



OUTREACH WORKING GROUP  
Chair: Renny MacKay

Wednesday, March 28, 2018  
3:30pm- 5:30pm

83<sup>rd</sup> North American Wildlife & Natural Resources Conference  
Hilton, The Main  
Norfolk, Virginia

Agenda

Call to Order/Review Agenda, *Renny MacKay WY*)

Introductions, *Committee*

Alliance for America's Fish & Wildlife Campaign- Next Steps, *Sean Saville (AFWA)*

- How it relates to Outreach and how the states can help!

Update on National Conservation Outreach Project, *Renny MacKay (WY) and Patty Allen (AFWA)*

- State survey results and an introduction to the marketing company and what it will produce for states.

Blue Ribbon Panel State Relevancy Working Group- Update, *Tony Wasley (NV)*

- Give input on how NCOP impacts that project.

Sport Fish and Wildlife Restoration, *Paul Rauch (USFWS)*

- Wildlife and Sportfish Restoration Communications Strategy - discussion and review.

National Wildlife Values Survey, *Responsive Management*

- Early results or what states can expect with these and what can they do with them for outreach and education.

Adjourn