

THE NATIONAL R3 SYMPOSIUM



MOBILE AGENDA



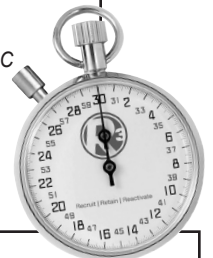
SCAN ME

The Council to Advance Hunting and the Shooting Sports welcomes you to the 2022 National R3 Symposium in Broken Arrow, OK. The first-ever National R3 Symposium occurred in May 2018 and resulted in a groundswell of national focus and efforts to increase the recruitment, retention, and reactivation of participants in hunting, shooting sports, angling, and boating. With several hundred representatives from agencies, non-governmental organizations (NGO) and industries across the country in attendance we expect great things to sprout for the R3 movement.

Symposium Agenda

Monday, May 2

7:15 AM Council Board of Directors Breakfast 8:30 AM Invite Only	Stone	1:00 PM TAG and TAG Review Panel 5:00 PM Invite Only	Granite
8:30 AM Council Board of Directors Meeting 11:30 AM Invite Only	Stone	1:00 PM Partner with a Payer 5:00 PM Advance Registration Only	Depart from Hotel Lobby
10:00 AM Registration and Exhibitor Set-Up 6:00 PM	Elements	6:00 PM Welcoming Social & Dinner 8:00 PM You are invited to join the Council and symposium attendees for this opening social and networking opportunity. Dinner will be served.	Elements B & C
11:30 AM Council Board of Directors Lunch 12:30 PM Invite Only	Stone		



Tuesday, May 3

9:00 AM Welcome from the Council 9:15 AM	Elements A	1:00 PM PANEL: Portrayal of People of Color 2:30 PM - Stereotypes and Opportunities	Elements A
<ul style="list-style-type: none"> Steven Leath, Ph.D., Executive Director Council to Advance Hunting and the Shooting Sports, J.D. Strong, Director Oklahoma Department of Wildlife Conservation The Honorable Matt Pinnell, Lt. Governor State of Oklahoma 		<ul style="list-style-type: none"> Novotny Lawrence, Ph.D., Associate Professor, Iowa State University Christopher Kilgour, Founder, Color in the Outdoors Chris Allen, Founder, HoodNeck Philip Smith, President, National African American Gun Association 	
9:15 AM Hunting and Shooting Participation and Access 10:30 AM	Elements A	2:30 PM Break	Elements
<ul style="list-style-type: none"> Hunting Participation Trends: Charles 'Swanny' Evans, Director of Research and Partnerships, Council to Advance Hunting and the Shooting Sports Shooting Participation Trends: Joe Bartozzi, President & CEO National Shooting Sports Foundation Quality and Availability of Hunting and Shooting Access in the US: Mark Damian Duda, Responsive Management, Founder and Executive Director 		2:40 PM Breakout Sessions 3:40 PM	Granite
10:30 AM Break	Elements		
10:45 PM Hunting and Shooting Participation and Access 12:00 PM	Elements A		
<ul style="list-style-type: none"> Georgia Outdoor Stewardship Act: Mike Worley, Georgia Wildlife Federation, President and CEO Wildlife Restoration Funds and Range Development: Kyle Daly, Wildlife and Sportfish Restoration Program, U.S. Fish and Wildlife Service Providing Range Access to Build Wildlife Agency Relevancy: Peter Novotny, Ohio Department of Natural Resources Division of Wildlife, Assistant Chief 		Technology <ul style="list-style-type: none"> Implementing a Digital Marketing Automation Program: Heather Bokman, Customer Engagement Manager, Ohio DNR, Division of Wildlife Marketing in the Post-Privacy Era (Prepping for the Cookie-pocalypse): Ben Paige, Marketing Manager, Sovereign Sportsman Solutions Your GIS Toolkit: Customer Research and Tracking: Mike Bialousz, Senior Consultant, ESRI 	
12:00 PM Lunch	Elements B & C		
		Social Media/Marketing	Marble
		<ul style="list-style-type: none"> Social Listening: Matt Harlow, Engagement Strategist, DJ Case & Associates Multistate Conservation Grant Program (MSCGP) - Email Campaign Design: Jenifer Wisniewski, Director of Marketing and Special Projects, Tennessee Wildlife Resources Agency MAFWA and NEAFWA Diversity and Inclusion Toolkits: Edward Herndon, R3 Coordinator, Virginia Department of Wildlife Resources and Taniya Bethke, Director of Operations, Council to Advance Hunting and the Shooting Sports 	

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Our Sponsors



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Tuesday, May 3

2:40 PM Breakout Sessions (Continued)

- 3:40 PM Policy/Regulation** *Wood*
- **Hunting Regulation Complexity:** Jon McRoberts, PhD, Research Scientist, University of Montana
 - **Sunday Hunting Bans and Progress:** Cyrus Baird, Senior Director of Government Affairs, Delta Waterfowl
 - **Resident License Rates for College Students:** Jonathan Karlen, Graduate Student, University of Montana

Shooting Sports - Data Driven Decisions

Stone

- **The Importance of Non-Hunting Shooting Sports:** Rob Southwick, President, Southwick Associates, Inc.
- **Clay Target Shooting - A Sport on the Rise:** John Nelson, President, USA Clay Target League
- **Participation Tracking at Public Ranges:** Brian Banbury, Executive Administrator Information & Education, Ohio Department of Natural Resources Division of Wildlife

3:40 PM Break *Elements*

3:50 PM HuntStand *Elements A*

- **Brian Murphy**, Vice President of Corporate Relations and Strategic Partnerships, HuntStand

4:00 PM R3minutes *Elements A*

5:30 PM R3 capacity has increased exponentially over the past few years and there are more projects, success stories, and lessons learned than we can count and certainly more than we can accommodate in two days. R3minutes will be a lighthearted competition, designed to deliver real world results in a lightning round of presentations.

5:30 PM Sponsor & Exhibitor Social Hour *Elements Pre-Function*

6:30 PM We couldn't pull a conference together without the support of our sponsors and exhibitors. Come meet the great people who helped us make this happen and learn more about the products and services they offer.

6:30 PM Dinner *Elements B & C*

Wednesday, May 4

9:00 AM The Council to Advance Hunting *Elements A*
10:00 AM and the Shooting Sports Update

10:00 AM Break *Elements*

10:15 AM Multistate Conservation Grant *Elements A*
12:00 PM Program (MSCGP) Updates and Results

- **2023 Multistate Conservation Grant Program (MSCGP)**, Silvana Yaroschuk, MSCGP Program Manager, Association of Fish and Wildlife Agencies
- **Improving Mentoring Through Sound Science**, Matt Dunfee, Director of Special Programs, Wildlife Management Institute and Rob Southwick, President, Southwick Associates, Inc.
- **Diverse University Students Across the United States Reveal Promising Pathways to Hunter Recruitment and Retention**, Richard von Furstenberg, PhD Student, North Carolina State University

12:00 PM Lunch *Elements B & C*

1:00 PM PANEL: Storytelling and Mentorship: *Elements A*
2:00 PM Diversifying and Enhancing Hunting and Shooting Sports

- **Jared Romero**, Director Of Strategic Partnerships, Theodore Roosevelt Conservation Partnership
- **Ashley Smith**, Co-Founder, Minority Outdoor Alliance
- **Dominic Lucero**, Executive Director, Colorado High-Country Educational Treks
- **Matthew Monjaras**, Founder, Impact Outdoors New Mexico

2:00 PM Partner with a Payer *Elements A*

- **Tom Decker**, Wildlife and Sportfish Restoration Program, U.S. Fish and Wildlife Service

2:30 PM NRA Online Hunter Education *Elements A*

- **Peter Churchbourne**, Director - HLF, National Rifle Association

2:45 PM Break

3:00 PM Regional Breakout Sessions

5:00 PM The regional breakout sessions will provide a time for all of the regions to meet. All partners are encouraged to attend and engage.

Southeastern Association of Fish and Wildlife Agencies (SEAFWA) *Granite*

Midwest Association of Fish and Wildlife Agencies (MAFWA) *Marble*

Western Association of Fish and Wildlife Agencies (WAFWA) *Stone*

6:00 PM Farewell But Not Goodbye Social *Elements B & C*

8:00 PM Join the Council and attendees as we share experiences from the symposium and plans for the future at this farewell social and networking opportunity. Hors d'oeuvres will be served.

Thursday, May 5

8:30 AM R3 Training *Granite*

12:00 PM R3 Professionals are emerging in agencies, organizations and industry everyday and we recognize the need to support them by providing a solid foundation. If you are new to R3 or feel you need a refresher, please join the Council and the Recreational Boating and Fishing Foundation (RBFF) for this half-day R3 training opportunity. There is no additional cost to attend.

Use #R3Symposium

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