

State Marketing Workshop

Activating R3 Strategies to
Achieve Success

December 12 – 15, 2017
Phoenix, AZ



RECREATIONAL
BOATING & FISHING
FOUNDATION



TAKEMEFISHING.org

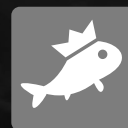


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Fishbrain appreciates our Partnership with the Recreational Boating & Fishing Foundation. Together we will reach our goal - connecting 60 million anglers on the water.

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



FISHBRAIN

Welcome to the 10th Annual State Marketing Workshop!

We hope you are excited to learn more about **Activating R3 Strategies to Achieve Success**. The first full year of the 60 in 60 initiative (increasing participation to 60 million anglers in 60 months) has been positive and encouraging, but this is just the beginning. As we work together toward 60 in 60, effective recruitment, retention and reactivation (R3) programs and partnerships are key to generating more customers and revenue for your agencies. From developing R3 plans and implementing strategies, to fostering local partnerships and coordinating R3 resources across your agency's departments, we are glad to assist in your R3 efforts to ensure the best possible experiences for our anglers and boaters.

Get ready to learn the latest trends from state and industry experts, like:

- **How to make your brand relevant in today's digital landscape**, including how the state of Maine strengthened its brand and connected with new customers.
- An R3 panel with representatives from Texas and Virginia to share their experiences in **developing and executing R3 plans** for their state.
- **Consumer trends** from RBFF's advertising agency, Colle McVoy, and how they affect marketing efforts.
- Expert insights from Blast Analytics & Marketing on **how to leverage search engine optimization (SEO)** to ensure your digital efforts are as efficient as possible.
- State successes in implementing R3 strategies and innovative ideas put into action from your state agency peers to engage customers.

As the State Marketing Workshop grows in impact and attendance, so does its support from generous sponsors: **Diamond**: Brandt Information Services and FISHBRAIN; **Platinum**: American Fly Fishing Trade Association and Discover Boating; **Gold**: American Sportfishing Association, Bass Pro Shops/White River Marine Group, Blast Analytics & Marketing, Granicus, J.F. Griffin Publishing and U.S. Forest Service; **Silver**: Brunswick Freshwater Group, Colle McVoy and Exponent PR and Southwick Associates; **Bronze**: Association of Fish & Wildlife Agencies, Association of Marina Industries, Convince & Convert, EurekaFacts, LLC, Info-Link, Kalkomey and Wildlife Management Institute; **Donation**: SourceLink.

So, welcome to Phoenix, Arizona for the 2017 State Marketing Workshop! We encourage you to engage RBFF staff with ideas on how we can make your Workshop experience as productive as possible. We're confident you will return to your organization with actionable ideas on how you can improve the landscape of fishing and boating participation.

Sincerely,



Frank Peterson
President & CEO



Jeff Marble
RBFF Board Chairman

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



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RBFF State Marketing Workshop
Activating R3 Strategies to Achieve Success
December 12-15, 2017
Phoenix, AZ

Tuesday, December 12

5:30 PM **Welcome Reception** **Regency Ballroom Foyer**

6:30 PM **Dinner, Welcome & Introductions** **Regency Ballroom C/D**
Stephanie Hussey, State R3 Program Director, RBFF
Ty Gray, Director, Arizona Game & Fish Department

Sponsor Presentation
Glenn Hughes, Vice President, Industry Relations,
American Sportfishing Association

A Decade of Delivering R3 Support to States
Frank Peterson, President & CEO, RBFF

Wednesday, December 13

Breakfast on your own

8:15 AM **Welcome to Phoenix!** **Regency Ballroom A/B**
Stephanie Hussey, State R3 Program Director, RBFF

8:30 AM **Industry Marketing Research & Tactics**
Rich Hohne, Director of Product Marketing, Simms Fishing Products

9:30 AM **SEO for Government Organizations**
David McCormick, Senior Marketing Specialist, Blast Analytics & Marketing

10:30 AM **Break: Sponsor Table - Granicus**

10:45 AM **R3 Planning Panel Discussion**
Darin Moore, Director of Planning & Finance, Virginia Department of Game & Inland Fisheries
Ross Melinchuk, Director of Conservation Programs, Texas Parks & Wildlife Department

11:45 AM **Sponsor presentation**
Kelsey Hersey, Director of Marketing & Business Development,
Brandt Information Services

12:00 PM **Lunch** **Atrium**

1:00 PM **Concurrent Sessions - 1**
1. Marketing Success: Targeted Marketing Strategy for the Washington Fishing Derby
Shannon Haywood, Marketing Coordinator, Washington Department of Fish & Wildlife (Curtis)

2. Developing a State Agency Brand
Bonnie Holding, Director Information & Education, Maine Department of Inland Fisheries & Wildlife (Remington)

3. State Agency Directors Only Session – Developing & Activating R3 Plans
(Russell)

2:10 PM **Concurrent Sessions - 2**
1. Tracking Angler Participation: Connecticut’s Youth Fishing Passport Program & Free Fishing License Days
Mike Beauchene, Supervising Fisheries Biologist, Connecticut Department of Energy & Environmental Protection (Curtis)

2. SEO Cheat Sheet: 6 Steps to Quickly Boost SEO
David McCormick, Senior Marketing Specialist, Blast Analytics & Marketing (Remington)

3. State Agency Directors Only Session – Developing & Activating R3 Plans
(Russell)

3:10 PM **Break: Sponsor Table - J.F. Griffin Publishing**

3:25 PM **Concurrent Sessions - 3**
1. Engaging Local Networks to Reach the Hispanic Community
Alix Pedraza, Diversity Outreach Manager, South Carolina Department of Natural Resources (Curtis)

2. Piloting a Statewide R3 Marketing Campaign
Kris McCarthy, Associate Director, Massachusetts Division of Fisheries & Wildlife
Nicole McSweeney, Outreach & Marketing Coordinator, Massachusetts Division of Fisheries & Wildlife (Remington)

3. State Agency Directors Only Session – Developing & Activating R3 Plans
(Russell)

4:30 PM **Reconvene in General Session & Wrap-Up** **Regency Ballroom A/B**

6:00 PM **Networking Reception** **Atrium**

Thursday, December 14

Breakfast on your own

8:30 AM	The Importance of Branding in R3 Efforts <i>Ryan Olson, Group Account Director, Colle McVoy</i>	Regency Ballroom A/B
9:00 AM	Retaining Consumers with Auto-Renewal <i>Katie Young, Outreach Coordinator, Florida Fish & Wildlife Conservation Commission</i>	
10:00 AM	Break: Sponsor Table - Blast Analytics & Marketing	
10:15 AM	Consumer Trends <i>Ryan Olson, Group Account Director, Colle McVoy</i>	
11:15 AM	Sponsor presentation <i>Johan Attby, CEO, FISHBRAIN</i>	
11:30 AM	Lunch	Atrium
12:30 PM	Group Huddle Discussions	Phoenix Ballroom
2:30 PM	Break	
2:45 PM	Group Huddle Discussions (continued)	
4:00 PM	General Session & Adjourn	Regency Ballroom A/B
6:00 PM	Networking Reception	Atrium

Friday, December 15

Attendees depart





Thanks to the RBFF

for another Great State Marketing Workshop!



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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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Thank you for your support!



Together with RBFF

Let's reach
60 million
anglers in
60 months



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The American Fly Fishing Trade Association's mission is to promote the sustained growth of the fly-fishing industry. To that end, we're pleased to support RBFF's efforts in outreach and public participation in the sport we know and love. Thank you to all RBFF State Marketing Workshop attendees for investing and working within our industry.

affta

AMERICAN FLY FISHING TRADE ASSOCIATION

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TO INCREASE BOATING AND
FISHING PARTICIPATION.

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EXPONENT



**Discover 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!

Get free 'Tools You Can Use' at GrowBoating.org



**Your Partner in the
OUTDOORS**



We congratulate RBFF and state fish & wildlife agencies on their accomplishments and look forward to continued success in 2018.

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

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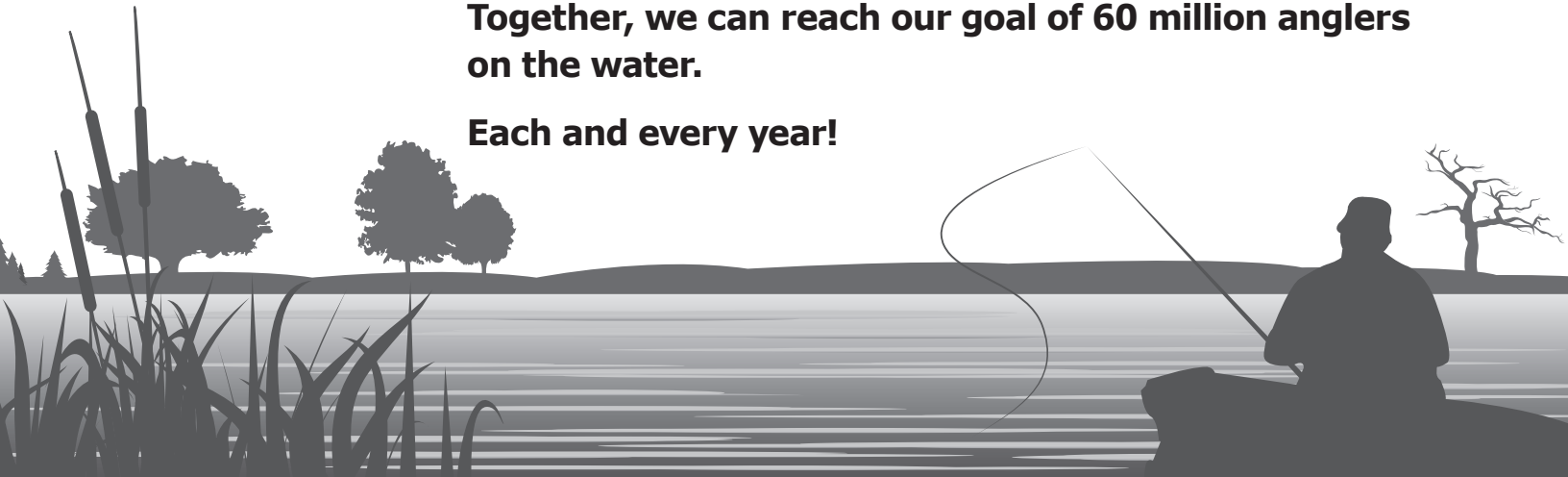
American Sportfishing Association

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!



www.ASAfishing.org

info@ASAfishing.org

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Visit our new page at TakeMeFishing.org/R3



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