



ASSOCIATION *of*
FISH & WILDLIFE
AGENCIES

MARKETING & OUTREACH WORKING GROUP

Chair: Jenifer Wisniewski (TWRA)

Vice-Chair: Tanna Wagner (KDWP)

Tuesday, March 21, 2023

1:00 – 3:00 PM

88th North American Wildlife & Natural Resources Conference

Agenda

- Introduction & Update (1:00 - 1:10)
- Guest Presenters (1:10 - 1:45)
- NEAFA's Connecting Different Cultures to Hunting and Fishing Through Food MSCGP Update (10 min)
- A Field to Table Experience with Chef Eduardo Garcia and Montana Mex- BHA live cooking class (10 min)
- Wildlife Viewer Study, Interpreting the Results (15 min)
- Roundtable Discussion (1:45 – 2:45)
- Explore state and partner needs to continue advancing marketing and outreach efforts
- Making It Last Rebrand Discussion
- Presentation of draft proposal
- Identify those interested in joining effort
- Partner Updates (2:45 – 3:00)
- Dismiss (3:00)