Florida Fish and Wildlife Conservation Commission

- For us to sell a license --

Someone has to be thinking about fishing.
Florida Fish and Wildlife Conservation Commission

- Make the purchase experience convenient & easy
  - Sales Channels
    - Retailers (624 locations; 58% of units sold)
    - Internet (28% of units sold)
    - Tax Collectors (211 locations; 7.5% of units sold)
    - Telephone Sales Call Center (6% of units sold)
  - Ease of Use for Retailers and Customers
    - English and Spanish versions
    - Reduce data entry – pre-fill fields from Drivers License file when available
    - Let me know what I have now and in the past
    - Renew button
    - Packages of likely groups of licenses and permits
In 2011, almost 5 million Floridians (age 5 or older) spoke a language other than English at home, of which about 2.1 million spoke English less than “very well”. If this relationship continues, by 2030, around 6.1 million Floridians (age 5 or older) will speak a language other than English at home, of which about 2.6 million will speak English less than “very well”.

In 2011, 19.4% of Florida’s population was foreign born.
Florida Fish and Wildlife Conservation Commission

Spanish

Licencias para actividades recreativas

Detalles del cliente

Richard William Abrams, Identificación del cliente: 118757715
Masaclino, blanco, 5’ 8”

Residente

Dirección física
Tallahassee, FL 32317

Dirección postal
Tallahassee, FL 32317

Licencias

<table>
<thead>
<tr>
<th>Licencia</th>
<th>Tipo</th>
<th>Plazo</th>
<th>Fecha de vigencia</th>
<th>Fecha de vencimiento adicional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permisso para róbalo</td>
<td>Residente</td>
<td>5 año(s)</td>
<td>10/18/2010</td>
<td>10/18/2015</td>
</tr>
<tr>
<td>Permisso para langosta</td>
<td>Residente</td>
<td>5 año(s)</td>
<td>10/18/2010</td>
<td>10/18/2015</td>
</tr>
<tr>
<td>Pesca en agua salada</td>
<td>Residente</td>
<td>5 año(s)</td>
<td>10/18/2010</td>
<td>10/18/2015</td>
</tr>
</tbody>
</table>

Permisos aprobados

https://licencia.myfwc.com/CustomMac/LimitedEntryOfferings

Mostrar historial de permisos, Ver puntos de preferencia.
# Demographic Profile of Floridians for 2003

<table>
<thead>
<tr>
<th>Subject</th>
<th>2000</th>
<th>2003 (estimate)</th>
<th>% of Total</th>
<th>% chg '03/'00</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HISPANIC or LATINO and RACE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic or Latino (of any race)</td>
<td>2,682,715</td>
<td>3,108,578</td>
<td>18.7%</td>
<td>15.9%</td>
</tr>
<tr>
<td>Mexican</td>
<td>363,925</td>
<td>453,248</td>
<td>2.7%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Puerto Rican</td>
<td>482,027</td>
<td>571,755</td>
<td>3.4%</td>
<td>18.6%</td>
</tr>
<tr>
<td>Cuban</td>
<td>833,120</td>
<td>957,661</td>
<td>5.8%</td>
<td>14.9%</td>
</tr>
<tr>
<td>Other Hispanic or Latino</td>
<td>1,003,643</td>
<td>1,125,914</td>
<td>6.8%</td>
<td>12.2%</td>
</tr>
<tr>
<td>Not Hispanic or Latino</td>
<td>13,299,663</td>
<td>13,509,567</td>
<td>81.3%</td>
<td>1.6%</td>
</tr>
<tr>
<td>White alone</td>
<td>10,458,509</td>
<td>10,471,177</td>
<td>63.0%</td>
<td>0.1%</td>
</tr>
<tr>
<td><strong>HOUSEHOLDS BY TYPE</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Households</td>
<td>6,337,929</td>
<td>6,637,845</td>
<td>4.7%</td>
<td></td>
</tr>
<tr>
<td>Family households (families)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>with own children under 18 years</td>
<td>4,210,760</td>
<td>4,339,037</td>
<td>65.4%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Married-couple family</td>
<td>3,192,266</td>
<td>3,199,739</td>
<td>48.2%</td>
<td>0.2%</td>
</tr>
<tr>
<td>with own children under 18 years</td>
<td>1,215,197</td>
<td>1,207,836</td>
<td>18.2%</td>
<td>-0.6%</td>
</tr>
<tr>
<td>Female householder, no husband present</td>
<td>759,000</td>
<td>842,856</td>
<td>12.7%</td>
<td>11.0%</td>
</tr>
<tr>
<td>with own children under 18 years</td>
<td>437,680</td>
<td>507,380</td>
<td>7.6%</td>
<td>15.9%</td>
</tr>
<tr>
<td>Nonfamily households</td>
<td>2,127,169</td>
<td>2,298,808</td>
<td>34.6%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Householder living alone</td>
<td>1,687,303</td>
<td>1,862,645</td>
<td>28.1%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Average household size</td>
<td>2.46</td>
<td>2.50</td>
<td>n/a</td>
<td>1.6%</td>
</tr>
<tr>
<td>Average family size</td>
<td>2.98</td>
<td>3.08</td>
<td>n/a</td>
<td>3.4%</td>
</tr>
</tbody>
</table>
1. Pinellas County Hispanic (73,241) 8.0%
   Breakdown: Mexicans 2.4%, Puerto Ricans 2.4%
2. Hillsborough County Hispanic (306,635) 24.9%
   Breakdown: Puerto Ricans 7.4%, Cubans 5.3%, Mexicans 5.3%
3. St. Johns County Hispanic (9,972) 5.2%
   Breakdown: Puerto Ricans 1.6%, Mexicans 1.0%
4. Orange County Hispanic (308,244) 26.9%
   Breakdown: Puerto Ricans 13.0%, Mexicans 3.2%
5. Osceola County Hispanic (122,146) 45.5%
   Breakdown: Puerto Ricans 27.2%, Dominicans 3.8%, Colombians 2.8%
6. Okeechobee County Hispanic (9,561) 23.9%
   Breakdown: Mexicans 18.9%, Puerto Ricans 1.3%, Cubans 1.3%
7. Palm Beach County Hispanic (250,823) 19.0%
   Breakdown: Mexicans 3.7%, Cubans 3.3%, Puerto Ricans 3.0%
8. Broward County Hispanic (438,247) 25.1%
   Breakdown: Cubans 4.8%, Puerto Ricans 4.3%, Colombians 3.8%
9. Miami-Dade County Hispanic (1,623,859) 65.0%
   Breakdown: Cubans 34.3%, Colombians 4.6%, Nicaraguans 4.2%
10. Monroe County Hispanic (15,071) 20.6%
    Breakdown: Cubans 11.3%

Depending on where you live in the state, the largest group of Hispanics may be Mexicans, Puerto Ricans or Cubans.

Source: Florida Trend, Mike Vogel. 5/1/2013.
Florida Fish and Wildlife Conservation Commission History of Purchases and Renewal

Customer Details

Robert James Wattendorf  Customer ID: 41929589
White Male 8' 0"

Phone #: (860) 488-0520

Physical Address
Tallahassee, FL 32309

Mailing Address
Tallahassee, FL 32309

Licenses

<table>
<thead>
<tr>
<th>License</th>
<th>Type</th>
<th>Term</th>
<th>Effective Date</th>
<th>Expiration Date</th>
<th>Extra Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Turkey Permit</td>
<td>Resident</td>
<td>5 year</td>
<td>01/02/2013</td>
<td>01/02/2018</td>
<td></td>
</tr>
<tr>
<td>Deer Permit</td>
<td>Resident</td>
<td>5 year</td>
<td>01/02/2013</td>
<td>01/02/2018</td>
<td></td>
</tr>
<tr>
<td>Freshwater Fishing</td>
<td>Resident</td>
<td>5 year</td>
<td>01/02/2013</td>
<td>01/02/2018</td>
<td></td>
</tr>
<tr>
<td>Hunting</td>
<td>Resident</td>
<td>5 year</td>
<td>01/02/2013</td>
<td>01/02/2018</td>
<td></td>
</tr>
<tr>
<td>Freshwater/Saltwater/Hunting</td>
<td>Resident</td>
<td>1 year</td>
<td>11/24/2011</td>
<td>11/24/2012</td>
<td></td>
</tr>
<tr>
<td>Deer Permit</td>
<td>Resident</td>
<td>1 year</td>
<td>12/12/2010</td>
<td>12/12/2011</td>
<td></td>
</tr>
<tr>
<td>Turkey Permit</td>
<td>Resident</td>
<td>1 year</td>
<td>04/01/2010</td>
<td>04/01/2011</td>
<td></td>
</tr>
<tr>
<td>Hunting</td>
<td>Resident</td>
<td>1 year</td>
<td>04/01/2010</td>
<td>04/01/2011</td>
<td></td>
</tr>
<tr>
<td>Saltwater Fishing</td>
<td>Resident</td>
<td>1 year</td>
<td>06/13/2009</td>
<td>06/13/2010</td>
<td>Renew</td>
</tr>
<tr>
<td>Turkey Permit</td>
<td>Resident</td>
<td>1 year</td>
<td>03/29/2009</td>
<td>03/29/2010</td>
<td></td>
</tr>
</tbody>
</table>
Florida Fish and Wildlife Conservation Commission

Using Renew

Florida Fish and Wildlife Conservation Commission
Recreational Licenses Online

Robert Wattendorf Details Locate an Agent Permit Availability Return to FWC

Saltwater Fishing

This license authorizes the holder to take, attempt to take, or possess saltwater species consistent with state and federal regulations and rules of the Commission. Valid for 12 months from the specified effective date. Additional permits are required to attempt to take Lobster or possess Snook.

Term: 1 year

Effective Date: 12/02/2013
Expiration Date: 12/02/2014

Total Cost: $17.00

Add to Cart & Continue Shopping  Add to Cart & Checkout
Florida Fish and Wildlife Conservation Commission
Packages of Licenses and Permits

What would you like to do?

**Avid Angler**
Freshwater, Saltwater, Lobster, and Snook Licenses
$47.50
ADD TO CART

**Lobster Blaster**
Saltwater Fishing License and Lobster Permit
$22.00
ADD TO CART

**Saltwater Angler**
Saltwater Fishing License, Lobster Permit, and Snook Permit
$32.00
ADD TO CART

What would you like to do?

**Super Sportsman**
Gold Sportsman, Migratory Bird Permit, and Federal Duck Stamp Licenses
$117.50
ADD TO CART

**Waterfowler**
Hunting, Management Area, Migratory Bird, Waterfowl, and Federal Duck Licenses
$66.00
ADD TO CART

**Wildlife Viewer**
Management Area Permit, Federal Duck Stamp(Annual Will Be Mailed) and $5 Donation to Youth Programs
$0
ADD TO CART

**Turkey Package**
Hunting License, Management Area Permit, and Turkey Permit
$53.50
ADD TO CART
Florida Fish and Wildlife Conservation Commission
Youth License Holiday Email Campaign

Youth Fishing and Hunting Licenses are for children 15 or younger* and are valid until their 17th birthday.

Children under 16 do not need a license to fish or hunt, so why should I buy a Youth License?

- A Youth License gives a child a feeling of participation and something to show their friends.
- Youth Licenses contribute to conservation and youth activities of the Florida Fish and Wildlife Conservation Commission (FWC). The FWC will get about an extra $8 for Wildlife and Sport Fish Restoration without costing you a penny, for each year the license is valid.
- A Youth License locks in the cost of a child’s first license at 16 to the current license fee.

To purchase a Youth License you will need to know the child’s:

- Legal Name
- Date of Birth
- Social Security Number
- Home Address
- Credit Card/Payment Information

How to Purchase a Youth license:

1. Visit license.myyfwc.com
2. Enter the child’s date of birth and Social Security number to login to the site
3. Create a Customer Profile for the child
4. Purchase the desired Youth License
5. Print the license instantly using your printer, or choose to have the license mailed

*Children must be at least 8 years old, and have completed a hunter safety course, for you to purchase them a hunting license. The age minimum does not apply to fishing.

GET YOUR LICENSE ONLINE NOW.

Your purchase of a license is vital to help us ensure that Florida’s outdoor resources survive and thrive.

Thank You for your support

Florida Fish and Wildlife Conservation Commission • Farris Bryant Building
620 S. Meridian St. • Tallahassee, FL 32399-1600 • (850) 488-4676
Learn More at Ask FWC

***Automated message – Please do not reply to this email ***
This email was sent to bill.hunter@myfwc.com by http://license.MyFWC.com
Florida Fish and Wildlife Conservation Commission
Youth License Holiday Email Campaign - Latino

YOUTH Fishing or Hunting Licenses Make a Great Holiday Gift or Stocking Stuffer

Florida Hunting and Fishing Regulations:
- www.MyFWC.com
- Saltwater Fishing Regulations
- Freshwater Fishing Regulations
- Hunting Regulations
- Boating Safety

PASS DOWN A LEGACY... BUY A YOUTH LICENSE TODAY AND GIVE THE GIFT THAT KEEPS ON GIVING:
Buying a Youth License for a child can open the doors to a healthy lifetime hobby that can be passed on from generation to generation

Youth Fishing and Hunting Licenses are for children 15 or younger and are valid until their 17th birthday!

Children under 16 do not need a license to fish or hunt, so why should I buy a Youth License?
- A Youth License gives a child a feeling of participation and something to show their friends!
- Youth Licenses contribute to conservation and youth activities of the Florida Fish and Wildlife Conservation Commission (FWC). The FWC will get about an extra $9 for Wildlife and Sport Fish Restoration without costing you a penny, for each year the license is valid.
- A Youth License locks in the cost of a child’s first license at 16 to the current license fee.

To purchase a Youth License you will need to know the child’s:
- Legal Name
- Date of Birth
- Social Security Number
- Home Address
- Credit Card/Payment Information

How to Purchase a Youth License:
1. Visit license.myfwc.com or licencia.myfwc.com to purchase a license in Spanish (Visita licencia.myfwc.com para comprar una licencia en español)
2. Enter the child’s date of birth and Social Security number to logon to the site
3. Create a Customer Profile for the child
4. Purchase the desired Youth License
5. Print the license instantly using your printer, or choose to have the license mailed!

¿Sabes que puedes comprar tu licencia en español a licenciamyfwc.com?

GET YOUR LICENSE ONLINE NOW.

Your purchase of a license is vital to help us ensure that Florida’s outdoor resources survive and thrive.

Thank You for your support
Florida Fish and Wildlife Conservation Commission

Coming Customer Oriented Enhancements

- Automatic License Renewal – Winter
- License Purchase App – Winter
- Fishing Regs Geo-Location – In Progress
- E-Gift Card – Spring
- Responsive Web Page Design – Spring (adapts the layout for optimal viewing on various devices)
- Angler Recognition:
  - TrophyCatch and Big Catch are current pilot efforts through Brandt