

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

Tuesday, December 4

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| 3:00 PM | Registration Opens
Collect your name badge and attendee bag before the Wednesday morning rush! | Outside A601-A602 |
| 6:00 PM | Welcome Reception | A601-A602 |
| 8:00 PM | Dinner on Your Own | |

Wednesday, December 5

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| 7:15 AM | Registration Opens | Marquis D |
| 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 D |
| 8:35 AM | 20 Years Empowering States to Recruit, Retain & Reactivate Customers
<i>Frank Peterson, President & CEO, RBFF</i> | Marquis D |
| 8:45 AM | The New Explorers
<i>Axie Navas, Digital Editorial Director, Outside</i> | Marquis D |
| 9:45 AM | Break | Outside Marquis D |
| 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 D |
| 11:30 AM | Sponsor Presentation
<i>Joe Lewis, Chairman, Grow Boating Inc./Discover Boating</i> | Marquis D |
| 12:00 PM | Lunch | A601-A602 |





1:00 PM	Implementing AFWA's Angler R3 Task Force Recommendations <i>Ed Carter, AFWA President & Executive Director, TN Wildlife Resources Agency</i> <i>Paul Johansen, Chief, WV Division of Natural Resources Wildlife Resources Section</i> <i>Darin Moore, Director of Planning & Finance, VA Department of Game & Inland Fisheries</i> <i>Tony Wasley, Director, NV Department of Wildlife</i>	Marquis D
1:50 PM	<u>Concurrent Sessions 1 and State Agency Directors Only Session</u> <ol style="list-style-type: none">Let's Go/Fish Local: Iowa's Community-Based R3 Fishing Initiative <i>Tyler Stubbs, Community Fishing Biologist, IA Department of Natural Resources</i>Developing and Implementing an Agency-Wide R3 Plan <i>Eddie Herndon, R3 Coordinator, VA Department of Game & Inland Fisheries</i>State Agency Directors Only Session	M301 M302-303 M304
2:35 PM	Break	Outside Breakout Rooms
2:50 PM	<u>Concurrent Sessions 2 and State Agency Directors Only Session</u> <ol style="list-style-type: none">How Nevada Simplified Licenses to Change the Game <i>Jack Robb, Deputy Director, NV Department of Wildlife</i>Modernizing Alaska's Sport Fishing Regulations Based on Customer Feedback <i>Lisa Holt, Assistant Director, AK Department of Fish & Game Sport Fish Division</i> <i>Terry Thompson, Statewide Communications & Outreach Coordinator, AK Department of Fish & Game Sport Fish Division</i>State Agency Directors Only Session	M301 M302-303 M304
3:40 PM	<u>Concurrent Sessions 3 and State Agency Directors Only Session</u> <ol style="list-style-type: none">Tips for Strengthening Marketing Programs and Campaigns <i>Emily Palmer, Marketing Analyst & Program Specialist, ID Department of Fish & Game</i> <i>Karl Scheidegger, Fisheries Biologist, WI Department of Natural Resources</i> <i>Jenifer Wisniewski, Chief of Communications & Outreach, TN Wildlife Resources Agency</i>Insights from R3 Engagement Programs <i>Carl Richardson, Education & Outreach Manager, PA Fish & Boat Commission</i> <i>Larry Pape, Fisheries Division, Education Specialist, NE Game & Parks Commission</i> <i>Tim Akimoff, Social Media Coordinator, OR Department of Fish & Wildlife</i>State Agency Directors Only Session	M301 M302-303 M304



4:30 PM	Sponsor Presentation <i>Glenn Hughes, President, American Sportfishing Association</i>	Marquis D
5:00 PM	General Session & Wrap Up Put on your thinking cap and win!	Marquis D
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 D
9:15 AM	Measuring Marketing: How to Use Customer Insights to Increase License Sales <i>Mark Tisa, Director, MA Division of Fisheries & Wildlife</i> <i>Nicole McSweeney, Outreach & Marketing Coordinator, MA Division of Fisheries & Wildlife</i>	Marquis D
10:15 AM	Break	Outside Marquis D
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 D
11:30 AM	Sponsor Presentation <i>Nat Gillespie, Assistant National Fish Program Leader, US Forest Service</i>	Marquis D
12:00 PM	Lunch	A601-A602
1:00 PM	Group Huddle Discussions	M301-304
2:30 PM	Reconvene in General Session & Wrap Up	Marquis D
3:00 PM	Adjourn	Marquis D

