



State Marketing Workshop

Charting the Course for Future Success

**December 13 - 15, 2016
Atlanta, GA**



RECREATIONAL
BOATING & FISHING
FOUNDATION



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VAMOSAPESCAR.org



Fishbrain appreciates our Partnership with the Recreational Boating & Fishing Foundation. Together we will reach our goal - connecting 60 million anglers on the water.

We look forward to seeing more **#FirstCatch** posts!



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Thanks to the RBFF

for another Great State Marketing Workshop!



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Welcome to the 2016 State Marketing Workshop!

This year's Workshop is all about *Charting the Course for Future Success*. We hope you're as energized as we are by everything that's going on in our industry, including our goal to increase angler participation to 60 million in 60 months. Many state agencies are implementing exciting projects and programs; we'll be sharing the details with everyone here at the Workshop and making the resources available for everyone who couldn't join us. We are at a pivotal time for the future of fishing and boating and feel this year's Workshop offers the resources and opportunities to help everyone contribute to increasing success.

Expect innovative and informative presentations at this year's event, including:

- **Jay Baer, returning as keynote this year to discuss "hugging your haters"** and how customers who complain can often lead to some of your biggest opportunities. Jay will also focus on how state agencies' communications can impact the retention and reactivation of anglers and boaters for years to come.
- Details of how **RBFF and the Georgia Wildlife Resources Division generated more than \$92,000** in revenue for the state agency through our Retention Pilot Program.
- The Michigan Department of Natural Resources will share insights on their **simplified license structure**, purchasing process and impact on online license sales.
- RBFF, GovDelivery, Georgia Wildlife Resources Division and the New York State Department of Environmental Conservation will cover **success stories of utilizing email** as a platform for reactivating lapsed anglers.
- Matt Dunfee of the Wildlife Management Institute (WMI) will share the recommendations and strategic tools for **effective angler recruitment, retention and reactivation (R3) efforts** from our partnership work with the Aquatic Resources Education Association (AREA).


The 2016 Workshop promises to be the best yet, and none of it would be possible without the generous support of our sponsors: **Diamond:** Brandt Information Services, FISHBRAIN and J.F. Griffin Publishing; **Platinum:** Discover Boating; **Gold:** American Sportfishing Association, Bass Pro Shops, GovDelivery, Southwick Associates and U.S. Forest Service; **Silver:** BRP Evinrude, Brunswick Freshwater Group and Colle + McVoy/Exponent PR; **Bronze:** American Fly Fishing Trade Association, Association of Fish & Wildlife Agencies, Association of Marina Industries, EurekaFacts, LLC, Info-Link, Theodore Roosevelt Conservation Partnership and Wildlife Management Institute; **Donation:** SourceLink.

With the vast amount of quality, groundbreaking information set to be shared here over the next few days, we are confident that you'll return to your agencies, ready to enact new ideas and updates to your current R3 practices. In fact, we are asking each and every one of you attending this year's Workshop to commit to one goal that will help us in reaching that 60 million angler milestone we're all working toward!

Welcome to Atlanta, Georgia for the 2016 State Marketing Workshop! As always, we and the RBFF staff are here to help you and your agency however we can. Please don't hesitate to approach any of us with your questions, comments or recommendations.

Sincerely,




Frank Peterson
RBFF President and CEO




Ken Hammond
RBFF Board Chairman

RBFF State Marketing Workshop
Charting the Course for Future Success
AGENDA

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,</i> <i>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>	

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Wednesday, December 14, continued

- | | | |
|-------------------|--|----------------------|
| 11:30am | Sponsor Presentation
<i>Richard Wise, Operations, Brandt Information Services</i> | Imperial B |
| 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,</i>
<i>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 |

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Thursday, December 15

- | | | |
|---------|---|-------------------|
| 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 <i>Vamos A Pescar</i> ™ Education Fund
<i>Stephanie Hussey, State R3 Program Director, RBFF</i> | |
| 9:50am | Sponsor Presentation
<i>Dan Shively, National Fisheries Program Manager, U.S. Forest Service</i> | |
| 10:00am | Break | |
| 10:10am | Sponsor Presentation
<i>Bojan Lazic, Marketing Manager, FISHBRAIN</i> | |
| 10:20am | Successes from RBFF's State Innovative R3 Program Grants
<i>Stephanie Hussey, State R3 Program Director, RBFF</i>
<i>Julie Tack, Communications Specialist, IA Department of Natural Resources</i>
<i>Larry Pape, Education Specialist, NE Game and Parks Commission</i> | |
| 11:00am | We're in This Together: Next Steps and Takeaways from Huddles Discussion
<i>Matt Dunfee, Programs Manager, Wildlife Management Institute</i> | |
| 11:45am | We're Here to Help: RBFF Resources Available
<i>Rachel Piacenza, Marketing Director, RBFF</i> | |
| 12:15pm | Workshop Summary and Key Takeaways
<i>Stephanie Hussey, State R3 Program Director, RBFF</i> | |
| 12:30pm | Adjourn | |

Keynote Speaker Biography

Jay Baer ~ @JayBaer
Convince & Convert



Jay Baer is a marketing and online customer service expert and eye-opening keynote speaker who has advised more than 700 brands since 1994 including The United Nations, Nike, Cisco, Allstate and 32 of the FORTUNE 500 companies.

Jay is the most re-tweeted person in the world among digital marketers and is the President of Convince & Convert, a consulting firm where he and his team help companies gain and keep more customers.

Jay also publishes the world's #1 content marketing blog, the #1 marketing podcast, and a daily email newsletter.

He is a New York Times best-selling author of five books, an avid tequila collector and a certified barbecue judge.

2016 State Marketing Workshop Sponsors

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Wildlife Management Institute

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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State Innovative R3 Program Grants

Objective: To fund innovative and sustainable marketing initiatives that focus on increasing fishing license sales and boat registrations that can be replicated across the country and utilizes methods for recruiting, retaining and reactivating (R3) anglers and boaters.

RBFF is looking to partner with state agencies on marketing strategies to promote fishing license purchases and/or boat registrations in innovative ways.

**Request for Proposals to be released
in January 2017**



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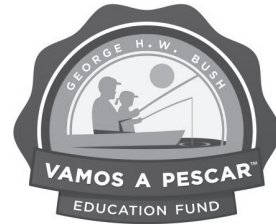
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Proud supporter of the
Recreational Boating and
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their efforts to increase
citizen engagement in
recreational angling,
boating, and use of public
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BETTER INFORMATION. BETTER DECISIONS.

We congratulate RBFF and state fish & wildlife agencies on their accomplishments and look forward to continued success in 2017.

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

Southwick Associates
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Evinrude® is proud to support the Recreational Boating and Fishing Foundation in their efforts to increase participation in recreational angling and boating.



Join the conversation on Twitter during the Workshop:

Follow @Take_Me_Fishing
Please use the hashtag
#RBFFWorkshop

Don't forget to tag images of your state's anglers' first catch of the day, week, month or EVER using

#FirstCatch



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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!



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

WE LOOK FORWARD TO MORE #FIRSTCATCH POSTS!



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