



RECREATIONAL
BOATING & FISHING
FOUNDATION

State Marketing Workshop



Hyatt Regency
Phoenix, Arizona
December 10 - 12, 2013



TAKEMEFISHING.org™



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

Thank you,

Recreational Boating & Fishing Foundation,
for everything you do to promote
fishing, family boating and the outdoors.



& **TRACKER**
boats

are proud sponsors of the
Recreational Boating & Fishing Foundation.

Dear State Partners:

The Recreational Boating & Fishing Foundation (RBFF) extends an enthusiastic welcome to all attendees of this year's State Marketing Workshop in Phoenix, Arizona, December 10 – 12. Building on the success of previous Workshops, we've put together a compelling agenda that will allow you to network with your peers to share ideas and successes, and hear from marketing experts about important strategies you can implement in your own agencies. We'll also bring you up to speed on RBFF programs that help you retain anglers and boaters, and increase fishing and boating participation overall.

Focused once again on the importance of implementing customer engagement strategies, and marketing and communicating with your anglers and boaters, some highlights of this year's Workshop include:

- **A keynote presentation from *Disney Institute*** which will address ways to support consistent delivery of quality service and seamless customer experiences - things that have earned the Disney organization a world-renowned reputation and ongoing business success.
- **An in-depth look at new RBFF research** about first-time vs. repeat anglers, and the importance of retention efforts moving forward.
- **An update on RBFF's Online Fishing License Assessment project**, including state recognition and case studies.
- **Marketing strategies and tips from industry experts**, including data on the growing Hispanic market.

We'd like to thank our generous event sponsors for their support: American Sportfishing Association (ASA), Association of Fish & Wildlife Agencies (AFWA), Bass Pro Shops, Brandt Information Services, Brunswick Corporation, Colle + McVoy, Discover Boating, Info-Link, J.F. Griffin, Outdoor Channel, PlowShare Group, Inc., SourceLink and Southwick Associates.

We'd also like to thank all of the state agencies in attendance for their participation in this important event.

We're confident you'll take away from this year's Workshop some practical marketing tips, valuable customer insights and clear direction on RBFF's next steps for the State Marketing Program.

Welcome to Phoenix, and welcome to the 2013 RBFF State Marketing Workshop! Please let a member of our staff know if you have any questions or need assistance.

Sincerely,



Frank Peterson
RBFF President and CEO



Michael Cassidy
RBFF Board Chairman

State Marketing Workshop Agenda

Tuesday, December 10

- 6:00 pm Welcome Reception **Atrium I**
Sponsored by Bass Pro Shops
- 6:30 pm Dinner **Phoenix Ballroom**
Sponsored by Discover Boating
- Welcome & Introductions
Stephanie Hussey, Director of State Initiatives, RBFF
 - *Larry Voyles, Director, AZ Game & Fish Department*
 - *Kelly Kaylor, Discover Boating*
 - RBFF Program Overview
Frank Peterson, President & CEO, RBFF

Wednesday, December 11

- 7:45 am Continental Breakfast **Atrium I**
Sponsored by J.F. Griffin
- 8:45 am Welcome & Overview **Regency AB**
Stephanie Hussey, Director of State Initiatives, RBFF
- 9:00 am Disney's Approach to Quality Service
Bryan Tabler, Disney Institute
- 10:30 am Q & A
- 10:45 am Break
- 11:00 am RBFF Focus on the Customer Experience & Engagement
Stephanie Hussey, Director of State Initiatives, RBFF
- 11:15 am First-Time and Repeat Angler Analysis: Key Findings & Next Steps
Stephanie Hussey, Director of State Initiatives, RBFF
Rob Southwick, Southwick Associates
- 12:00 pm Lunch **Atrium I**
- 1:00 pm The Connected Angler:
Improving the Customer Experience **Regency AB**
Rachel Piacenza, Senior Manager, State Initiatives, RBFF

State Marketing Workshop Agenda

Wednesday, December 11, continued

- 1:40 pm State Agency Enhancements: A Closer Look **Regency AB**
- Improved License Restructuring
Chris Cantrell, AZ Game & Fish Department
 - New Online Licensing System & Spanish-Language Translation
Bill Hunter, FL Fish & Wildlife Conservation Commission
- 2:00 pm RBFF Strategic Direction
Stephanie Hussey, Director of State Initiatives, RBFF
- 2:15 pm Roundtable Overview
Rachel Piacenza, Senior Manager, State Initiatives, RBFF
- 2:30 pm Break
- 2:45 pm Roundtable Exercise: **Phoenix Ballroom**
Planning Ahead to Engage the Customer
- 4:00 pm Wrap-Up & Reconvene
- 4:15 pm Share & Discuss Roundtable Ideas **Regency AB**
- 4:45 pm Recap & Next Steps
Stephanie Hussey, Director of State Initiatives, RBFF
- 5:15 pm Adjourn
- 6:00 pm- Networking Reception **Atrium I**
8:00 pm *Sponsored by Southwick Associates*

Thursday, December 12

- 7:30 am Continental Breakfast **Atrium I**
- 8:30 am Overview **Regency AB**
Stephanie Hussey, Director of State Initiatives, RBFF
- 8:45 am Email Marketing: Capture, Convince and Close
Bill Haskitt, Whereoware
Elizabeth Bender, Communications Manager, RBFF

State Marketing Workshop Agenda

Thursday, December 12, continued

10:00 am	Consumer Engagement: State Agency Examples & Innovative Ideas	Regency AB
10:00 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 & 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	

2013 State Marketing Workshop Sponsors

Dinner Sponsor



Breakfast Sponsor



Welcome Reception Sponsor: Bass Pro Shops

Networking Reception Sponsor: Southwick Associates

Participant Bag Sponsors: Brandt Information Services;
American Sportfishing Association (ASA);
Brunswick Corporation

Corporate Sponsors: Association of Fish & Wildlife Agencies (AFWA);
Colle + McVoy; Info-Link; Outdoor Channel;
PlowShare Group, Inc.; SourceLink

Keynote Speaker Biography

Bryan Tabler | *Disney Institute*

Bryan Tabler began his Disney career in 1997 at the Walt Disney World Resort in Lake Buena Vista, Fla., where he served as a photographer for Disney Event Group's multimedia services team. In 2003, he was chosen to participate in a pilot program for Disney Entertainment's Leadership Excellence. While gaining experience as an entertainment manager, Tabler evaluated and provided feedback on this new development program. During this time, he also facilitated experiential learning programs for the Walt Disney World Resort Youth Education Series.



© Disney

In January of 2005, Tabler was selected to join the *Disney Institute* team. As one of the most recognized names in professional development, the *Disney Institute* approach supports an organization's transformative journey through discovery, execution and sustainment. In addition to delivering professional development programs for *Disney Institute*, Tabler also facilitates team building programs for groups attending conventions at Walt Disney World, and leads Disney adult discovery programs.

Tabler has participated in both the USA Paralympic Sitting Volleyball program and the National Wheelchair Basketball Association. He raced in three International Federation for Disabled Sailors World Championships and participated in three North American Cup Championships. He currently serves as president of Orlando Wheelchair Games, a not-for-profit organization that promotes disabled sports in Central Florida.

Tabler was awarded his Bachelor of Arts degree in media and communication from Brooks Institute in Santa Barbara, Calif. He was awarded an Executive Master of Business Administration degree from Stetson University in DeLand, Fla.



About RBFF

Celebrating 15 years in 2013, the Recreational Boating & Fishing Foundation (RBFF) is a nonprofit organization whose mission is to increase participation in recreational angling and boating, thereby protecting and restoring the nation's aquatic natural resources.

RBFF developed the award-winning Take Me Fishing™ campaign to create awareness around boating, fishing and conservation, and educate people about the benefits of participation. Take Me Fishing helps boaters and anglers of all ages and experience levels learn, plan and equip for a day on the water. The campaign website, TakeMeFishing.org, features tips and how-to's that can be used all over the country, tools to compare different styles of boats, information on how to get a fishing license and boat registration, and an interactive state-by-state map that allows visitors to find local boating and fishing spots.

RBFF Board of Directors

Christopher Berg (Vice Chairman)
BRP US (Outboard Engine Division)

Maurice Bowen
Bass Pro Shops/Tracker Marine Group

Michael Cassidy (Chairman)
North American Media Group, Inc.

David Chanda
New Jersey Division of Fish and Wildlife

Lenora Clark
Pacific Inter-Club Yacht Association

Thom Dammrich
National Marine Manufacturers
Association

John Doerr
Pure Fishing, Inc.

Chris Edmonston
BoatU.S. Foundation

Roger Fuhrman
Oregon Department of Fish and Wildlife

Ken Hammond
The Hammond Group

Mike Hebert (Secretary)
Texas Marine

Glenn Hughes
American Sportfishing Association

Dr. Kevin Hunt
Mississippi State University

Marc A. Johnson
Kentucky Department of Fish and Wildlife
Resources

Jeff Kinsey
Brunswick Corporation

Jim Klug
Yellow Dog Fly Fishing Adventures

Wendy Larimer
Association of Marina Industries

Steven Miller
Wisconsin Department of Natural
Resources

Capt. Richard Moore
Florida Fish and Wildlife Conservation
Commission

Michael Nussman
American Sportfishing Association

Ron Regan
Association of Fish and Wildlife Agencies

Bruce Rich
Montana Fish, Wildlife & Parks

Steve Williams
Wildlife Management Institute



Public Service
Announcement
TEST

From the office of takemefishing.org.

Do you need a fishing license and boat registration?

Please take a few moments to consider each of the questions below. Take your time. Let it come naturally.



DIRECTIONS

1. Use No. 2 pencil.
2. Do NOT use a No. 1 pencil.
3. We don't know why. Just don't.

1

Is this your idea of fishing with friends?

- A Yes, I am a 1,200-pound brown bear, and these are my friends.
- B Yes, I stand at the edge of the falls and catch fish with my mouth.
- C No.



2

Are you your own boat?

- A Yes, and please stop staring at my stern.
- B No, I'm my own airplane.
- C No.



3

Do you want this in your favorite lake?

- A Yes. Landfills are soooo cliché.
- B Sure, who doesn't love dipping their toes into a pool of swirling sewage?
- C No.



QUESTION

QUESTION

QUESTION

ANSWERS:

CONGRATULATIONS! You definitely need to be licensed and registered. Because funds generated from your fishing license and boat registration go toward conserving our waterways and providing better fishing and boating for generations to come.

Customize for your
state **HERE!**

Find out how to do your part at:



TAKEMEFISHING.org

Download the Take Me Fishing PSA for TV, Radio, or Print:

Visit TakeMeFishing.org and search "TV-PSA"



1933-2013

The American Sportfishing Association

*Leading the Way for
Recreational Fishing's Future*

The American Sportfishing Association commends the Recreational Boating & Fishing Foundation and our nation's state natural resource agencies for finding new and innovative ways to engage more people in recreational fishing.

Congratulations on a job well done!

www.ASAfishing.org
Email: info@ASAFishing.org
(703) 519-9691



**Join the conversation on
Twitter during the Workshop:**

Follow @Take_Me_Fishing
Please use the hashtag
#RBFFWorkshop

**Don't forget to participate in
RBFF's quarterly webinar series!**

You can view previous
presentations on our website,
TakeMeFishing.org/Corporate:

Click on "State Webinar Series"
under "State Agency Partnerships."

Connect with Take Me Fishing



[www.youtube.com/
takemefishingfilms](http://www.youtube.com/takemefishingfilms)



[www.facebook.com/
takemefishing](http://www.facebook.com/takemefishing)



[@Take Me Fishing](https://twitter.com/Take_Me_Fishing)



[@Take Me Fishing](https://www.instagram.com/Take_Me_Fishing)

*Brandt Information Services
thanks the
Recreational Boating and
Fishing Foundation for its
commitment and
contribution to growing
participation in
fishing and boating!*



Tiffani Santagati
(404) 698-1900
TiffaniS@brandtinfo.com
www.BrandtInfo.com



We congratulate RBFF and state fish & wildlife agencies on their accomplishments and look forward to continued success in 2014.

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

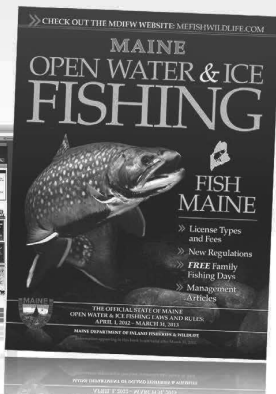
Southwick Associates
Contact: Rob Southwick
904-277-9765
www.southwickassociates.com



**Thanks to RBFF for
another great State
Marketing Workshop!**

J.F. Griffin Publishing
www.JFGriffin.com
430 Main Street
Williamstown, MA 01267

Drew Kelly
413.212.1466
Drew@JFGriffin.com





RECREATIONAL
BOATING & FISHING
FOUNDATION

500 Montgomery Street, Suite 300

Alexandria, VA 22314

Phone: (703) 519-0013 Fax: (703) 519-9565

www.TakeMeFishing.org