



State Marketing Workshop

*Collaborate, Relate and Innovate
to Redefine the Customer Experience*

December 8-10, 2015

Dallas, Texas



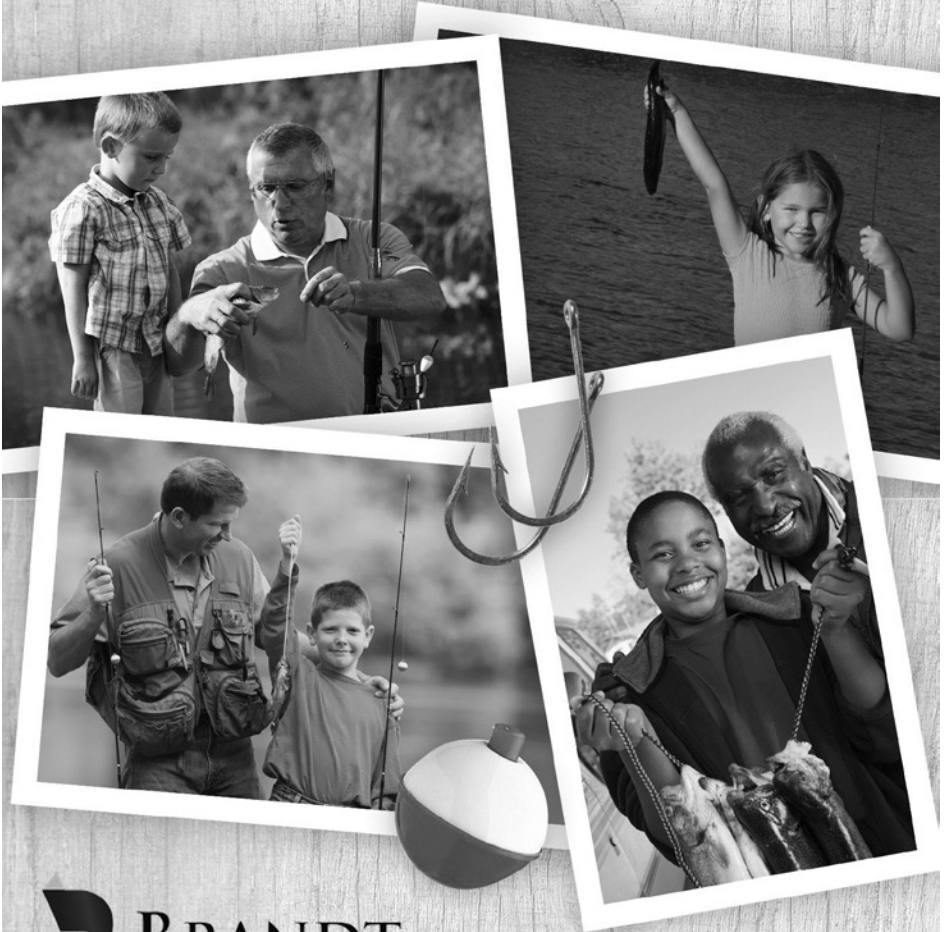
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BRANDT INFORMATION SERVICES THANKS THE RECREATIONAL
BOATING & FISHING FOUNDATION FOR OUR PARTNERSHIP
AND RBBF'S INNOVATIONS CREATING NEW BOATING AND
FISHING PARTICIPANTS.

WE LOOK FORWARD TO MORE #FIRSTCATCH POSTS!



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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

Dear State Partners:

Welcome to Dallas for the 2015 State Marketing Workshop: *Collaborate, Relate and Innovate to Redefine the Customer Experience*. Throughout the Workshop, we encourage the sharing of your agency's innovative programs and ideas to create an elevated customer experience to recruit, retain and reactivate consumers. We have a lot in store this year to help you retain anglers and boaters, leading to increased fishing and boating participation overall.

Focusing on the importance of creating a positive customer experience, marketing and communicating with consumers and utilizing insights to drive business processes, highlights of the Workshop include:

- **An exciting keynote speaker, Jay Baer, Founder of Convince & Convert**, who will share with us about Youtility: Why Smart Marketing is About Help not Hype. This renowned business strategist will engage us with an insightful presentation, challenging us to rethink our approach to marketing and customer service.
- **Presentations from Georgia, Nebraska and Vermont on their State Innovative R3 Program Grants** showcasing how they fortified new partnerships and created automated email and phone communication systems to target specific audiences to increase participation.
- **Details from Georgia on the Retention Pilot Program** and their experience with targeting first-time license buyers with email communications, and a **new partnership initiative with Florida** to improve the online customer experience to increase license sales.
- **Insights on the Hispanic audience will be shared by Lopez Negrete Communications and South Carolina's Hispanic Outreach Coordinator** will discuss their local outreach efforts in engaging the Hispanic community.
- **GovDelivery will present effective strategies for digital marketing** to capture attention and foster ongoing customer engagement.

A special thank you to all of our event sponsors for their generous support: Active Network, American Sportfishing Association (ASA), Association of Fish & Wildlife Agencies (AFWA), Association of Marina Industries, Inc. (AMI), Bass Pro Shops, Brandt Information Services, Brunswick Freshwater Group, Colle+McVoy, Discover Boating, EurekaFacts, LLC, GovDelivery, Info-Link, J.F. Griffin Publishing, Lopez Negrete Communications, Ogilvy Public Relations, SourceLink and Southwick Associates.

We appreciate that all of you have taken valuable time out of your week to be here. We're confident that you will leave with a wealth of new insights on effective customer engagement, and we encourage you to share these ideas with others in your agency to carry them out in the coming year to increase participation in fishing and boating. We hope you return home motivated to collaborate in new efforts, relate with the customer and seek innovative strategies to redefine the customer experience.

Again, welcome to Dallas and to the 2015 RBFF State Marketing Workshop! Please don't hesitate to let our staff know if you have any questions or need any assistance.

Sincerely,



Frank Peterson
RBFF President & CEO



Ken Hammond
RBFF Board Chairman

RBFF State Marketing Workshop
Collaborate, Relate and Innovate to Redefine the Customer Experience
AGENDA

Tuesday, December 8

6:00 pm	Welcome Reception	Press Club
6:30 pm	Dinner 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>	Atrium
	ASA Sponsor Presentation <i>Mike Nussman, President, American Sportfishing Association</i>	

Wednesday, December 9

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>	

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Wednesday, December 9, continued

11:50 am	Sponsor Presentation <i>Drew Kelly, Partner, J.F. Griffin</i>	Austin 2-3
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,</i> <i>GA Wildlife Resources Division</i> <i>Jane Gustafson, Marketing Manager,</i> <i>NE Game & Parks Commission</i> <i>Chris Adams, Information Specialist,</i> <i>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

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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 Loreda, 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 <i>Frank Peterson, President & CEO, RBFF</i>	
11:15 am	Best Practices for Digital Marketing <i>Natalie Fedie, Vice President of Client Success, Implementation & Training, GovDelivery</i>	
12:00 pm	Wrap-up & Next Steps <i>Stephanie Hussey, Director of State Initiatives, RBFF</i>	
12:30 pm	Adjourn	

Keynote Speaker Biography

Jay Baer | Convince & Convert | @JayBaer



Jay Baer is the world's most retweeted person among digital marketers. He is a renowned business strategist, keynote speaker and the New York Times best-selling author of five books who travels the world helping businesspeople get and keep more customers.

Jay has advised more than 700 companies since 1994, including Caterpillar, Nike, Allstate, The United Nations and 32 of the FORTUNE 500.

He is the founder of Convince & Convert, a strategy consulting firm that helps prominent companies gain and keep more customers through the smart intersection of technology, social media, and customer service. His Convince & Convert Media division owns the world's #1 content marketing blog, the world's top marketing podcast, and many other education resources for business owners and executives.

The creator of five multi-million dollar companies, Jay is an active venture capitalist and technology advisor, as well as an avid tequila collector, and certified barbecue judge.

2015 State Marketing Workshop Sponsors

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About the Recreational Boating & Fishing Foundation (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™ and Vamos A Pescar™ campaigns to create awareness around boating, fishing and conservation, and educate people about the benefits of participation. Take Me Fishing and Vamos A Pescar help boaters and anglers of all ages and experience levels learn, plan and equip for a day on the water.

The campaign websites, TakeMeFishing.org and VamosAPescar.org feature 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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Joel Wilkinson

Maine Dept. of Inland Fisheries & Wildlife

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Strategic Partnerships

Rachel Auslander

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Contact Rachel to learn about RBFF partnerships and donation opportunities



We congratulate RBFF and state fish & wildlife agencies on their accomplishments and look forward to continued success in 2016.

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

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



www.activeoutdoorsolutions.com

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

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Ogilvy is a
proud partner
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Take Me Fishing's current print Public Service Announcement creative.

To download TV, radio and print PSAs for your state's usage, visit:

<http://TVAccessSpotSource.com/rbff>




Public Service
Announcement
TEST

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.

USE NO. 2 PENCIL ONLY



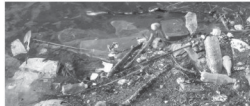
1 This is your idea of
fishing with friends.

True	False
------	-------



2 Your boat flies south
for the winter.

True	False
------	-------




3 You want this in
your favorite lake.

True	False
------	-------

ANSWERS:

CONGRATULATIONS! You definitely need to be licensed and registered. Because funds generated from your fishing license and boat registration go toward conserving our waterways and providing better fishing and boating for generations to come.

Find out how to
do your part at:



TAKEMEFISHING.org

YOUR PARTNER IN THE OUTDOORS



Don't forget to participate in
RBFF's webinar series!

You can view previous
presentations on our website,
TakeMeFishing.org/Corporate:

Click on "State Webinar Series"
under "State Agency
Partnerships."



**Join the conversation on
Twitter during the Workshop:**

Follow [@Take_Me_Fishing](https://twitter.com/Take_Me_Fishing)
Please use the hashtag
#RBFFWorkshop

govDELIVERY 

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 2016!**

info@govdelivery.com | www.govdelivery.com





J.F. GRIFFIN
MEDIA

Thanks to the RBFF
for another great
State Marketing
Workshop!



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#FirstCatch



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