



ASSOCIATION of
FISH & WILDLIFE
AGENCIES

OUTREACH AND MARKETING WORKING GROUP AGENDA
Co-Chairs: Christy Firestone (Nebraska) and Micah Holmes (Oklahoma)

Wednesday, September 16
3:30 – 5:30 p.m.

Association of Fish & Wildlife Agencies Annual Meeting
Lancaster, PA

Agenda

- Introductions (3:30 – 3:45)

Review of Working Group Charge - *To continue to initiate public understanding, appreciation and relevancy of state fish and wildlife management while shaping long-term conservation and enjoyment of natural resources through outreach and marketing.*

- **Increasing Public Awareness of State Fish and Wildlife Agencies Update** – DJ Case 3:45 – 4:00 Matt Harlow
 - Presentation and Questions and Answers
- **General and Partner Updates (4:00 – 5:15)**
 - DJ Case – 4:00 – 4:15
 - R3 Skills Lessons and Pathways
 - Increasing Hunting and Angling Volunteers
 - Southwick & Associates Update – Lou Cornicelli 4:15 – 4:30
 - National Survey of Fishing, Hunting and Wildlife Associated Recreation Update – David Sterrett 4:30 – 4:40
 - National Deer Association – Jenifer Wisniewski 4:40 – 4:50
 - Fall Flights – Andy Raedeke 4:50 – 5:00
 - Southern Wings – Deb Hahn 5:00 – 5:10
 - ACI Update – Micah Holmes 5:10 – 5:20
- Open Discussion (5:20 to 5:30) – Open Discussion
- Dismiss (5:30)