |
| 8:15 am | Welcome & Overview
<i>Stephanie Hussey, Director of State Initiatives, RBFF</i> | Austin 2-3 |
| 8:30 am | RBFF Vision & Strategic Direction
<i>Frank Peterson, President & CEO, RBFF</i> | |
| 9:00 am | Youtility: Why Smart Marketing is About Help not Hype
<i>Jay Baer, Founder & President, Convince & Convert</i> | |
| 10:00 am | Q & A | |
| 10:15 am | Break | |
| 10:30 am | Georgia Retention Pilot Program: Retaining First-Time License Buyers
<i>Joanne Martonik, Marketing Program Manager, RBFF</i>
<i>Jenifer Wisniewski, Marketing & Communications Manager, GA Wildlife Resources Division</i> | |
| 11:05 am | Florida Partnership Project: Re-thinking the Path to Purchase
<i>Brenda Brand, Licensing Section Leader, FL Fish & Wildlife Conservation Commission</i>
<i>Richard Wise, Operations, Brandt Information Services</i> | |
| 11:50 am | Sponsor Presentation
<i>Drew Kelly, Partner, J.F. Griffin</i> | |

12:00 pm	Lunch	Austin 1
1:00 pm	State Innovative R3 Program Grants: Recruitment, Retention & Reactivation <i>Joanne Martonik, Marketing Program Manager, RBFF</i> <i>Jenifer Wisniewski, Marketing & Communications Manager, GA Wildlife Resources Division</i> <i>Jane Gustafson, Marketing Manager, NE Game & Parks Commission</i> <i>Chris Adams, Information Specialist, VT Fish & Wildlife Department</i>	Austin 2-3
2:00 pm	Sponsor Presentation <i>Matt Smithson, Marketing Manager, Active Network</i>	
2:05 pm	Roundtable Overview	
2:15 pm	Break	
2:30 pm	Roundtable Discussions: Redefining the Customer Experience	Press Club
4:00 pm	Wrap-Up & Reconvene	
4:15 pm	Share & Discuss Roundtable Outcomes	Austin 2-3
5:00 pm	Recap & Next Steps <i>Stephanie Hussey, Director of State Initiatives, RBFF</i>	
5:10 pm	Sponsor Presentation <i>Rob Southwick, President, Southwick Associates</i>	
5:15 pm	Adjourn	
6:00 pm - 8:00 pm	Networking Reception	Chaparral Main Room

Thursday, December 10

7:00 am	Continental Breakfast	Austin 1
8:00 am	Overview <i>Stephanie Hussey, Director of State Initiatives, RBFF</i>	Austin 2-3
8:15 am	Insights on Engaging the Hispanic Audience <i>Ed Cantú, Director of Marketing Services, Lopez Negrete Communications</i> <i>Gerry Loredó, Director of Business Analytics, Lopez Negrete Communications</i> <i>Alix Pedraza, Hispanic Outreach Coordinator, SC Department of Natural Resources</i>	
9:15 am	State Agency Presentations from Roundtables	

- 10:00 am Break
- 10:15 am State Agency Presentations from Roundtables Continued
- 11:00 am RBFF Future Direction
Frank Peterson, President & CEO, RBFF
- 11:15 am Best Practices for Digital Marketing
Natalie Fedie, Vice President of Client Success, Implementation & Training, GovDelivery
- 12:00 pm Wrap-up & Next Steps
Stephanie Hussey, Director of State Initiatives, RBFF
- 12:30 pm Adjourn