84th Midwest Association of Fish & Wildlife Agencies
Annual Directors’ Meeting

June 25-28, 2017
Eugene T. Mahoney State Park
Ashland, Nebraska
84th MIDWEST ASSOCIATION OF FISH & WILDLIFE AGENCIES ANNUAL DIRECTORS' MEETING

FINAL PROGRAM

JUNE 25-28, 2017
EUGENE T. MAHONEY STATE PARK
ASHLAND, NEBRASKA
84th Annual Directors' Meeting  
Sunday, June 25 to Wednesday, June 28, 2017  
Eugene T. Mahoney State Park / Nebraska

Growing and Cultivating a Conservation Minded Constituency

**Program Contents**

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Welcome to Nebraska

On behalf of the Nebraska Game and Parks Commission, welcome to the 2017 Midwest Association of Fish and Wildlife Agencies Annual Directors Meeting. We are looking forward to a productive and enjoyable meeting, where we can benefit from the sharing of ideas and insights to develop our collective strategies needed to meet today’s conservation challenges. We believe Eugene T. Mahoney State Park and the conference program will provide a great opportunity to learn, reflect and collaborate.

Nebraska, which has a diverse, rich outdoor heritage, celebrates its 150th year of statehood in 2017. Our love of the outdoors passes from generation to generation, where our mantra is, “Time Outdoors is Time Well Spent.” Hunting, fishing, wildlife viewing and park visitation contribute $2.4 billion annually to the state’s economy and support nearly 25,000 jobs. These activities are not just integral to our economy – they are part of our way of life.

We have placed an enhanced emphasis on connecting everyone with the natural world in which they live, which builds support for conservation and fosters stewardship of outdoor recreation and natural resources. This requires collaboration through traditional and non-traditional partnerships, and efficient and effective outreach. In this meeting, we hope to identify approaches for building broad and far-reaching support for the conservation of our nation’s fish, wildlife and critical habitats.

During your short visit, you will get a glimpse of the eastern Platte River Valley, just one of our many diverse landscapes. We hope you come back when you have more time and visit other areas that make Nebraska special, from the Missouri River bluffs at Indian Cave State Park in the southeast, to the waves of grass in central Nebraska’s Sandhills, to the ponderosa pine forest of the Pine Ridge in the northwest.

Please let us at Game and Parks know if we can make your time here better. Enjoy all Nebraska has to offer, as I am sure it will be time well spent.

Thank you for all you do.

[Signature]

James N. Douglas, President
Midwest Association of Fish and Wildlife Agencies
# Acknowledgements

## Conference Steering Committee

- James Douglas
- Tim McCoy
- James A. Swenson
- Ollie Torgerson
- Delaney Meeting & Event Management

## Nebraska Game & Parks Steering Committee

- Parks Division
- Wildlife Division
- Fisheries Division
- Law Enforcement Division
- Communication Division
- Information & Technology Division

## MAFWA Executive Committee

- Jim Douglas (NE), President
- Terry Steinwand (ND), First Vice President
- Ray Petering (OH), Second Vice President
- Sara Parker Pauley (MO), Past President
- Keith Sexson (KS), Member
- Bill Moritz (MI), Member
## Partners

### Affiliates

| American Sportfishing Association | National Shooting Sports Foundation |
| Archery Trade Association         | National Wildlife Federation        |
| Brandt Information Services       | National Wild Turkey Federation    |
| Congressional Sportsmen's        | North American Grouse Partnership  |
| Foundation                       | Pheasants Forever                  |
| D.J. Case and Associates         | Rocky Mountain Elk Foundation      |
| Delta Waterfowl                   | Ruffed Grouse Society              |
| Ducks Unlimited                   | Southwick Associates               |
| Healing Our Waters Coalition      | The Nature Conservancy             |
| Kalkomey Enterprises, Inc.        | Theodore Roosevelt Conservation    |
| MICRA                            | Partnership                        |
| Mule Deer Foundation             | Wildlife Forever                   |
| National Archery in the Schools Program |                          |
| National Rifle Association       | Wildlife Management Institute      |

### Sister Organizations

- Association of Fish and Wildlife Agencies (AFWA)
- Northeast Association of Fish and Wildlife Agencies (NEAFWA)
- Southeastern Association of Fish and Wildlife Agencies (SEAFWA)
- Western Association of Fish and Wildlife Agencies (WAFWA)
**Program Agenda**

- **Dress Code:** casual attire throughout the conference.
- **Meeting Rooms are located in the Peter Kiewit Lodge:** All meetings will be held in the Red Oak / Abel Nebraska Rooms on the Upper Level. Breakfast will be held at The Lodge Restaurant on 1st Floor, and lunch will be in the Lower Level Meeting Rooms. Other events located as indicated on agenda.

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<td><strong>SUNDAY – JUNE 25, 2017</strong></td>
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<tr>
<td>2:00 p.m. – 6:00 p.m.</td>
<td>Conference Registration Desk Open – 2nd Floor Balcony</td>
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<td>5:00 p.m. – 6:00 p.m.</td>
<td>MAFWA Executive Committee – Cedar Room</td>
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</table>
| 6:00 p.m. – 8:00 p.m. | President’s Welcome Reception (MAFWA) – Lodge Restaurant, 1st Floor of Peter Kiewit Lodge  
Sponsored by National Wild Turkey Federation  
Remarks by Becky Humphries |
| 8:00 p.m. – 11:00 p.m. | Hospitality Room – Cabin 53 in Margre’s Village Cabin Area  
Sponsored by National Archery in the Schools Program |

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<td><strong>MONDAY – JUNE 26, 2017</strong></td>
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| 7:00 a.m. – 8:00 a.m. | Breakfast – Lodge Restaurant, 1st Floor of Peter Kiewit Lodge  
Sponsored by Archery Trade Association – Remarks by Dan Forster |
| 7:00 a.m. – 5:00 p.m. | Conference Registration Desk Open – 2nd Floor Balcony |
| 8:00 a.m. – 8:30 a.m. | Greetings and Welcome to Nebraska – Red Oak/Abel Nebraska Conference Rooms  
Jim Douglas, MAFWA President and Nebraska Director |
| 8:30 a.m. – 10:30 a.m. | State Hot Topics: Each director will describe a recent agency challenge and response as a teaching moment.  
Nebraska’s Hot Topic – CHAT – Incorporation in MAFWA  
Open Discussion on State Reports  
Facilitator: Jim Douglas |
| 10:30 a.m. – 10:45 a.m. | Refreshment Break – walkway outside upper-level meeting rooms  
Sponsored by D.J. Case & Associates |
| 10:45 a.m. – 11:00 a.m. | NASP Works: Summary of 2017 Survey of NASP Students  
Jeff Rawlinson, Nebraska Game and Parks Commission |
| 11:00 a.m. – 11:45 a.m. | Keynote Address: Growing & Cultivating a Conservation Minded Constituency  
Steve Williams, Wildlife Management Institute |
<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:45 a.m. –</td>
<td>Director Group Photo – Staircase</td>
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<tr>
<td>12:00 p.m.</td>
<td>Awards Luncheon – Lower Level Meeting Rooms</td>
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<tr>
<td>1:30 p.m.</td>
<td>Presented by: The Awards Committee – Keith Sexson, Chair</td>
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<td></td>
<td>Sponsored by Ducks Unlimited and Canadian North American Waterfowl</td>
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<td></td>
<td>Management Plan (NAWMP) Partners – Remarks by David Brakhage (DU)</td>
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<td></td>
<td>and Dean Smith (Canadian NAWMP)</td>
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<td>(See details on page 9.)</td>
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<tr>
<td>1:30 p.m. –</td>
<td>Blue Ribbon Panel Update</td>
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<tr>
<td>2:00 p.m.</td>
<td>Nick Wiley-AFWA President and Florida Fish &amp; Wildlife Director</td>
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<tr>
<td>2:00 p.m. –</td>
<td>The State of Youth Culture</td>
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<tr>
<td>2:30 p.m.</td>
<td>Clint! Runge, Managing Director of Arch Rival</td>
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<tr>
<td>2:30 p.m. –</td>
<td>Conservation Communications and Social Outreach</td>
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<tr>
<td>3:00 p.m.</td>
<td>Christy Firestone, Communications Director, Nebraska Game and Parks</td>
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<tr>
<td>3:00 p.m. –</td>
<td>Commission</td>
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<tr>
<td>3:15 p.m.</td>
<td>Refreshment Break – walkway outside upper-level meeting rooms</td>
</tr>
<tr>
<td>3:15 p.m. –</td>
<td>Sponsored by The Nature Conservancy – Great Plains Division</td>
</tr>
<tr>
<td>4:15 p.m.</td>
<td>Panel Discussion: How do Different Disciplines and Partners Come</td>
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<td></td>
<td>Together to Reach a Broader Audience?</td>
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<td></td>
<td>Panelists: Steve Williams, Pete Berthelsen, Ron Regan, Kelley Myers,</td>
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<td></td>
<td>Ed Boggess</td>
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<tr>
<td>5:00 p.m. –</td>
<td>★ Offsite Dinner Event: Omaha's Henry Doorly Zoo</td>
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<tr>
<td>8:45 p.m.</td>
<td>Sponsored by Brandt Information Services</td>
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<td></td>
<td>Welcome Remarks by Richard Wise and Tiffani Santagati</td>
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<td></td>
<td>(Board Buses at 5:00 p.m. from Peter Kiewit Lodge)</td>
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<tr>
<td></td>
<td>See details on page 9.</td>
</tr>
<tr>
<td>9:30 p.m. –</td>
<td>Hospitality Room – Cabin 53 in Margre's Village Cabin Area</td>
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<tr>
<td>11:00 p.m.</td>
<td>Sponsored by Bass Pro Shops</td>
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**Tuesday – June 27, 2017**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:00 a.m. –</td>
<td>Breakfast – Lodge Restaurant, 1st Floor of Peter Kiewit Lodge</td>
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<td>8:00 a.m.</td>
<td>Sponsored by Kalkomey – Remarks by Mitch Strobl</td>
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<tr>
<td>7:00 a.m. –</td>
<td>Conference Registration Desk Open – 2nd Floor Balcony</td>
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<tr>
<td>4:00 p.m.</td>
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<tr>
<td>8:00 a.m. –</td>
<td>Monarch Butterfly Initiatives</td>
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<tr>
<td>8:20 a.m.</td>
<td>Kelley Myers, U.S. Fish &amp; Wildlife Service</td>
</tr>
<tr>
<td>8:20 a.m. –</td>
<td>Bees and Butterflies</td>
</tr>
<tr>
<td>8:40 a.m.</td>
<td>Pete Berthelsen, Conservation Blueprint, LLC</td>
</tr>
<tr>
<td>8:40 a.m. –</td>
<td>Monarch Conservation Updates</td>
</tr>
<tr>
<td>9:00 a.m.</td>
<td>Ed Boggess, MAFWA Monarch State Liaison</td>
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<td></td>
<td>Claire Beck, MAFWA Monarch Technical Coordinator</td>
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<tr>
<td>Time</td>
<td>Event Description</td>
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| 9:00 a.m. - 10:00 a.m. | Midwest LCC's: An Opportunity to Improve Regional Collaboration and Action  
Facilitated by Jim Douglas  
- Kelley Myers, Tall Grass Prairie LCC Coordinator  
- Brad Potter, Upper Midwest & Great Lakes LCC Coordinator  
- Bill Moritz  
- Sarah Parker Pauley |
| 10:00 a.m. - 10:15 a.m. | Refreshment Break – walkway outside upper-level meeting rooms  
Sponsored by National Rifle Association |
| 10:15 a.m. - 10:30 a.m. | AFWA Report  
Ron Regan, AFWA Executive Director |
| 10:30 a.m. - 12:00 p.m. | MAFWA Committee Reports  
Facilitator: Ollie Torgerson  
- Climate Change  
- Deer and Wild Turkey  
- Feral Swine  
- Furbearers  
- Hunter and Angler Recruitment and Retention  
- Law Enforcement  
- Legal  
- National Conservation Needs  
- CITES  
- Private Lands  
- Public Lands  
- Wildlife Action Plan  
- Wildlife and Fish Health  
- Current Wildlife Health Issues – Dr. John Fischer |
| 12:00 p.m. - 1:00 p.m. | Lunch – Lower Level Meeting Rooms  
Sponsored by Nebraska Big Game Society and The Foundation for North American Wild Sheep (Iowa Chapter)  
Remarks by Jon Thomas (NBGS), and Craig Nakomoto (FNAWS) |
| 1:00 p.m. - 2:00 p.m. | MAFWA Committee Reports (continued)  
Facilitator: Ollie Torgerson |
| 2:00 p.m. - 2:15 p.m. | Refreshment Break – walkway outside upper-level meeting rooms  
Sponsored by Rocky Mountain Elk Foundation |
| 2:15 p.m. - 3:30 p.m. | Federal Partners Session  
- Jim Kurth, Acting Director, U.S. Fish and Wildlife Service  
- Noreen Walsh, Region 6 Director, U.S. Fish and Wildlife Service  
- Steve Kuennen, Deputy Regional Forester, U.S. Forest Service  
- Janet Bucknall, Eastern Regional Director, U.S. Department of Agriculture-Animal and Plant Health Inspection Service-Wildlife Services |
| 3:30 p.m. - 4:00 p.m. | Mountain Lion Research in Nebraska  
Sam Wilson, Nebraska Game and Parks Commission |
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>4:00 p.m.</td>
<td>Nebraska’s Outdoor Venture Park Project and Related Programs</td>
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<tr>
<td>4:30 p.m.</td>
<td>Tim McCoy, Nebraska Game and Parks Commission</td>
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<tr>
<td>5:15 p.m.</td>
<td>Offsite Dinner Event: Platte River State Park</td>
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<tr>
<td>8:45 p.m.</td>
<td>Sponsored by Fresh Air Educators – Remarks by Bill Creighton</td>
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<td>(Board Buses at 5:15 p.m. from Peter Kiewit Lodge)</td>
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<td></td>
<td>See details on page 9.</td>
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<tr>
<td>9:00 p.m.</td>
<td>Hospitality Room – Cabin 53 in Margre’s Village Cabin Area</td>
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<tr>
<td>11:00 p.m.</td>
<td>Sponsored by National Shooting Sports Foundation</td>
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**WEDNESDAY – JUNE 28, 2017**

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 a.m.</td>
<td>Breakfast – Lodge Restaurant, 1st Floor of Peter Kiewit Lodge</td>
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<td>8:00 a.m.</td>
<td>Sponsored by Pheasants Forever and Quail Forever</td>
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<td>Remarks by Rick Young</td>
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<td>7:00 a.m.</td>
<td>Conference Registration Desk Open – 2nd Floor Balcony</td>
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<tr>
<td>8:00 a.m.</td>
<td>MAFWA Business Meeting - Jim Douglas, MAFWA President</td>
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<tr>
<td>10:00 a.m.</td>
<td>• Call to Order and Roll Call</td>
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<td></td>
<td>• Agenda Review</td>
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<td>• Approval of 2016 Annual Meeting Minutes</td>
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<td>• Treasurer’s Report — Roger Luebbert</td>
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<td>• Audit Committee Report — Terry Steinwand (ND)</td>
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<td>• Investments Committee Report — Kurt Thiede (WI)</td>
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<td>• Resolutions Committee Report — Terry Steinwand (ND)</td>
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<td>• Awards Committee Report — Keith Sexson (KS)</td>
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<td>• Bylaws Committee Report — Sara Parker Pauley (MO)</td>
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<td>• Executive Secretary’s Report — Ollie Torgerson</td>
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<td>• Approval of Affiliate Members — Ollie Torgerson</td>
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<tr>
<td></td>
<td><strong>Old Business</strong></td>
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<td>• National Wild Pheasant Plan Update — Scott Taylor</td>
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<td>• Greater Prairie Chicken/Sharp-tail Grouse Plan Update – Keith</td>
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<td></td>
<td>Sexson (KS)</td>
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<td></td>
<td>• Midwest Fish &amp; Wildlife Conference – Cindy Delaney &amp; Carol</td>
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<td>Bambery</td>
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<td></td>
<td><strong>New Business</strong></td>
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<td>• Mid-Continent Monarch Strategy Report — Bill Moritz (MI)</td>
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<td>• 2018 Farm Bill Strategy — Jim Douglas (NE)</td>
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<td></td>
<td>• 2018 Budget Approval — Roger Luebbert</td>
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<tr>
<td>10:00 a.m.</td>
<td>Refreshment Break – walkway outside upper-level meeting rooms</td>
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<td>10:15 a.m.</td>
<td>Sponsored by AMFGLEO</td>
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<tr>
<td>10:15 a.m.</td>
<td>MAFWA Business Meeting (continued)</td>
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<tr>
<td>12:00 p.m.</td>
<td>Jim Douglas, MAFWA President</td>
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<td>Closing Comments – President’s Remarks</td>
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<td>Passing of Gavel to Next State</td>
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<tr>
<td>12:00 p.m.</td>
<td>Conference Adjourns</td>
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</table>
Featured Events

Awards Luncheon — Lower Level Meeting Rooms
Monday, June 26th / 12:00 p.m. - 1:30 p.m.
Sponsored by Ducks Unlimited and Canadian North American Waterfowl Management Plan (NAWMP) Partners — Remarks by David Brakhage (DU) and Dean Smith (Canadian NAWMP)

Presented by: The Awards Committee – Keith Sexson, Chair
★ Law Enforcement Officer of the Year
★ Fisheries Biologist of the Year
★ Wildlife Biologist of the Year
★ Spirit of the Shack
★ Excellence in Conservation
★ Special Recognition Service Award
★ President’s Award

Offsite Dinner Event: Omaha’s Henry Doorly Zoo
Monday, June 26th / 5:00 p.m. – 8:45 p.m.

This event is included in the full conference registration fee, and transportation will be provided as follows: board buses at 5:00 p.m. for departure to Zoo, and board at 8:45 p.m. for return trip. The drive is approximately 45 minutes.

Sponsored by Brandt Information Services – Welcome Remarks by Richard Wise and Tiffani Santagati.
Remarks by: Henry Doorly Zoo Executive Director and CEO-Dennis Pate (invited)

Join us at Omaha’s world-renowned Henry Doorly Zoo for an evening of drinks and dining at the African Lodge. Modeled after lodges found in the African savanna, the African Lodge overlooks the zoo’s four-acre elephant exhibit and wading pool. Enjoy private tram tours and visit with a few special animal guests in this unique setting, which is home to the world’s largest indoor desert and America’s largest indoor rainforest.
(Social time and Tram Tours 5:45 - 7:45 p.m., Dinner at African Lodge from 7:45 - 8:45 p.m.)

Offsite Dinner Event: Platte River State Park
Tuesday, June 27th / 5:15 p.m. – 8:45 p.m.

This event is included in the full conference registration fee, and transportation will be provided as follows: board buses at 5:15 p.m. for departure to Platte River; and board at 8:45 p.m. for return trip. The drive is approximately 15 minutes.

Sponsored by Fresh Air Educators – Remarks by Bill Creighton

Take part in a friendly shooting sports competition and enjoy refreshments at the one-of-a-kind Outdoor Heritage Education Center at Platte River State Park. Come to play or come to compete! Instructors will guide you through a series of fun archery, shotgun, and rifle activities or you can simply enjoy the idyllic scenery of the Platte River Valley while you mingle. After the fun and games, dinner will be served at the Walter Scott Lodge. While you’re here don’t miss out on the spectacular views from the 85 foot Lincoln Journal Star Tower located outside the Lodge.”
(SHOoting activities and refreshments from 5:30 - 7:30 pm. Board buses at 7:30 pm for dinner at Walter Scott Lodge.)
About Our Sponsors

MAJOR LEVEL

Brandt Information Services
Richard Wise and Tiffani Santagati
501 N Duval Street
Tallahassee, FL 32301
richardw@brandtinfo.com
www.BrandtInfo.com
Brandt Information Services develops customized applications and systems for the administration and issuance of recreational licenses, off-road vehicle registrations, state park reservations, and more. We offer unique marketing opportunities and a customer-centric approach to all our solutions and services. Since 1985, Brandt has provided local, state, and federal government with cutting edge solutions that empower the end user and streamline business processes. Call Tiffani Santagati, Director of Outdoor Licensing & Recreational Sales, (404) 698-1900 or via email at tiffanis@brandtinfo.com. Visit us online at www.brandtinfo.com

Fresh Air Educators
Bill Creighton and Greg Gulliver
495 Page Farm Road
Tryon, NC 28782
bill.creighton@gmail.com
www.freshaireducators.com
At Fresh Air Educators, we use the power of online education to help people around the world get on the water, in the field, on the trail, and in the air easier and safer than ever before.

U.S. Fish and Wildlife Service - Region 3
Tom Melius and Charlie Wooley
5600 American Blvd W, Ste 990
Bloomington, MN 55437
charles_wooley@fws.gov
www.fws.gov/midwest
The U.S. Fish and Wildlife Service takes pride in working with you, our trusted partners, to conserve, protect and enhance fish and wildlife resources in the Midwest. For more information, visit fws.gov/midwest.
GOLD LEVEL

Archery Trade Association
Jay McAninch, Dan Forster, and John Nelson
4652 Hawkins Academy Road
Social Circle, GA 30025
danforster@archerytrade.org
www.archerytrade.org

Sponsor of
Monday Breakfast

Serving its members since 1953, the Archery Trade Association is the organization for manufacturers, retailers, distributors, sales representatives and others working in the archery and bowhunting industry. The ATA is dedicated to making the industry profitable by decreasing business overhead, reducing taxes and government regulation and increasing participation in archery and bowhunting. The organization also owns and operates the ATA Trade Show, the industry's largest and longest-running trade show worldwide.

Kalkomey
Mitch Strobl
14086 Proton Road
Dallas, TX 75244
mstrobl@kalkomey.com
www.kalkomey.com

Sponsor of
Tuesday Breakfast

Kalkomey, which produces www.hunter-ed.com, is North America's leading provider of recreational safety education and data management products. Kalkomey produces print and Internet courses that have provided official safety certification since 1995. Kalkomey offers safety courses in boating, hunting, bowhunting, and off-road vehicle and snowmobile operation. For more information, visit www.kalkomey.com.

National Wild Turkey Federation
Becky Humphries and Jason Lapardus
770 August Road
Edgefield, SC 29824
bhumphries@mewf.net
www.nwtf.org

Sponsor of
President's Welcome Reception

The National Wild Turkey Federation is a 501 (c)(3) non-governmental organization dedicated to the conservation of the wild turkey and preservation of our hunting heritage. The NWTF is a grassroots, volunteer organization governed by a volunteer member board of directors. Its volunteers are organized in a state and local chapter system.

Omaha's Henry Doorly Zoo and Aquarium
3701 S 10th Street
Omaha, NE 68107
www.omahazoo.com

Sponsor of
Offsite Dinner Event on Monday

Omaha's Henry Doorly Zoo and Aquarium located Omaha, Nebraska is accredited by the Association of Zoos and Aquariums and a member of the World Association of Zoos and Aquariums. Its mission is conservation, research, recreation, and education.
Pheasants Forever and Quail Forever
Howard Vincent, Dave Nomsen, and Rick Young
2301 Research Park Way
Brookings, SD 57006
dnomsen@pheasantsforever.org
www.pheasantsforever.org

Pheasants Forever and Quail Forever are dedicated to the conservation of pheasants, quail and other wildlife through habitat improvements, public awareness, education and land management policies and programs.

U.S. Fish and Wildlife Service Region 6 - Mountain-Prairie Region
Noreen Walsh and Matt Hogan
134 Union Blvd., PO Box 25486
Denver, CO 80225
Matt_Hogan@fws.gov
www.fws.gov

The mission of the U.S. Fish and Wildlife Service is working with others to conserve, protect, and enhance fish, wildlife, and plants and their habitats for the continuing benefit of the American people.

U.S. Forest Service - Region 9
Kathleen Atkinson, Steve Kuennen, and Leakhena Au
626 E. Wisconsin Ave., Suite 800
Milwaukee, WI 53202
lau@fs.fed.us
www.fs.fed.us

The mission of the USDA Forest Service is to sustain the health, diversity, and productivity of the Nation’s forests and grasslands to meet the needs of present and future generations.

USDA APHIS-Wildlife Services
Jason Suckow and Janet Bucknall
920 Main Campus Dr., Ste. 200
Raleigh, NC 27606
Amanda.N.Bennett@aphis.usda.gov
www.aphis.usda.gov/aphis/ourfocus/wildlifedamage

Wildlife Services, a program in USDA’s Animal and Plant Health inspection Service, provides Federal leadership to create a balance allowing people and wildlife to coexist. Addressing wildlife damage to agriculture, property, natural resources, and human health, its skills are employed at emergencies and in response to requests. Contact: 1-866-4USDA-WS (1-866-487-3297) or www.aphis.usda.gov/wildlife-damage.
Bass Pro Shops
Martin MacDonald
2500 E. Kearney
Springfield, MO 65808
mmacdonald@basspro.com
www.basspro.com

Bass Pro Shops is a leading destination retailer offering outdoor gear and apparel in an immersive setting. Founded in 1972 when avid young angler Johnny Morris began selling tackle out of his father’s liquor store in Springfield, Missouri, today more than 100 retail and marine centers host 120 million people annually. Bass Pro Shops also operates White River Marine Group, offering an unsurpassed collection of industry-leading boat brands, and Big Cedar Lodge, America’s Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is known as a national leader in protecting habitat and introducing families to the outdoors and has been named by Forbes as “one of America’s Best Employers.”

Canadian NAWMP Partners
Dean Smith
1100 1st Street, NE, Suite 825
Washington, DC 20002
dsmith@fishwildlife.org
www.nawmp.wetlandnetwork.ca

The Canadian Partners of the North American Waterfowl Management Plan (NAWMP) are engaged in habitat projects through four joint ventures, the Boreal Initiative, and other federal and provincial programs. Wetland and waterfowl conservation projects in the Canadian breeding grounds provide over 75% of the continental waterfowl population. Hunters across the United States benefit from wetland retention and restoration activities in Canada. The Canadian NAWMP partner agencies are thankful and honored to work in collaboration with state fish and wildlife agencies, the U.S. Fish and Wildlife Service, and Ducks Unlimited Inc. to improve waterfowl habitat all across the continent.

Ducks Unlimited
David Brakhage
1220 Eisenhower Place
Ann Arbor, MI 48108
dbrakhage@ducks.org
www.ducks.org

Ducks Unlimited takes a continental, landscape approach to wetland conservation. Since 1937, DU has conserved more than 13 million acres of waterfowl habitat across North America. While DU works in all 50 states, the organization focuses its efforts and resources on the habitats most beneficial to waterfowl.
National Archery in the Schools (NASP®)
Roy Grimes and Kevin Dixon
W4285 Lake Drive
Waldo, WI 53093
michelle@naspschools.org
www.naspschools.org
The National Archery in the Schools Program (NASP®) is in its 13th year. Currently more than 12,000 schools and 2 million students are participating in 47 states, 7 Canadian Provinces, 4 African Countries, Australia, New Zealand, Mongolia (2013) and the United Kingdom (March 2014). NASP® Coordinators certify about 7,000 new teachers each year to present archery lessons as part of the school day. Teaching the skill of target archery to a student population, 77% of whom have not shot archery before, inspires these young people to be lifetime shooting sports participants.

National Shooting Sports Foundation
Steve Sanetti and Tisma Juett
11 Mile Hill Road
Newtown, CT 06470
tjuett@nssf.org
www.nssf.org
The National Shooting Sports Foundation is the trade association for the firearms industry. Its mission is to promote, protect and preserve hunting and the shooting sports. Formed in 1961, NSSF has a membership of more than 10,000 manufacturers, distributors, firearms retailers, shooting ranges, sportsmen’s organizations and publishers.

BRONZE LEVEL

D.J. Case and Associates, Inc.
Dave Case and Phil Seng
317 E. Jefferson Blvd.
Mishawaka, IN 46545
dave@djcase.com
www.djcase.com
Through social science, marketing, websites, social media, strategic planning, and facilitation, DJ Case & Associates helps NGO’s, states, and federal agencies engage people in conservation.

Gush Water Co.
Gary Ruse
1948 610th Road
Gordon, NE 69343
Email: garyr@gushwater.com
Nebraska’s finest pure alkaline water with naturally occurring minerals and electrolytes. Drawn from the majestic Ogallala Aquifer deep beneath the beautiful Sandhills of Nebraska.
Iowa Foundation for North American Wild Sheep (FNAWS)
Craig Nakamoto
23226 Centre Drive
Glenwood, IA 51534
nakamoto01@sbcglobal.net
www.iowafnaws.org
Iowa FNAWS is the original chapter of the Wild Sheep Foundation (formerly FNAWS). We are a conservation organization whose main mission is to assist in "Putting and keeping wild sheep on the mountain". We also emphasize in continuing the heritage of the outdoors through the promotion of our youth.

National Rifle Association
Elizabeth Bush
11250 Waples Mill Road
Fairfax, VA 22030
ebush@nrahq.org
www.nra.org
The National Rifle Association of America is a non-profit organization founded in 1871 and supported by the membership fees of over 5 million members. One of the purposes of the Association is to promote hunter safety and to promote and defend hunting as a shooting sport and as a viable and necessary method of fostering the propagation, growth and conservation, and wise use of our renewable wildlife resources.

Nebraska Big Game Society
Jon Thomas
19205 Boyd Cr
Elkhorn, NE 68022
nbgs11@gmail.com
www.nebiggame.org
Nebraska Big Game Society (NBGS) is a non-profit 501(C)(3) organization whose mission is to ensure the future of Big Game (Big Horn Sheep, Elk, Antelope, Mule and White Tailed Deer) and their habitat in the state of Nebraska. NBGS operates exclusively for charitable, educational and scientific purposes.

Rocky Mountain Elk Foundation
Blake Henning and Toni O'Hara
5705 Grant Creek Road
Missoula, MT 59808
tohara@rmef.org
www.rmef.org
Founded in 1984 by four hunters, the Rocky Mountain Elk Foundation is a leading conservation organization that has protected or enhanced habitat on more than 7.1 million acres, secured public access to more than 1.1 million acres, and is a strong voice for hunters in access, wildlife management, and conservation policy issues.
SIGNAGE

Voss Signs
Tom Tenerovicz
PO Box 553, 112 Fairgrounds Drive
Manlius, NY 13104
tom@vosssigns.com
www.vosssigns.com
Since 1965, Voss Signs, LLC has produced custom and stock signs for various customers that include: Forestry Professionals, Land Owners, State and Federal Government Agencies. Signs are manufactured either screen-printed or digitally printed on aluminum, plastic or other custom substrates providing long-term outdoor durability.

SUPPORT

Association of Midwest Fish and Game Law Enforcement Officers (AMFGLEO)
Bob Thompson
6060 Broadway
Denver, CO 80216
bob.thompson@state.co.us
www.midwestgamewarden.org
The Association of Midwest Fish and Game Law Enforcement Officers (AMFGLEO) was chartered February 1944 in Lincoln, Nebraska. There are currently 23 member agencies from Canada and the United States. The AMFGLEO meets every year taking turns in different states and provinces. The meetings have been beneficial to the member agencies. Over the years, the AMFGLEO has become the lead group among wildlife enforcement organizations in the development and maintenance of training for field officers that protects the resource and benefits the citizens of our states, provinces, and countries.

Mule Deer Foundation
Miles Moretti
404 E. 4500 S., Suite B-10
Salt Lake City, UT 84107
Miles@muledeer.org
www.muledeer.org
The Mule Deer Foundation is the only conservation group in North America dedicated to restoring, improving and protecting mule deer and black-tailed deer and their habitat, with a focus on science and program efficiency. MDF is a strong voice for hunters in access, wildlife management and conservation policy issues. MDF acknowledges regulated hunting as a viable management component and is committed to recruitment and retention of youth into the shooting sports and conservation. Get involved at www.muledeer.org
National Wildlife Federation
Mike Shribeg and Marc Smith
213 W Liberty St. #200
Ann Arbor, MI 48104
msmith@nwf.org
www.nwf.org
The National Wildlife Federation is the nation's largest conservation/organization with more than 6 million supporters. We are a federation of state and territorial affiliates working for wildlife conservation on the ground and in the policy arena. The National Wildlife Federation is "Inspiring Americans to protect wildlife for our children's future."

The Nature Conservancy – Great Plains Division
Rob McKim and Karla Suckling
1101 West River Pkwy, Suite 200
Minneapolis, MN 55415
ksuckling@tnc.org
www.nature.org
The Nature Conservancy is the leading conservation organization working to make a positive impact around the world in more than 69 countries, all 50 United States and your backyard. Founded in 1951, the mission of The Nature Conservancy is to conserve the lands and waters on which all life depends.
About MAFWA

MISSION STATEMENT: Our mission is to provide a forum for state and provincial fish and wildlife agencies to share ideas and information, pool resources, and initiate action to benefit the management and conservation of fish and wildlife resources in the Midwest.

The Midwest Association is comprised of 16 states and provinces encompassing some of the greatest diversity in lands, waters, and wildlife in North America.

www.mafwa.org
Upcoming Events

Western Association of Fish & Wildlife
Summer Meeting
July 6 – 12, 2017
Marriott/ Vail, Colorado
www.wafwa.org

Association of Fish & Wildlife Agencies
107th Annual Meeting
September 10 – 13, 2017
Snowbird Resort/Sandy, Utah
www.afwaannualmeeting.org/

Southeastern Association for Fish & Wildlife
71st Annual Conference
October 29 – November 1, 2017
Galt House Hotel/Louisville, Kentucky
www.seafwa.org/conference/

83rd North American
Wildlife and Natural Resources Conference
March 25 – 30, 2018
Hilton/Norfolk, Virginia
www.wildlifemanagementinstitute.org

Save the Date for 2018
MAFWA 85th Annual Directors’ Meeting
June 24 – 27, 2018
Ramkota Hotel • Bismarck, North Dakota
Fun fact ...

The Nebraska state nickname used to be the "Tree Planter's State," but was changed in 1945 to the "Cornhusker State."
AGENDA
MAFWA EXECUTIVE COMMITTEE MEETING
Sunday, June 25, 2017
5:00 p.m. CDT
Cedar Room
Eugene T. Mahoney State Park
Ashland, NE

CALL TO ORDER—JIM

QUORUM—OLLIE

AGENDA REVIEW—JIM

APPROVAL OF MAY 9, 2017 EXEC. COMM. MINUTES—JIM

FINANCIAL REPORT—ROGER

2017 BUDGET PROPOSAL—ROGER

EXECUTIVE SECRETARY CONTRACT—JIM

MONARCH LEADERSHIP—JIM

MIDWEST F&W CONF. GOVERNANCE—CINDY DELANEY/CAROL BAMBERY

NEXT MEETING DATE—OLLIE

ADJOURN
ROAD to RECOVERY

The Blueprint for Restoring the Northern Bobwhite in Kentucky
The Blueprint for Restoring the Northern Bobwhite in Kentucky

by

John J. Morgan
john.morgan@ky.gov

Ben A. Robinson
ben.robinson@ky.gov
EXECUTIVE SUMMARY

THE NORTHERN BOBWHITE was once a prominent feature of Kentucky's rural landscape. Its popularity as a gamebird and attractive appearance made it a favorite to the hunter and non-hunter alike. The bobwhite's historic prosperity was tied to an agricultural system focused on the small family farm, but today's land use patterns have decimated the bird's numbers to all-time lows.

Small, dynamic farms of yesteryear included livestock, vegetables, row crops, and tobacco creating a landscape perfectly suited for bobwhites. Crop fields were small in size, rotated annually, and periodically left fallow. Brushy fencerows and weeds were common features, and mowing for appearance was not a consideration. Yet, as the nation grew, the antiquated agricultural system would not support the burgeoning populace. Agriculture had to change.

The Industrial Revolution spawned enormous advancements in agriculture. Mechanization, herbicides, insecticides, and genetic engineering all dramatically increased crop production and efficiency. These changes were required to feed the masses, but they came at a cost, particularly for the bobwhite.

In addition to changes in row crop agriculture, Kentucky's native grasslands were converted to non-native cool season grasses. Extensive row cropping and intensive grazing subjected soils to severe erosion. KY-31 tall fescue was designed to stabilize the soil and serve as forage for livestock. By 1960, fescue became the dominant grass in the Bluegrass State. Although it did accomplish its immediate objectives, it was later found to be infected with an endophyte fungus that negatively affects livestock. Fescue's sod forming nature made it detrimental to wildlife. It hinders plant diversity and bare ground availability, making it unsuitable habitat for bobwhites.

A century of change in agriculture and the expansion of the human population have taken their toll on the bobwhite. Today, the gamebird is the number one common bird in decline according to the Audubon Society. Bobwhites have been extirpated in the northern expanses of the species' historic range. Even some populations in the Deep South, once considered a bobwhite bastion, have been reduced by 90%. In Kentucky, over 67% of the population has been lost since 1960. It's time to restore this great gamebird!

Previous efforts to restore quail were futile, because they failed to address the limiting factor - widespread, suitable habitat. Therefore, the Southeast Quail Study Group created the Northern Bobwhite Conservation Initiative (NBCI). The NBCI's restoration plan is founded on a desired future condition of range-wide habitat enhancements that will stabilize and recover the nation's dwindling northern bobwhite resource.

The following blueprint outlines specific strategies to implement the NBCI in Kentucky. The strategies address bobwhite restoration opportunities in agriculture, development, and mine reclamation. Core values to the effort have been identified as the "P's for success": people, partnerships, pinpoint, and patience. In ten years, we hope to stabilize the statewide bobwhite population, increase bobwhite populations in focus areas on public and private land, increase statewide recreation related to bobwhite, and generate $7.5 million in outside funding for bobwhite restoration.

What lies before us is likely the last effort to restore the northern bobwhite. Remnant populations exist and the current landowners remember what it was like to have quail. Success will not only be measured by bobwhites, because a host of other wildlife species will benefit. Gains can be made for water quality and quantity, carbon sequestration, and air quality as well. A growing society drove the decline of the bobwhite, but that same society can invest in conservation and restore to common-place the thunderous bobwhite covey rise.

"It is our task in our time and in our generation, to hand down undiminished to those who come after us, as was handed down to us by those who went before, the natural wealth and beauty which is ours."

– John F. Kennedy
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KENTUCKY

RUDDED GROUSE & YOUNG FOREST

STRATEGIC PLAN 2017-2027
The Kentucky Department of Fish and Wildlife Resources (Department) is committed to:

- Being “Sportsmen Centric”
- Placing a “Priority on Properly Managing Our Resources”
- And Facilitating “Memorable Experiences”

To that end, our Department – Your Department – with leadership from our Kentucky Fish and Wildlife Commission, and in partnership with Kentucky’s Sportsmen, is embarking on a bold Ruffed Grouse and Young Forest Initiative. This will be an ambitious effort, aimed at turning the tide for the ruffed grouse.

First, in listening sessions with sportsmen and citizenry, then during public meetings and a comment period while this ruffed grouse strategic plan was being developed, our sportsmen’s and citizen’s pleas were heard. What we heard was a desire to return grouse to the landscape in huntable and sustainable populations.

It is time to “think big or go home” as the saying goes! There is no doubt this is a challenge that can become a real opportunity. We are accepting this challenge with every intent to be successful. We need your help; our sportsmen, our partners, our colleges and universities, and our forest products industry. Only together can we be successful restoring this magnificent game bird to our landscape. I look forward to what this Initiative can bring to the Commonwealth, and to your active participation.

Gregory K. Johnson, Commissioner
Kentucky Department of Fish and Wildlife Resources
2017 NASP® STUDENT SURVEY

National Archery in the Schools Program
The National Archery in the Schools Program is proud to share the findings of its most recent participant survey. NASP® has periodically surveyed participants in the 16-year-old program that has now included over 18 million student archers in grades 4 – 12.
6715 RESPONDENTS

Survey Categories
• General Programmatic
• Education
• R3/Archery Industry
Which best describes your NASP® competition/tournament experience?

- 32.45% (2179) I have participated in NASP® competitions/tournaments against other schools
- 16.86% (1132) I have participated in NASP® competitions/tournaments within my own school only
- 10.13% (680) I'm not sure
- 40.57% (2724) I had no competition NASP® experiences

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have participated in NASP® competitions/tournaments within my own school only</td>
<td>16.86%</td>
</tr>
<tr>
<td>I have participated in NASP® competitions/tournaments against other schools</td>
<td>32.45%</td>
</tr>
<tr>
<td>I had no competition NASP® experiences</td>
<td>40.57%</td>
</tr>
<tr>
<td>I'm not sure</td>
<td>10.13%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>6,745</strong></td>
</tr>
</tbody>
</table>
Was NASP® your first experience with shooting a bow and arrow?

Answered: 6,715   Skipped: 0

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>47.42%</td>
</tr>
<tr>
<td>No</td>
<td>52.58%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>
If you answered "No" to Question #4, was your first experience in shooting the bow and arrow due to a friend or family member shooting in NASP®?

Answered: 4,660  Stripped: 1,635

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>19.32%</td>
</tr>
<tr>
<td>No</td>
<td>80.68%</td>
</tr>
<tr>
<td>Total</td>
<td>4,660</td>
</tr>
</tbody>
</table>
NASP® strongly holds to the belief that many of our participants would indeed miss the “introduction” to archery, if the program were only offered after school. It is this continued reinforcement that points to the value of the in-school requirement.
R3/Archery Industry
Because of your participation in NASP®, which of the following have you already done? (Check all that apply to you)

- Purchased my own personal bow (hunting or target style - Non-NASP®): 38.63%
- Participated in bullseye archery competitions other than NASP®: 14.42%
- Participated in 3D archery competition: 17.02%
- Participated in some form of bowhunting: 17.23%
- Participated in bowfishing: 8.36%
- Participated in small game hunting: 18.54%
- Participated in big game hunting: 18.51%
- Participated in target shooting with air rifles: 22.46%
- Participated in some type of target shooting with firearms (For example, Rifle, shotguns, pistol): 33.83%
- Participated in fishing with rod and reel: 43.47%
- Have taken a hunter education class: 23.98%
- Participated in other outdoor activities (For example, wildlife watching, camping, hiking, etc.): 65.66%

Total Responses: 6,715
Because of your participation in NASP®, which of the following do you want to do, but haven't done yet? (Check all that apply to you)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase my own personal archery equipment (hunting or target style - non-NASP®)</td>
<td>34.05%</td>
</tr>
<tr>
<td>Participate in bullseye archery competitions other than NASP®</td>
<td>28.46%</td>
</tr>
<tr>
<td>Participate in college level archery</td>
<td>31.80%</td>
</tr>
<tr>
<td>Participated in 3D archery competition</td>
<td>32.29%</td>
</tr>
<tr>
<td>Participate in some form of bowhunting</td>
<td>33.46%</td>
</tr>
<tr>
<td>Participate in bowfishing</td>
<td>36.78%</td>
</tr>
<tr>
<td>Participate in small game hunting</td>
<td>28.87%</td>
</tr>
<tr>
<td>Participate in big game hunting</td>
<td>26.37%</td>
</tr>
<tr>
<td>Participate in target shooting</td>
<td>24.51%</td>
</tr>
<tr>
<td>Participate in some type of target shooting (Ex. Rifle, shotguns, pistol)</td>
<td>24.21%</td>
</tr>
<tr>
<td>Participate in fishing with rod and reel</td>
<td>14.65%</td>
</tr>
<tr>
<td>Take a hunter education class</td>
<td>27.06%</td>
</tr>
<tr>
<td>Participate in other outdoor activities (For example, wildlife watching, camping, hiking, etc.)</td>
<td>24.88%</td>
</tr>
</tbody>
</table>

Total Respondents: 5,054
Which of the following reasons keep you from pursuing the activities you chose in question 14?

- A lack of time: 45.56%
- Someone to take me: 26.89%
- Money: 35.03%
- Place to go: 21.84%
- Knowing how to get started: 24.94%
- I would rather participate: 21.63%
- Other: 15.23%

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>A lack of time</td>
<td>45.56%</td>
</tr>
<tr>
<td>Someone to take me</td>
<td>26.89%</td>
</tr>
<tr>
<td>Money</td>
<td>35.03%</td>
</tr>
<tr>
<td>Place to go</td>
<td>21.84%</td>
</tr>
<tr>
<td>Knowing how to get started</td>
<td>24.94%</td>
</tr>
<tr>
<td>I would rather participate</td>
<td>21.63%</td>
</tr>
<tr>
<td>Other</td>
<td>15.23%</td>
</tr>
</tbody>
</table>

Total Respondents: 6,261

National Archery in the Schools Program
Based on data from the 2017 Student Survey, NASP® has:

• Exposed millions of students to archery that would not otherwise have been introduced to the sport.

• Created a significant degree of inquiry from participants to experience and investigate other archery and outdoor activities including hunting and fishing.

• Served as a tool to motivate students to connect with their school, and to perform better in the classroom.
Growing and Cultivating a Conservation Minded Constituency

How do we become more relevant to society?

Steve Williams

Wildlife Management Institute
Strategic Focus:

- Science & Management
- Conservation Policy Development
- Information & Education
- Project Coordination/Admin
- Service to Profession & Partners
We live a changing world.
Demographic Changes

Increasing population

Increasingly urbanized

Older population

Increasing minority populations

Increasing cultural diversity
Societal Changes

Increased urbanization

Service v. production economy

Minority populations and culture

Technological innovation and entertainment

Detachment from nature
Is conservation relevant to society today?
Measures of Relevancy

Resource management funding

Participation Rate

Outdoor/Indoor Activity
Percent of Federal Discretionary Spending on Natural Resources

Source: OMB – FY13 PBR Historical Tables
Hunting License Sales Trend

Source: U.S. Fish and Wildlife Service
Outdoor/Indoor Activity

• The Nature Conservancy (13-18 years old)
  – 80% uncomfortable outdoors
  – 62% no transportation to natural areas
  – 61% no natural areas to visit

• Kaiser Family Foundation (8-18 years old)
  – 1981-1997 – outside unstructured play down 50%
  – 30 minutes of unstructured outside play
  – 7 hours of electronic screen time
Is Fish and Wildlife Conservation Relevant?

- Lack of funding for federal and state agencies
- Trend in funding for federal agencies
- Lack of state general fund support for expanded missions
- Few states with alternative funding – MO, AR, VA, MN
- Lack of citizen recognition of F&W agency
- Decline in hunting and fishing participation rates
- Decline in rural residents
- Legislative attempts to wrestle control of conservation issues
- Federal land transfer movement
- ESA controversies and Congressional action
- Incidental take v. energy production
How have we adapted to become more relevant in changing world?
Traditional Agency Structure

- DIRECTOR
  - ADMINISTRATION
    - INFORMATION & EDUCATION
    - BUSINESS MANAGEMENT
  - FISH AND WILDLIFE
    - FISH
    - WILDLIFE
  - LAW ENFORCEMENT
  - BOATING
    - HABITAT
Agency Structure and Programs

- **Disciplines**
  - Biology, ecology, natural history
  - Surveys, monitoring, research
  - Fish and wildlife disease
  - Propagation
  - Genetics
  - Population dynamics
  - Population management
  - Habitat management
  - Information and education
How we define relevancy

Wildlife population management and control

Protection of sensitive species

Biodiversity

Hunting and fishing participation

Regulation

Habitat management
How society defines relevancy

Air quality
Water quality and quantity
Flood retention
Ground water recharge
Climate regulation
Caring about wildlife

Resiliency
Public health
Outdoor recreation
Aesthetics / Open space
Physical and mental well-being
Social Research

- Ecological values are more important than recreational values
- Are we “taking care of the resources?”
- Do we “care about the resources?”
- Water resources are a priority
- Public support for regulated hunting – species, motive, and methods
- Public health benefits of nature – mental, physical, and social
Blue Ribbon Panel on Sustainable Funding for Fish and Wildlife
Agency Structure and Programs

Traditional:

- Administration
- Information and education
- Law enforcement
- Wildlife – species biologists
- Fisheries – species biologists
- Boating
- Private and public habitat

To become relevant:

- Cultural relevancy
- Recruitment and retention
- Social media
- Human dimensions
- Conservation economics
- Marketing
Other Societal Disciplines

- Public health
- Business/industry
- Economics
- Sociology
- Demography
- Education
- Childhood development
- Urban planning
- Architecture and design
Future Agency Structure/Programs?

- HUMAN DIMENSIONS UNIT
  - PUBLIC SURVEYS & ANALYSIS
  - RESOURCE ECONOMICS
  - SOCIAL MEDIA
  - RECRUITMENT & RETENTION
  - MARKETING
  - CULTURALLY RELEVANT OUTREACH
Response to Societal Changes

- Nature-based, conservation education
- Social support – families and friends
- Urban parks and outdoor recreation programs
  - Minority outreach programs
  - Culturally relevant programs
- Engage technological innovations
- Communicate through social media
- Recruitment and retention programs
- Public access and opportunity programs
BRP Path Forward

• Define the relevant societal disciplines
• Compile and synthesize relevant literature
• Describe the importance of the discipline to conservation
• Develop business models
• Provide training modules for agencies
Business Models

- Value proposition
- Target customers segments
- Model agency organizational charts and roles
- Develop position descriptions
- Define goals, objectives, and outcomes
- Model communication and marketing plans
- Revenue and expense projections
How do we become more relevant?

• Acquire new social science knowledge and skill sets
• Respond to needs and interests of all the public
• Develop programs that interest a broad constituency
• Take programs to where people live
• Develop messages that reflect the values of the public
• Adopt modern communication/outreach methods
• Explain decisions in terms of benefits to current and future generations
Conservation’s Path Forward

Sustainable Funding

Public engagement and political support

Quality of life benefits, economic benefits, public health benefits

Awareness of the Changing World

Incorporate Other Societal Sectors into Agency Decisions

Define the Relevancy of Conservation to the Public

Modify Agency Structure and Programs to Conform with Society’s Structure and Demands

Public engagement and political support
Thank You