

10TH ANNV: HUNTING & ANGLING HERITAGE WORKGROUP R3 SUMMER '19 GATHERING

Who:	Hunting and Angling Heritage Workgroup	Date:	July 13-14, 2019
Where:	Flagstaff – Arizona Nordic Village 16848 U.S. 180 Flagstaff, AZ 86001 Outside in open air event tent, casual / camp dress	Start:	Noon – 5pm Saturday
		End:	8am – Noon Sunday
What:	10-year celebration of the HAHWG & the Outdoor Skills Network the Nation’s Largest Statewide Hunting Recruitment, Retention & Reactivation R3 Collaboration Supporting with 50+ Public “How To” Events annually. Join the 2-day gathering and collaboration for passionate stakeholders of the hunting, angling and wildlife conservation community.		
Focus:	Staying Relevant with New Audiences & New Approaches; Being Cool; Growth; Planning and Improvements; and Kick-Off the 2019-20 OSN Season.		
VIPs:	Invited Guests: G&F Director & Commissioners		

SATURDAY

Tab	Agenda Topics	Presenter	Time
	HOST WORKING LUNCH: Funded by Hunting Work\$ for AZ, Wildlife For Tomorrow’s Arizona Celebrity Wingshoot, Yuma R&G, NWTf R3		Noon
	Welcome & Pledge of Allegiance	Scott Lavin, AZGFD	Noon
	Schedule overview, materials & housekeeping	Doug Burt, AZGFD	12:00 (15 min)
	Introductions: Steering Committee, guests & attendees	All	12:15 (15 min)
1	The Why: Urgency and threats to our heritage, conservation, legacy & North American Model: - Video: Powderhook, #itstime, 2:25 min - Trends of participants, ages, demographics	Doug Burt, AZGFD	12:30 (15 min)
2	The Solution: What’s a HAHWG?: The who, what and how, milestones, Tool Kit, Adoption Sequence, guides	Ryan Conat, NWTf	12:45 (15 min)
3	10-years of HAHWG, looking back to go forward - 2009 1st gathering, call to action - Honoring the early leaders - Accomplishments - What’s next	Doug Burt, AZGFD	1:00 (30 min)
	BREAK: Network, connect, engage	Break	1:30 (15 min)



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* KEYSTONE TOPIC *			
4	Staying Relevant: New Audiences & New Approaches - Guest presentations of different viewpoints	Ryan Conat, NWTF or Steer Com	1:45 (15 min)
	1) Yuma Community Fishing Event Evolved from HAHWG Participation: a) emphasis on massive attendance, lessons learned and ideas incorporated from attending HAHWG, future opportunities and improved engagement	David Parrish, Yuma Valley Rod & Gun Club	2:00 (20 min)
	2) REI welcomes G&F, Talking outside our Circle: a) emphasis on new venue, local community, discoveries, next steps	Colby Walton, AZGFD Flagstaff WM	2:20 (20 min)
	3) NAU official MDF School Sanctioned Club: a) emphasis on solicitation, approach, focus, progress, lessons learned, replication, next steps (potential guests)	Jake Jaeger or Rep, Mule Deer Foundation	2:40 (20 min)
	4) New Women's Learn to Hunt Program: a) Emphasis on filling need, blending new ideas with existing programs, connecting existing partners, programs and support to develop full strategic program filling Adoption Sequence	Catherine Thompson, AZGFD Yuma, CSS	3:00 (20 min)
	5) The BHA Rendezvous Phenomenon: a) emphasis on scale, draw, audience diversity, engagement, motivations	Justin Nelson, Michael Cravens, AZ Chptr Backcountry Hunters & Anglers	3:20 (20 min)
	BREAK: Network, connect, engage	BREAK	3:40 (20 min)

* BRAINSTORMING WORK SESSION *			
5	Harnessing Ideas and Growing Success to Expand HAHWG - Video: Crossing the Chasm, from the Why (mins) - Focus / Ideas: - Winter Meeting that is a Public Gathering and Event to draw in new partners, mentors, public, and expand the voice and reach of HAHWG	Doug Burt / Ryan Conat ----- Facilitated Group Discussion	4:00 (45 min)



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	<ul style="list-style-type: none"> - We have Ryan for less than 2 years - let's use his talents and capacity! - Venues & Opportunities: - Hunting / Outdoor Film Fests - Podcast Live Audience - Trivia / Pint Nights - Farmers Markets - Feed discussion: HAHWG-A-POLOOZA / Crossing the Chasm, Greater Voice and Reach In Arizona. 		
	Day 1 Meeting Wrap Up <ul style="list-style-type: none"> - Final Thoughts, Ideas, Actions, Parking Lot Items 		4:45 NLT 5 pm
HOST DINNER: Funded by Hunting Work\$ for AZ, Wildlife For Tomorrow's Arizona Celebrity Wingshoot, Yuma R&G, NWTF R3			5:30 p.m.
	HOST SOCIAL by citizens Doug Burt & Scott Lavin: Networking, campfire, feedback and socializing	ALL	5:30 p.m.
	TRIVIA NIGHT - Prizes by OnX Maps	ALL	7:00 pm
	CAMPFIRE	ALL	8:00 pm

SUNDAY			
	HOST BREAKFAST: Funded by Hunting Work\$ for AZ, Wildlife For Tomorrow's Arizona Celebrity Wingshoot, Yuma R&G, NWTF R3		6:45-7:45 am
	Pledge of Allegiance, welcome new arrivals, introductions, recap of Saturday session, highlights from campfire discussions and today's agenda	Scott Lavin, AZGFD / All	8:00 (15 min)
* COLLABORATION / SHARING *			
6	Trivia Roadshow Loaner Program: <ul style="list-style-type: none"> - Overview, 3rd Party hosting, additional modules - Q & A, Discussion - Who wants to host, dates, locations - Be a Mentor Trivia Pint Night's: new events 	Ryan Conat, R3 NWTF GURU ALL	8:15 (30 min)
7	Effective Communication about Hunting: Report from RMEF / Responsive Management / Duda conf. <ul style="list-style-type: none"> - VIDEO: "Influencers", Jason Matzinger (6 min) - 82 Arguments on hunting: 50 for and 32 against 	Scott Lavin, AZGFD ALL	8:45 (60 min)



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	<ul style="list-style-type: none"> - Highlights, shockers, and ah ha findings - Q & A, Discussion 		
	Break: Network, connect, engage	Break	9:45 (15 min)
8	Influencers, Platforms, Outlets for HAHWG <ul style="list-style-type: none"> - Local, Regional & National - Q & A, Discussion 	Ryan Conat R3 NWTF ALL	10:00 (20 min)
* BUSINESS / PLANNING / EXECUTION *			
9	Capturing Volunteer Hours <ul style="list-style-type: none"> - A Quick Tutorial, Tips & Tricks - 2.0 future ideas 	Jamie Lyons, Volunteer Coordinator, AZGFD	10:20 (25 min)
10	User Guide - Online Event Registration <ul style="list-style-type: none"> - A Quick Tutorial, Tips & Tricks - 2.0 future ideas 	Doug Burt AZGFD	10:45 (15 min)
	2019-20 Season Overview, Needs, Help <ul style="list-style-type: none"> - At-a-Glance, focus areas, - Event promotion, notification 	Doug Burt AZGFD	11:00 (15 min)
	Round Robin: What's our Biggest Win & Our Biggest Fail? <ul style="list-style-type: none"> - How do we do more of the win - How do we address / fix the failures - What "Success" will be shared next year 	ALL	11:15 (30 min)
	Meeting Wrap Up <ul style="list-style-type: none"> - Final Thoughts, Capture Ideas, Actions, Flex / Parking lot items - Call to Action / Parting Thoughts: Let's Make HAHWG Cool 	Doug Burt, AZGFD	11:45 (15 min) NLT Noon
THE HAHWG... Generates Sales of License, Tags, Permits and P/R funding Recruits New Hunters Retains Newly Recruited Hunters Moves Participants through the Adoption Sequence Develops Mentors and Advocates Supports the North American Model and our Mission			

