



ACI 2019 Agenda

July 7-11, 2019 | The Desoto in Savannah, Georgia

Sunday

1:00-6:00	Registration open
4:00	ACI Board Meeting, Location to be Determined
7:00	After dinner, join us for drinks and dessert on a Riverboat Tour of the Savannah River
9:00-11:00pm	Hospitality Suite hosted by Georgia Wildlife Resources Division

Monday

8:00	Registration open
9:00	Welcome to the 2019 Association for Conservation Conference <ul style="list-style-type: none">• Rusty Garrison, Director, GA Wildlife Resources Division• Gullah and Geechee of the Sea Islands
10:00	Keynote <ul style="list-style-type: none">• Andrew McKean, Editor, Outdoor Magazine
11:00	Break
11:15	Building Better Relationships with our Consumers through Social Media <ul style="list-style-type: none">• Tim Akimoff, Social Media Coordinator, Oregon Department of Fish and Wildlife• Q and A with full panel Erin Weeks, Aubrey Pawlikowski, Kyle Marten
Noon	Lunch
1:00	Building Better Relationships with Conservation Partners <ul style="list-style-type: none">• Moderator Jenifer Wisniewski• Michael Butler, CEO, Tennessee Wildlife Federation• Eric Dinger, CEO, and Andrew McKean, Brand Director, Powderhook• Samantha Pedder, Director of Business Development, CAHSS• Matt Lindler, VP of Communications, NWTf• Q and A with panel
2:00	Building Better Relationships with Government Partners <ul style="list-style-type: none">• Moderator Jenifer Wisniewski• Stephanie Hussey, Director, State R3 Programs, RBFF• USFWS• Peach Morrison, Director, Lowcountry and Resort Islands Tourism Commission• Paul McCormack, Director, SC State Parks• Q and A
3:00	Break

3:15	<p>Building Better Relationships with Each Other-Breakouts</p> <ul style="list-style-type: none"> • Magazine, Moderator Sara DiRienzo, WY Game and Fish Department • Video, Moderator Darrin Hill, OK Department of Wildlife Conservation • Marketing and Communications, Moderator, Lance Cherry, NM Department of Game and Fish
6:00	<p>Did you Know its Auction Night? Join us to learn a whole lot more about Savannah, enter a raffle or two and bid on great auction items.</p>
9:00 - 11:00	Hospitality Suite hosted by Georgia Wildlife Resources Division

Tuesday

9:00	<p>Media Relations - how to improve your reach</p> <ul style="list-style-type: none"> • Kevin Orthman, Executive Director, Professional Outdoor Media Association
9:30	<ul style="list-style-type: none"> • TBD
10:00	Break
10:15	Media Relations-Building Better Partnership with Media Partners
11:30	<p>Update from Recreational Boating and Fishing Foundation</p> <ul style="list-style-type: none"> • Joanne Martonik, Manager, Marketing Program
Noon	Lunch before heading off to Explore Savannah
1:00	<p>Guided Field Studies</p> <ul style="list-style-type: none"> • Dolphin Watching with Dolphin Magic (Meet in the lobby at 12:45 to leave for the docks) • Join GADNR at Wormsloe Historic Site • Walking Tour of Savannah River District
4:30	<i>Dinner on your own</i>
8:00	Optional Walking Ghost Tour, spaces limited so pre-registration a must, \$22/person
8:00	Hospitality Suite hosted by Georgia Wildlife Resources Division

Wednesday

8:30	ACI Annual Business Meeting-Breakfast will be Served!
9:30	<p>What does a Marketing Plan in 2019 Look Like?</p> <ul style="list-style-type: none"> • Traditional Marketing, Is it still Relevant? • Over the Top Digital Marketing, Ashleigh Hammond, Regional Director Sales Manager, Sinclair Digital • Reaching your Hispanic Audience, Ramon Nieves-Lugo, CEO, Unicom Media Group
10:15	Break
Noon	Lunch
1:00	Don't Get Caught by a Crisis
2:00	<p>Relevancy campaigns – Making it Last Update</p> <ul style="list-style-type: none"> • Jenifer Wisniewski, Chief, Communications and Outreach, TN Wildlife Resources Agency • Patricia Allen, Director of Communications, Association of Fish and Wildlife Agencies
2:30	Breakouts

2:45	<p>Breakouts Continue</p> <ul style="list-style-type: none"> • Magazine, Moderator Sara DiRienzo, WY Game and Fish Department • Video, Moderator Darrin Hill, OK Department of Wildlife Conservation • Marketing and Communications, Moderator, Lance Cherry, NM Department of Game and Fish
4:00	<p>Get Ready for New Mexico-R3 Overview and Invitation to ACI 2020!</p> <ul style="list-style-type: none"> • Lance Cherry, Chief, Information and Education Division, NM Department of Game and Fish
6:00	Annual Group Photo Time
6:15	Dress up and Celebrate your Success at the Annual Awards Dinner
9:00	Hospitality Suite hosted by Georgia Wildlife Resources Division

Thursday

	Travel Day
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Looking at what the future of communication holds.