

RBFF State Marketing Workshop
Charting the Course for Future Success
December 13-15, 2016
Atlanta, GA

Tuesday, December 13

5:30pm	Welcome Reception	L401-L402
6:30pm	Dinner	M103-M105
	Welcome & Introductions <i>Stephanie Hussey, State R3 Program Director, RBFF</i> <i>Mark Whitney, Assistant Director, GA Wildlife Resources Division</i>	
	Increasing Participation – 60 Million Anglers in 60 Months <i>Frank Peterson, President & CEO, RBFF</i>	
	Sponsor Presentation <i>Mike Nussman, President and CEO, American Sportfishing Association</i>	

Wednesday, December 14

7:15am	Continental Breakfast	M103-M105
8:15am	Welcome to Atlanta! Your Workshop Roadmap: Day 1 <i>Stephanie Hussey, State R3 Program Director, RBFF</i>	Imperial B
8:30am	Hug Your Haters <i>Jay Baer, Founder & President, Convince & Convert</i>	
9:30am	Q & A	
9:45am	Break	
10:00am	How Georgia Retained New Anglers and Increased State Revenue <i>Jenifer Wisniewski, Marketing & Communications Manager, GA Wildlife Resources Division</i>	
10:30am	Michigan's Simplified License Structure and Successes <i>William Moritz, Deputy Director, MI Department of Natural Resources</i>	
11:00am	Arizona's Website Portal Successes <i>Rachel Gottlieb, Customer Service & Sales Branch Chief, AZ Game & Fish Department</i> <i>Doug Cummings, Information Systems Branch Chief, AZ Game & Fish Department</i>	
11:30am	Sponsor Presentation <i>Richard Wise, Operations, Brandt Information Services</i>	

11:40am	Lunch – Let’s Eat!	M103-M105
12:40pm	Using Email to Drive Revenue and Reactivate Lapsed Anglers <i>Joanne Martonik, Marketing Program Manager, RBFF</i> <i>Natalie Fedie, Vice President of Client Success, Implementation & Training, GovDelivery</i> <i>Greg Kozlowski, Fisheries Outreach Unit Leader, NY State Department of Environmental Conservation</i> <i>Jenifer Wisniewski, Marketing & Communications Manager, GA Wildlife Resources Division</i>	Imperial B
1:30pm	AREA-RBFF R3 Project: The Latest News about R3 <i>Matt Dunfee, Programs Manager, Wildlife Management Institute</i>	
2:00pm	We’re in This Together: Introduction of Small Group Huddles <i>Matt Dunfee, Programs Manager, Wildlife Management Institute</i>	
2:15pm	Break	
2:30pm	We’re in This Together: Small Group Huddles Practical Discussion <i>Matt Dunfee, Programs Manager, Wildlife Management Institute</i>	M103-M105
4:40pm	Wrap-Up & Reconvene	
4:55pm	Sponsor Presentation <i>Rob Southwick, President, Southwick Associates</i>	Imperial B
5:05pm	End of Day Review <i>Stephanie Hussey, State R3 Program Director, RBFF</i>	
6:00pm-8:00pm	Networking Reception	Skyline North
<u>Thursday, December 15</u>		
7:15am	Continental Breakfast	M103-M105
8:15am	Your Workshop Roadmap: Day 2 <i>Stephanie Hussey, State R3 Program Director, RBFF</i>	Imperial B
8:30am	We’re in This Together: Recapping Huddles <i>Matt Dunfee, Programs Manager, Wildlife Management Institute</i>	
8:45am	How to Increase Engagement from the Hispanic Community <i>Frank Peterson, President & CEO, RBFF</i> <i>Ed Cantú, Director of Marketing Services, Tippit & Moo, Lopez Negrete Communications</i>	

- 9:35am What's New: George H.W. Bush *Vamos A Pescar*™ Education Fund
Stephanie Hussey, 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