

State Marketing Workshop  
December 10-12, 2013  
Phoenix, AZ

AGENDA

Tuesday, December 10

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|---------|--|------------------|
| 6:00 pm | Welcome Reception<br><i>Sponsored by Bass Pro Shops</i>  | Atrium I         |
| 6:30 pm | Dinner<br><i>Sponsored by Discover Boating</i> <ul style="list-style-type: none"><li>• Welcome &amp; Introductions<br/><i>Stephanie Hussey, Director of State Initiatives, RBFF</i></li><br/><li>• <i>Kelly Kaylor, Discover Boating</i></li><br/><li>• RBFF Program Overview<br/><i>Frank Peterson, President &amp; CEO, RBFF</i></li></ul> | Phoenix Ballroom |

Wednesday, December 11

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| 7:45 am  | Continental Breakfast<br><i>Sponsored by J.F. Griffin</i>  | Atrium I   |
| 8:45 am  | Welcome & Overview<br><i>Stephanie Hussey, Director of State Initiatives, RBFF</i>   | Regency AB |
| 9:00 am  | Disney's Approach to Quality Service<br><i>Bryan Tabler, Disney Institute</i>  |            |
| 10:30 am | Q & A  |            |
| 10:45 am | Break  |            |
| 11:00 am | RBFF Focus on the Customer Experience & Engagement<br><i>Stephanie Hussey, Director of State Initiatives, RBFF</i>   |            |
| 11:15 am | First-Time and Repeat Angler Analysis: Key Findings & Next Steps<br><i>Stephanie Hussey, Director of State Initiatives, RBFF</i><br><i>Rob Southwick, Southwick Associates</i>   |            |
| 12:00 pm | Lunch  | Atrium I   |
| 1:00 pm  | The Connected Angler: Improving the Customer Experience<br><i>Rachel Piacenza, Senior Manager, State Initiatives, RBFF</i>   | Regency AB |
| 1:40 pm  | State Agency Enhancements: A Closer Look <ul style="list-style-type: none"><li>• Improved License Restructuring<br/><i>Chris Cantrell, AZ Game &amp; Fish Department</i></li><li>• New Online Licensing System &amp; Spanish-Language Translation<br/><i>Bill Hunter, FL Fish &amp; Wildlife Conservation Commission</i></li></ul> |            |

2:00 pm	RBFF Strategic Direction <i>Stephanie Hussey, Director of State Initiatives, RBFF</i>	
2:15 pm	Roundtable Overview <i>Rachel Piacenza, Senior Manager, State Initiatives, RBFF</i>	
2:30 pm	Break	
2:45 pm	Roundtable Exercise: Planning Ahead to Engage the Customer	Phoenix Ballroom
4:00 pm	Wrap-Up & Reconvene	
4:15 pm	Share & Discuss Roundtable Ideas	Regency AB
4:45 pm	Recap & Next Steps <i>Stephanie Hussey, Director of State Initiatives, RBFF</i>	
5:15 pm	Adjourn	
6:00 pm - 8:00 pm	Networking Reception <i>Sponsored by Southwick Associates</i>	Atrium I
<b><u>Thursday, December 12</u></b>		
7:30 am	Continental Breakfast	Atrium I
8:30 am	Overview <i>Stephanie Hussey, Director of State Initiatives, RBFF</i>	Regency AB
8:45 am	Email Marketing: Capture, Convince and Close <i>Bill Haskitt, Whereoware</i> <i>Elizabeth Bender, Communications Manager, RBFF</i>	
10:00 am	Customer Engagement: State Agency Examples & Innovative Ideas	
10:30 am	RBFF Resources: Webinars & Shareable Content <i>Rachel Piacenza, Senior Manager, State Initiatives, RBFF</i>	
10:45 am	Break	
11:00 am	Engaging the Hispanic Audience: Insights to Actions <i>Ed Cantu &amp; Gerry Loreda, Lopez Negrete Communications</i> <i>Melissa Raynor, Marketing Manager, RBFF</i>	
12:00 pm	RBFF Future Direction <i>Stephanie Hussey, Director of State Initiatives, RBFF</i>	
12:15 pm	Wrap-up & Next Steps	
12:30 pm	Adjourn	