



# 2020 Association for Conservation Information Agenda

November 8-11, 2020 • Drury Plaza Hotel in Santa Fe

## SUNDAY

1:00 p.m. - 6:00 p.m.	Conference Registration and Information Desk	Foyer
4:00 p.m. - 6:00 p.m.	ACI Board Meeting	Meem Room
5:30 p.m. - 6:00 p.m.	Scholarship Meeting	Rivera A
6:30 p.m. - 9:00 p.m.	<b>The Meow Wolf Experience</b> The champion of otherness, weirdness, Meow Wolf challenging norms, radical inclusion and the power of creativity to change the world. ACI attendees will dive into immersive and interactive experiences and be transported into fantastic realms of story and exploration through art installations, video and music production and extended reality content.	Meet in Lobby for 6:15 p.m. transportation departure or meet at 6:30 p.m. at Meow Wolf 1352 Rufina Circle Santa Fe, NM 87507
9:00 p.m. - 11:00 p.m.	Networking Hospitality Suite	TBD

## MONDAY

8:00 a.m. - 5:00 p.m.	Conference Registration and Information Desk	Foyer
9:00 a.m. - 9:30 a.m.	<b>Welcome to the 2020 Association for Conservation Information Conference</b> <ul style="list-style-type: none"> <li>Lance Cherry   Chief, Information &amp; Education   New Mexico Department of Game and Fish</li> <li>Michael Sloane   Director   New Mexico Department of Game and Fish</li> </ul>	Palace Ballroom
9:30 a.m. - 10:00 a.m.	<b>Diversity in Conservation</b> <ul style="list-style-type: none"> <li>TBA</li> </ul> Presentation on the importance for agencies to recognize their historical lack of diversity, especially among leadership, and embrace inclusion as the new cultural norm.	Palace Ballroom
10:00 a.m. - 11:00 a.m.	<b>Keynote Address</b> <ul style="list-style-type: none"> <li>David Johns, Vice President of Marketing at Zebco Brands</li> </ul>	Palace Ballroom
11:00 a.m. - 11:15 a.m.	Break	
11:15 a.m. - 12:00 p.m.	<b>The R3 Revolution!</b> <ul style="list-style-type: none"> <li>Matt Dunfee   Director of Special Programs   Wildlife Management Institute</li> </ul> Establishing the conference theme roadmap so conservation communicators can come together to discuss, learn and develop opportunities to accelerate state and national R3 efforts.	O'Keeffe
12:00 p.m. - 1:00 p.m.	Lunch ( <i>Zia Level Sponsor Presentation - 10 Min.</i> )	Palace Ballroom
1:00 p.m. - 2:00 p.m.	<b>Acquire New Customers By Understanding Marketing Basics</b> <ul style="list-style-type: none"> <li>Jenifer Weisnewski   Chief, Outreach &amp; Communications   Tennessee Wildlife Resources Agency</li> </ul> Marketing is essential to your agency's R3 efforts. When executed correctly, it can accelerate your programs and increase your customer acquisition.	O'Keeffe
2:00 p.m. - 3:00 p.m.	<b>What Hunting Can and Should Now Look Like</b> <ul style="list-style-type: none"> <li>Crystal Egli   Video Production   Colorado Parks and Wildlife</li> </ul> A personal perspective from a millennial stepping into hunting for the first time.	O'Keeffe
3:00 p.m. - 3:15 p.m.	Break	
3:15 p.m. - 4:30 p.m.	<b>Break-out Sessions</b> <ul style="list-style-type: none"> <li>Video Workgroup Moderator: Blake Podhasky   Outdoor Oklahoma TV   Oklahoma Department of Wildlife Conservation</li> <li>Magazine Workgroup Moderator: Nadia Reimer   Chief of Public Affairs   Kansas Department of Wildlife, Parks and Tourism</li> <li>Marketing &amp; Communications Workgroup Moderator: Aaron Meier   Public Information Officer/Boating Education Coordinator   Nevada Department of Wildlife</li> <li>Social Media Workgroup Moderator: Tristanna Bickford   Communications Director   New Mexico Department of Game and Fish</li> </ul>	Meem Room Lamy Rivera A Rivera B
4:30 p.m. - 5:00 p.m.	<b>ACI Committee Meetings</b> <ul style="list-style-type: none"> <li>Awards Committee Meeting (Co-Chairs: Blake Podhasky and Aaron Meier)</li> </ul>	Meem Room
6:00 p.m. - 9:00 p.m.	<b>ACI Annual Auction Dinner</b> Join us for an evening of laughter and conversation as we raise money to help defray the cost of the annual conference by reaching deep into your pocket book in return for a chance to win great prizes. Participants can expect raffles, a silent auction and a live auction.	Palace Ballroom
9:00 p.m. - 11:00 p.m.	Networking Hospitality Suite	TBD



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#### TUESDAY

8:00 a.m. - 5:00 p.m.	Conference Registration and Information Desk	Foyer
7:30 p.m. - 9:30 p.m.	<p><b>ACI's Communication Express</b> Education begins with a bus ride. Attendees will tackle important topics as they travel to Chama, NM to embark on a journey on the Cumbres and Toltec Railroad. Concurrent traveling topics will include:</p> <ul style="list-style-type: none"> <li>- <b>Successful State Initiatives or Lessons Learned:</b> Agencies will share R3 success stories, best practices and lesson learned.</li> <li>- <b>Creating and editing useful videos on your Android or iPhone:</b> Learn to use your phone as an effective video device, capable of creating complete videos and publishing them to your website and Social Media channels.</li> <li>- <b>Using Social Media to Keep Your Customers Engaged:</b> Learn to how your Social Media channels can help you establish lasting connections and brand loyalty by building strong customer relationships.</li> </ul>	Bus
10:00 a.m. - 3:30 p.m.	<p><b>Cumbres and Toltec Scenic Railroad</b> Don't forget your cameras as we step back in time on the historic Cumbres &amp; Toltec. Guests will get a first hand look at how a dying industry found a way to beat the odds, survive and emerge as an even bigger success story. You will depart aboard a historic coal-fired steam engine in Chama, NM and travel through New Mexico's diverse landscape, through steep mountain canyons, high desert and beautiful lush meadows. Voted Best Scenic Train Ride in America by USA Today readers, this narrow-gauge adventure will be certain to inspire creativity and provide an opportunity to see how the railroad has survived despite 140 years of change.</p>	Meet in lobby for 6:15 a.m. transportation departure
3:30 p.m. - 5:30 p.m.	<p><b>ACI's Communication Express</b> On the return trip, topics will switch places, allowing attendees to continue their education. Concurrent traveling topics again include:</p> <ul style="list-style-type: none"> <li>- <b>Successful State Initiatives or Lessons Learned:</b> Agencies will share R3 success stories, best practices and lesson learned.</li> <li>- <b>Creating and editing useful videos on your Android or iPhone:</b> Learn to use your phone as an effective video device, capable of creating complete videos and publishing them to your website and Social Media channels.</li> <li>- <b>Using Social Media to Keep Your Customers Engaged:</b> Learn to how your Social Media channels can help you establish lasting connections and brand loyalty by building strong customer relationships.</li> </ul>	Bus
5:30 p.m. - 8:00 p.m.	<i>Dinner on your own</i>	Santa Fe Plaza
8:00 p.m. - 9:00 p.m.	New Mexico Story Teller	Rooftop Terrace
9:00 p.m. - 11:00 p.m.	Networking Hospitality Suite	TBD

#### WEDNESDAY

8:30 a.m. - 9:30 a.m.	<p><b>ACI Business Breakfast</b> All conference attendees represent their state and participate in electing ACI's 2020/2021 Board and Officers. Breakfast is served during this important meeting.</p>	Palace Ballroom
9:30 a.m. - 10:30 a.m.	<p><b>R3 Unplugged!</b></p> <ul style="list-style-type: none"> <li>● Chris Willard   Director of State Agency Engagement   Sovereign Sportsman Solutions It's time to take off the gloves and get real about the obstacles, barriers and pitfalls that await you as you return to integrating marketing into your agency R3 efforts.</li> </ul>	Palace Ballroom
10:30 a.m. - 10:45 a.m.	<i>Break</i>	
10:45 a.m. - 12:00 p.m.	<p><b>Engaging Industry in Your R3 Efforts is Vital for Success</b></p> <ul style="list-style-type: none"> <li>● Alex Baer   Director of Sales   OnX Maps Baer will offer an industry perspective on improving collaborations and share some best practices for engaging retail in your R3 efforts.</li> </ul>	O'Keeffe
12:00 p.m. - 1:00 p.m.	<i>Lunch (Zia Level Sponsor Presentation - 10 Min.)</i>	Palace Ballroom
1:00 p.m. - 2 p.m.	<p><b>The Power of Collaboration</b></p> <ul style="list-style-type: none"> <li>● Samantha Pedder   Director of Operations   Council to Advance Hunting and the Shooting Sports Let this be a warning... You will shoot yourself in the foot if you try to tackle this alone. Successful R3 depends on the collective effort of the entire conservation community and organizations are your lifeline to scaling future R3 efforts.</li> </ul>	O'Keeffe
2:00 p.m. - 3:00 p.m.	<p><b>Don't Radicalize it - Normalize It</b></p> <ul style="list-style-type: none"> <li>● Stephanie Hussey   Director, State Initiatives   Recreational Boating &amp; Fishing Foundation As you return to your state it's important to recognize the need to function at the pace of your agency by integrating your marketing efforts into the culture of the agency. Resources are available to help you write strategic plans and create buy-in from your leadership and partners.</li> </ul>	O'Keeffe
3:00 p.m. - 3:15 p.m.	<i>Break</i>	
3:15 p.m. - 4:00 p.m.	<p><b>The R3 Revolution! Recap</b></p> <ul style="list-style-type: none"> <li>● Matt Dunfee   Director of Special Programs   Wildlife Management Institute Wrap up of the conference theme and open discussion on lessons learned.</li> </ul>	O'Keeffe
4:00 p.m. - 4:30 p.m.	<b>Invitation to 2021 ACI Conference by the Tennessee Wildlife Resources Agency</b>	O'Keeffe
6:30 p.m.	Annual Group Photo	Garden
6:30 p.m. - 9:00 p.m.	<p><b>Annual Awards Dinner</b> ACI's annual celebration recognizes excellence and promotes craft improvement through spirited competition. Attendees are encouraged to dress to impress and strut in to celebrate their successes.</p>	Palace Ballroom
9:00 p.m. - 11:00 p.m.	Networking Hospitality Suite	TBD



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### CONFERNECE ADD-ON OPPORTUNITY

THURSDAY, NOVEMBER 12, 2020

8:00 a.m. - 11:30 p.m.	<p><b>Locavore Workshop</b></p> <p>The workshop will be presented by DJ Case &amp; Associates and will utilize their LOCAVORE.GUIDE materials. The morning session will include:</p> <ul style="list-style-type: none"><li>• Welcome and introductions</li><li>• What is a "locavore"?</li><li>• How and why Locavore.Guide was created</li><li>• How food-motivated audiences fit into the Outdoor Recreation Adoption Model</li><li>• Understanding the motivations and preferences of your key audiences</li><li>• Concerns of prospective hunters and anglers</li><li>• Effective strategies for engaging adult learners</li></ul>	O'Keeffe
11:30 p.m. - 1:00 p.m.	<p><i>Lunch on your own</i></p>	
1:00 p.m. - 5:00 p.m.	<p><b>Locavore Workshop Continued</b></p> <ul style="list-style-type: none"><li>• How to develop a locavore program in your state</li><li>• Framing existing R3 efforts to appeal to a food oriented audience</li><li>• How to identify the most promising "locavore" markets in your state</li><li>• Where does the food-motivated audience get their news and information?</li><li>• Finding and training the right partners</li><li>• Marketing to "locavores" without alienating traditional hunters and anglers</li><li>• Measuring success through strategic program design and planned evaluation</li></ul>	O'Keeffe