

State Marketing Workshop

R3: Making Waves Towards 60 in 60

December 4-6, 2018 🇺🇸 Atlanta, GA



RECREATIONAL
BOATING & FISHING
FOUNDATION

1998 - 2018



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FISHBRAIN

Every Catch Matters

Fishbrain is proud to be a partner of the Recreational Boating and Fishing Foundation. Together we celebrate and inspire all people who love fishing!



Welcome to the 2018 State Marketing Workshop. Let's Make Some Waves!

With 10 years of State Marketing Workshops under our belt, we're ready to make some waves towards 60 in 60 this year. Over the next two days, you will take part in what is surely the best lineup of speakers, panels and content we've ever put together. Our direct-to-consumer marketing, social media campaigns and partnerships with state and industry organizations elevated fishing and boating to new heights this year, and we're riding that wave right into the 2018 State Marketing Workshop.

Here's some of what's on deck:

- Learn about **diversity and inclusion** with a keynote from Axie Navas of *Outside* and a panel of strong female leaders in the outdoor industry and beyond.
- Take part in sessions diving in to:
 - **R3 planning**
 - **Marketing & community outreach**
 - **License system optimization**
 - **R3 business best practices**
- Hear the latest **license sales trends** from Rob Southwick.
- Find out how the Massachusetts Division of Fisheries & Wildlife is **increasing its R3 capabilities**.

Without such strong backing from our generous sponsors, we would not be able to continue to grow this event. Please join us in thanking each and every group for their support:

Breakfast: Brandt Information Services and Fishbrain

Directors Session: American Sportfishing Association (ASA) and Discover Boating

Platinum: American Fly Fishing Trade Association (AFFTA)

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Bronze: Association of Fish & Wildlife Agencies (AFWA), Association of Marina Industries (AMI), Blast Analytics & Marketing, Discovery, Inc., DJ Case & Associates, Info-Link

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With that said, welcome to Atlanta, Georgia for the 2018 State Marketing Workshop! We have a lot in store for you, so please take it all in, discuss new ideas with your peers in other states and use the knowledge you gain here to shape the work you do in your own organization. Don't ever hesitate to ask us any questions you may have. Big or small.

Sincerely,



Frank Peterson
President & CEO



Jeff Marble
RBFF Board Chairman

Join the conversation using: #RBFFWorkshop

THANKS, RECREATIONAL BOATING AND FISHING FOUNDATION
FOR ITS COMMITMENT AND CONTRIBUTION TO GROWING
PARTICIPATION IN FISHING AND BOATING



Tiffani Santagati
(404) 698-1900
tiffanis@brandtinfo.com



Kelsey Hersey
(850) 577-4980
kelseyh@brandtinfo.com

WWW.BRANDTINFO.COM

RBFF State Marketing Workshop
R3: Making Waves Towards 60 in 60
December 4-6, 2018 📍 Atlanta, GA

Tuesday, December 4

3:00 PM	Registration	Outside A601-A602
6:00 PM	Welcome Reception	A601-A602
8:00 PM	Dinner on Your Own	

Wednesday, December 5

7:30 AM	Breakfast Sponsored by Brandt Information Services <i>Kelsey Hersey, Director of Marketing, Brandt Information Services</i>	A601-A602
8:30 AM	Welcome to Atlanta <i>Stephanie Hussey, State R3 Program Director, RBFF</i>	Marquis B
8:35 AM	20 Years Empowering States to Recruit, Retain & Reactivate Customers <i>Frank Peterson, President & CEO, RBFF</i>	Marquis B
8:45 AM	The New Explorers <i>Axie Navas, Digital Editorial Director, Outside</i>	Marquis B
9:45 AM	Break	Outside Marquis B
10:00 AM	Women Making Waves: Panel Discussion on Engaging Female Participants <i>Axie Navas, Digital Editorial Director, Outside</i> <i>Diane Bristol, Senior Director of Employee & Community Engagement, Simms Fishing Products</i> <i>Karen Redfern, Vice President, Brand Marketing & Communications, Go RVing</i> <i>Amanda Gibson, Assistant Merchant – Fish & Hunt, Orvis</i> <i>Moderated by Rachel Piacenza, Director of Marketing, RBFF</i>	Marquis B
11:30 AM	Sponsor Presentation <i>Joe Lewis, Chairman, Grow Boating Inc./Discover Boating</i>	
12:00 PM	Lunch	A601-A602
1:00 PM	Implementing AFWA's Angler R3 Task Force Recommendations <i>Ed Carter, AFWA President & Executive Director, Tennessee Wildlife Resources Agency</i> <i>Paul Johansen, Chief, West Virginia Division of Natural Resources Wildlife Resources Section</i> <i>Darin Moore, Director of Planning & Finance, Virginia Department of Game & Inland Fisheries</i> <i>Tony Wasley, Director, Nevada Department of Wildlife</i>	Marquis B

1:50 PM	Concurrent Sessions 1 and State Agency Directors Only Session	
1.	Let's Go/Fish Local: Iowa's Community-Based R3 Fishing Initiative <i>Tyler Stubbs, Community Fishing Biologist, Iowa Department of Natural Resources</i>	M301
2.	Developing and Implementing an Agencywide R3 Plan <i>Eddie Herndon, R3 Coordinator, Virginia Department of Game & Inland Fisheries</i>	M302-303
3.	State Agency Directors Only Session	M304
2:35 PM	Break	Outside Breakout Rooms
2:50 PM	Concurrent Sessions 2 and State Agency Directors Only Session	
1.	How Nevada Simplified Licenses to Change the Game <i>Jack Robb, Deputy Director, Nevada Department of Wildlife</i>	M301
2.	Modernizing Alaska's Sport Fishing Regulations Based on Customer Feedback <i>Lisa Holt, Assistant Director, Alaska Department of Fish & Game Sport Fish Division</i> <i>Terry Thompson, Statewide Communications & Outreach Coordinator, Alaska Department of Fish & Game Sport Fish Division</i>	M302-303
3.	State Agency Directors Only Session	M304
3:40 PM	Concurrent Sessions 3 and State Agency Directors Only Session	
1.	Tips for Strengthening Marketing Programs and Campaigns <i>Emily Palmer, Marketing Analyst & Program Specialist, Idaho Department of Fish & Game</i> <i>Karl Scheidegger, Fisheries Biologist, Wisconsin Department of Natural Resources</i> <i>Jenifer Wisniewski, Chief of Communications and Outreach, Tennessee Wildlife Resources Agency</i>	M301
2.	Insights from R3 Engagement Programs <i>Carl Richardson, Education & Outreach Manager, Pennsylvania Fish & Boat Commission</i> <i>Larry Pape, Fisheries Division, Education Specialist, Nebraska Game & Parks Commission</i> <i>Tim Akimoff, Social Media Outreach Coordinator, Oregon Department of Fish & Wildlife</i>	M302-303
3.	State Agency Directors Only Session	M304
4:30 PM	Sponsor Presentation <i>Glenn Hughes, President, American Sportfishing Association</i>	Marquis B
5:00 PM	General Session & Wrap Up Put on your thinking cap and win!	Marquis B
5:30 PM	Networking Reception	Pulse Loft
6:30 PM	Networking Dinner	A601-A602
Thursday, December 6		
7:30 AM	Breakfast Sponsored by Fishbrain <i>Lisa Kennelly, Chief Marketing Officer, Fishbrain</i>	A601-A602

8:30 AM	State Fishing License Sales and Factors Affecting Growth/Decline <i>Rob Southwick, President, Southwick Associates</i>	Marquis B
9:15 AM	Measuring Marketing: How to Use Customer Insights to Increase License Sales <i>Mark Tisa, Director, Massachusetts Division of Fisheries & Wildlife</i> <i>Nicole McSweeney, Outreach & Marketing Coordinator, Massachusetts Division of Fisheries & Wildlife</i>	Marquis B
10:15 AM	Break	Outside Marquis B
10:30 AM	Determining Actionable Strategies for Angler R3: Highlights from a New Study on Americans' Awareness of and Interest in Fishing <i>Mark Damian Duda, Executive Director, Responsive Management</i>	Marquis B
11:30 AM	Sponsor Presentation <i>Nat Gillespie, Assistant National Fish Program Leader, U.S. Forest Service</i>	Marquis B
12:00 PM	Lunch	A601-A602
1:00 PM	Group Huddle Discussions	M301-M304
2:30 PM	General Session & Wrap Up	Marquis B
3:00 PM	Adjourn	Marquis B

RBFF.ORG/60IN60

**One Industry,
One Goal**

Learn more at rbff.org/60in60

RECREATIONAL
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Two missions. One passion.

The American Fly Fishing Trade Association's mission is to promote the sustained growth of the fly fishing industry and advocate for the places we cast a fly—both salt and freshwater. That's why we're proud to support RBFF's continued dedication to strengthening participation in the sport—and conserving the resource we know and love.

We welcome all attendees to the RBFF State Marketing Workshop, and invite you to see firsthand AFFTA's impact in our industry at the 2019 International Fly Tackle Dealer show in Denver, CO.

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Learn more at www.affta.org/iftd



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About RBFF

The Recreational Boating & Fishing Foundation (RBFF) is a national, non-profit organization that is leading the drive – in partnership with industry and government, and through its brands Take Me Fishing™ and Vamos A Pescar™ – to increase participation in recreational boating and fishing, thereby helping to conserve and restore our country's aquatic natural resources.

Vision

RBFF is committed to spreading the joy of fishing and boating to all ages, genders and cultures; we envision one nation united in our passion for fishing and boating. A nation committed to the pursuit of leisure activity on the water. A nation that embraces our fishing and boating heritage, and conserves, restores and protects the resources that sustain it.

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Thanks to the RBFF

for another Great
State Marketing
Workshop!



Eli Garnish
413-884-1001 ext.107
egarnish@jfgriffin.com

430 Main Street
3000 Eagle Point Corporate Dr., Suite 600

Williamstown, MA 01267
Birmingham, AL 35242

ph. 413.884.1001
ph. 413.884.1099

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THANK YOU FOR YOUR CONTINUED PARTNERSHIP AND EFFORTS

TO INCREASE BOATING AND
FISHING PARTICIPATION.

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EXPONENT



We appreciate your leadership and advocacy for the Conservation community and look forward to connecting and engaging with you during the workshops.

Aspira is proud to be a part of the RBFF State Marketing Workshop.

www.AspiraConnect.com | 877-547-2272



We congratulate RBFF and state fish & wildlife agencies on their accomplishments and look forward to continued success in 2019.

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

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



Kalkomey is a proud supporter of the
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Becca Oldham
14086 Proton Rd
Dallas, TX 75244
www.kalkomey.com
O: 972-715-7016
roidham@kalkomey.com



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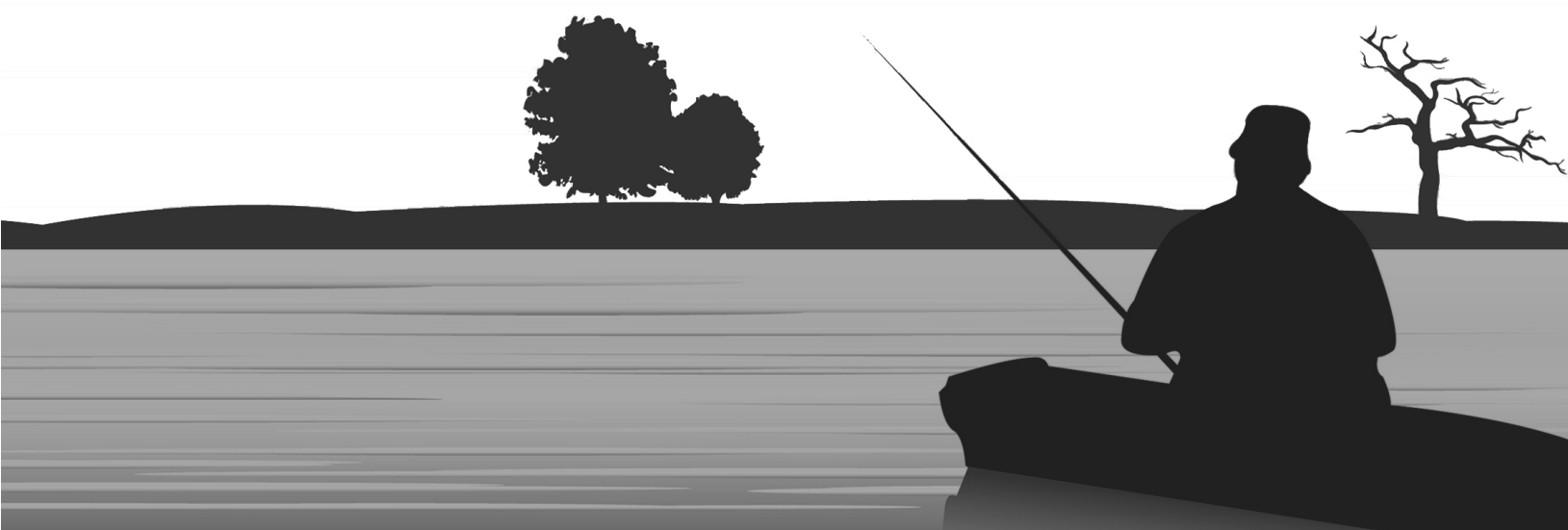
American Sportfishing Association *Leading the Way to Fishing's Future*

"Why go fishing?" leads naturally to "How can we help more people go fishing?"

We are proud to work with the Recreational Boating and Fishing Foundation and state fish and wildlife agencies to get more people involved in recreational fishing.

Together, we can reach the goal of 60 million anglers on the water.

Each and every year!





**Grow Boating is proud to support the
Recreational Boating & Fishing Foundation
in their efforts to achieve '60 in 60.'**


Have a wonderful and productive State Marketing Workshop!

Access free Discover Boating tools, marketing materials
and resources at **GrowBoating.org**

(under 'Tools You Can Use')





Recreational Boating & Fishing Foundation
500 Montgomery Street, Suite 300
Alexandria, VA 22314  [takemefishing.org/corporate](https://www.takemefishing.org/corporate)

