

# Council to Advance Hunting & Shooting Sports

81<sup>st</sup> Midwest Association of  
Fish and Wildlife Agencies  
Director's Annual Meeting

Traverse City, Michigan

June 23, 2014

John E. Frampton, President and CEO





# About the Council

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- **The Council is a non-profit, charitable, educational organization (501 (c) 3), incorporated in the District of Columbia.**
- **The concept of the Council was an outgrowth of AFWA's Industry/Agency Coalition, which matured after 4 years of meetings and relationship building amongst the key stake-holders of the North American Model of Wildlife Conservation.**

A vertical collage of three images on the left side of the slide. The top image shows a close-up of a rifle's stock and trigger guard. The middle image shows a wide landscape with a body of water, a forest, and a field of tall grass. The bottom image shows a close-up of several arrows in a quiver.

# Purpose

Ensure support for  
and active  
participation in  
hunting and the  
shooting sports for  
future generations



# Vision Statement

An America where hunting and the shooting sports are an integral part of mainstream culture and where hunters and shooters are widely recognized as premiere conservation contributors.



# Mission Statement

Facilitate the promotion and growth of hunting and the shooting sports and the education of the public on the contributions that hunters and shooters make towards wildlife conservation.





# Council Board

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- The Council's 29-member board is composed of industry representatives, state agencies and non-profit organizations. The inaugural board was seated on Sept. 30, 2010. Current board members include:

## Non-Governmental Organizations

### **Congressional Sportsmen Foundation**

Jeff Crane, CEO

### **Ducks Unlimited**

Dale Hall, CEO

### **National Wild Turkey Federation**

George Thornton, CEO

### **Rocky Mountain Elk Foundation**

David Allen, CEO

### **Pheasants Forever**

Howard Vincent, CEO

### **Boone & Crockett Club**

Becky Humphries

### **Izaak Walton League of America**

Scott Kovarovics, Executive Director

### **Wildlife Management Institute**

Steve Williams, President

### **Safari Club International**

Melissa Simpson, Dir. of Gov. Affairs

### **National Rifle Association**

Chris Cox, Executive Director

### **Association of Fish & Wildlife Agencies**

Ron Regan, Executive Director

Carol Bambery, Legal Counsel

## Industry Representatives

### **Archery Trade Association**

Jay McAninch, President/CEO

### **National Shooting Sports Foundation**

Steve Sanetti, President

### **Freedom Group – Wally McLallen, Vice Chairman**

### **Easton Archery/Hoyt**

Todd Erickson, Vice President

### **Primos Calls – Jimmy Primos, COO**

### **Bohning Archery – Mike Barnes, VP**

### **O.F. Mossberg & Sons, Inc. – Joe Bartozzi, SVP**

### **National Field Archery Assoc. – Bruce Cull, Pres**

### **USA Archery – Denise Parker, CEO**

## State Representatives

### **Arizona – Director Larry Voyles**

### **Georgia - Director Dan Forster**

### **Indiana – Director Mark Reiter**

### **Kansas – Asst. Secretary Keith Sexson**

### **Massachusetts – Director Wayne McCallum**

### **South Dakota – Director Jeff Vonk**

### **Virginia – Director Bob Duncan**

### **West Virginia – Director Curtis Taylor**

## US Fish & Wildlife Service (ex officio)

Dan Ashe, Director

# States with Signed Membership Agreements

Alabama

Alaska

Arizona

Delaware

Florida

Georgia

Hawaii

Iowa

Indiana

Kansas

Kentucky

Louisiana

Maryland

Massachusetts

Michigan

Minnesota

Mississippi

Missouri

Montana

Nebraska

Nevada

New Hampshire

New Jersey

New York

Ohio

Oklahoma

Oregon

Pennsylvania

Rhode Island

South Carolina

South Dakota

Tennessee

Texas

Utah

Vermont

Virginia

West Virginia

Wisconsin

Wyoming

# Current State

- Approximately 420 separate Recruitment and Retention Programs in the U. S. according to WMI
- Entities spending tens of millions on recruitment and retention plans
- Few programs have any measure of success
- Trends show a decline of hunter numbers over the past ten years



DO THE SAME THING OVER  
AND OVER, GET THE SAME  
RESULTS

CHANGE IS NOT  
MANDATORY BUT NEITHER  
IS SURVIVAL



# The Council's Commitment

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- Council with partners will develop a national strategy for recruitment, retention and reactivation of hunters and sport shooters and will begin facilitating the implementation of a hunting and shooting sports national recruitment, retention and reactivation plan.

# Do We Need a National Plan?

- North American Waterfowl Management Plan has been monumentally successful!
- National Fish Habitat Action Plan is progressing very well!
- If we work together in a true partnership with a spirit of cooperation, we can accomplish things and find success that as individuals we cannot even envision.

# National Plan

- National Plan can help facilitate the sharing of information on successful programs and activities.
- National Plan can help facilitate more productive action toward recruitment, retention and reactivation.
- National Plan can help measure success and track change in numbers.

# National Plan

- Can help to ensure hunting and shooting sports for future generations.
- Can help promote the positive aspects of hunting and shooting sports to the sportsmen and the American public.
- Can help ensure the continuation of the Wildlife Restoration Program and the continuation of excise tax funds to the states.

# National Plan

- Commitment of the Regional Associations to use current Regional Associations as infrastructure.
- Commitment from the individual states (need to assign a staff person to represent the state fish and wildlife agency on the regional committees)
- Involvement from NGOs and Industry

# National Plan

- Most states already have staff working on recruiting and retention and some form of reactivation.
- Most states already putting significant financial assets into recruiting, retention and reactivation.
- Need for better facilitation/coordination between states.
- Currently, no assessment of staff and financial assets going into recruitment and retention at regional or national level.

# National Plan

- First Stakeholders Meeting/Workshop was held on Jan. 21, 2014 in Denver, CO.
- Partners committed include NRA, ATA, NSSF, WMI, IHEA, NWTF, DU, AFWA, WAFWA, NEAFWA, MAFWA and SEAFWA.
- Planning Committee has been established to develop Plan Framework – met April 2.
- Plan framework will be developed by September AFWA meeting

Currently have a graduate student working on an assessment of staff and financial resources going into recruitment, retention and reactivation by state fish and wildlife agencies

# Development/Planning Committee

16 individuals

- 6 state agency representatives
- 6 NGOs
- 2 Trade Organizations
- 1 Media/Marketing Representative
- 1 Private Consultant

Stakeholder Review Teams: To be Selected

# Planning/Development Committee

- **John Frampton**
  - Council to Advance Hunting and the Shooting Sports
- **Matt Dunfee**
  - Wildlife Management Institute
- **Brian Hyder**
  - National Rifle Association
- **Steve Hall**
  - International Hunter Education Association - USA
- **Mark Whitney**
  - Georgia Department of Natural Resources
- **Michelle Zeug**
  - Archery Trade Association
- **Dr. Jon Gassett**
  - Wildlife Management Institute
- **Joe Neville**
  - Pennsylvania Game Commission
- **Melissa Schilling**
  - National Shooting Sports Foundation
- **Mandy Harling**
  - National Wild Turkey Federation
- **Chris Willard**
  - Oregon Department of Fish and Wildlife
- **Tasha Sorensen**
  - Wyoming Game & Fish Department
- **Keith Warnke**
  - Wisconsin Department of Natural Resources
- **Jeff Rawlinson**
  - Nebraska Game & Parks Commission
- **Bob Byrne**
  - Bob Byrne Consulting

Staff: **Paige Pearson**

Council Advance Hunting and Shooting Sports

**Ashley Salo**

AFWA

# Threats to Hunting and Shooting Sports

1. Lack of Skills
2. Lack of Awareness
3. Lack of Motivation
4. Lack of Access



# For each indirect threat, identify.....

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1. The social, cultural, economical, and other factors that have created the threat.
  2. The strategies, if any, that currently exist to address this threat.
  3. New strategies needed to address this threat.
  4. The desired outcomes and performance measures for the above strategies.
  5. The organizations and/or agencies with the resources, expertise, and vested interest to best implement the existing and needed strategies identified in questions 2 and 3.
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# Lack of Motivation

Lack of cultural relevance & motivations

Lack of potential participant time and opportunity

Lack of motivated mentor trainers

Lack of individual process connectivity

Lack of participant next steps

Lack of socially acceptable places to shoot (firearms and archery)

Cumbersome hunting regulations

Cost is an entry barrier

# Lack of Access

- Lack of convenient places to shoot
- Lack of convenient places to hunt
- Lack of shooting and hunting training facilities
- Lack of access to resource (gear, guns, archery equipment , etc.)

# Next Steps

- Finalize Stakeholder Review Team
- Produce Strategic Guides for indirect threats
- Complete Resource Allocation Survey
- Secure Funding



# National Hunting & Shooting Sports Action Plan

Strategies for Recruiting, Retaining and Reactivating  
Hunting and Shooting Sports Participants

Must be implementable



# Council Activities/Successes

- IHEA-Hunter Education Project
- Hunter Education Standards
- FOIA/Privacy Laws on License Data
- Shooting Range Laws Review
- Digital Evaluations
- WHHCC Workgroup Participation

# Digital Evaluations

- Three students viewed state agency websites
- Evaluated customer experience
- Provided detail, written summary of findings
- Can be a tool for agency to take a look at their website (from a younger adult standpoint)

# Future Council Activities

- Development of a Quarterly Newsletter
- Development of a Council Logo
- Working with NRA to Develop New Mentoring Program
- Shooting Range Survey
- Hunting Incident Study

# Sustained Funding

- In all likelihood, sustained funding will need to come from Pittman-Robertson Funds, similar to the way RBFF gets its funding from Sport Fish Restoration Funds.
- For example,  $\frac{1}{2}$  of 1 % of annual PR funds could go to the Council, either off the top or through increasing the allocation of funds under the Multistate Conservation Grant Program and dedicating the increases to the Council (either way, it will take an amendment to the PR Program).

# Council to Advance Hunting and the Shooting Sports

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## STAFF

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