



HUNTING AND SHOOTING SPORTS PARTICIPATION COMMITTEE

Chair: Keith Sexton (Kansas)
Vice-Chair: Mark Reiter (Indiana)

Tuesday, September 13 2016
1:00 pm to 5:00 pm

AFWA Annual Meeting
Room: Ballroom Salon K / Marriott Philadelphia Downtown
Philadelphia, Pennsylvania

The Hunting and Shooting Sports Participation Committee identifies emerging needs, challenges and opportunities for hunter education, shooting range development and the shooting sports in North America, including archery.

Committee Members: Cyrus Baird (AFWA appointed staff contact), Tisma Juett, Mandy Harling, Evan Heusinkveld, Paige Pearson, Rob Sexton, Charles Anderson, Eric Postell, Loren Chase, Justin Dreibelbis, Clayton Wolf, Scott Lavin, David Brakhage, Patt Dorsey, Tina Johannsen, Megan Wisecup, Kris McCarthy, Bill Creighton, Keith Norris, Maria Gladziszekski, Rae Waddell, Mark Duda, Jim Connolly

Attendants: Rob Southwick, Jim Curcuruto, Wayne Rosenthal, Lori McCullough, Bob Bryne, Jon Gassett, Robert McCullough, Tony Schooner, Craig McLaughlin, Kellie Tharp, Jack Robb, Steve Hurst, Susie Vance, Rusty Garrison, Brian Hyder, Colleen Sculley, Dan Forster, Randy Clark, Kim Bugenschutz, Jim Hodgson, Jeff Hagener, Paulette Nelson, Jeff Crow, Rob Keck, Matt Hough, Bria Bohnsack

Agenda

- 1:00 pm **Call to Order/Review Agenda**
- 1:05 **Introductions**
- 1:10 **Approval of Minutes from March 17, 2016 North American Annual Meeting**
- *The minutes from the March 17, 2016 meeting at the North American Annual Meeting were not produced, and therefore were not voted on for approval.*

Agenda Themes and Discussion Topics

Recruitment/Retention/Reactivation of Hunters & Shooters

- 1:15 **Megan Wisecup (Iowa DNR): IHEA Update**

- Megan Wisecup gave an update about the International Hunter Education Association to the committee. IHEA went under a governance review since the committee's last meeting
- The Executive Director left the organization and IHEA is in the process of seeking a replacement
- Megan noted that there were no findings that came back after the review with the Council to Advance to Hunting and the Shooting Sports and the Wildlife Management Institute and that IHEA will grow and strengthen our organization by developing an action plan.
- Megan noted that the IHEA's fall board meeting is next week
- Met and delivered online standards
- Will be working with a third party to look at our standards with online learning
- Overhaul of the website and hunting incident report system
- The IHEA Research Committee is working on a literature review on "blaze pink" in regards to its visibility levels and effectiveness as a recruitment tool. The Research Committee will work alongside Matt Dunfee this fall
- IHEA recently entered into a partnership with "Expertistry" – they will provide IHEA 5 dollars with each new name signed up
- Megan reminded the committee that the Hunting incident academy will be in in January in Florida and the IHEA Conference will be in Oregon in 2017.

1:25

Jim Curcuruto (NSSF) Rob Southwick (Southwick & Associates): Segmentation Study

- Jim Curcuruto introduced Tisma Juett as the new R3 Coordinator for NSSF
- Jim informed the committee about the Consumer Segmentation study that helped understand segments of the customer base in order to help communicate
- Jim noted that there are 24 million people out there that want to buy a firearm
- Jim explained that firearm customers come in many different sizes, shapes, etc and that there are a number of different ways you can segment your customer base, but if we are trying to recruit new customers, we need to appeal to their needs, wants, motivations, etc
- Jim informed the committee that the number one reason people participate in hunting, shooting, etc. is fun

1:40

Bob Byrne/Zach Lowe (Max McGraw Foundation): Update on Hispanic hunters non-traditional path to participation MSCG

- Bob Byrne presented a brief update on the Hispanic hunters R3 effort. The theory behind the study is if Hispanics are underrepresented in the hunting population there may be barriers in the hunting community and if we can talk to hunters in the Hispanic community we could tell if that is true
- Bob noted that one of the first things they discovered was that new hunters don't know the barriers because the mentor is negotiating all the barriers for them. Second – those who are novice hunters and are being mentored asked them to call their mentor and then call "us"
- Bob informed the committee that the social conditions for these individuals may prevent them from becoming a hunter
- Bob expressed that the biggest challenges for them to get into hunting was finances and costs to go hunting, and the second was transportation, then knowledge and skill after that
- Bob noted that this study was first done in Arizona and the next study will start next week in Texas.

1:55

John Frampton (CAHSS): Update from the Council to Advance Hunting & the Shooting Sports

- Cyrus Baird provided an update on the R3 Community Site, www.nationalr3plan.com, and advised that the site is established and growing. There are over 500 members enrolled in the site at this time and they are more engaged than ever before. The website permits members to interact, chat and share new strategies and ideas on R3. The Council is focusing on providing educational content to the members in the coming months through webinars, group chats, etc. The first webinar will be Oct. 26 featuring Rob Southwick and will highlight the data dashboards as a license base analysis tool. The development of this community is far exceeding the expectations of Council staff and they will continue to focus on its growth so that a strong network develops for R3 success.

2:25

Mitch King (ATA): Update on Pittman Robertson Modernization

- Mitch King addressed the committee on the update of the Pittman Robertson Modernization Act in the 114th Congress. The Pittman-Robertson Modernization Act would allow a portion of PR funds to be used for recruitment and promotion efforts within the states. Currently, no such language exists that allows state directors to use PR funds for recruitment purposes. Mitch reminded the committee that the two bills are S. 2390 and H.R. 4818 and that ATA and the Council to Advance Hunting and the Shooting Sports, with Dan Forster’s lead, have been working during the August recess to cultivate more co-sponsors for the two bills.

2:55

Lori McCullough (Tread Lightly, Inc.): Respected Access is Open Access

- Lori McCullough from Tread Lightly Inc. gave a brief update to the committee about the importance of shooting and public lands and it relates to access for millennials.

3:10

Recruitment, Retention & Reactivation Resolution: AFWA – a motion was made to adopt this resolution, the motion was seconded, and the motion was unanimously carried on a voice vote

Announcements, New Programs & Updates

3:20

Brian Hyder (NRA): NRA Public Range Development Program Update

- Brian Hyder gave an update to the committee on the NRA’s Recreational Shooting Programs and their range development
- NRA Hunter Education is launching and developing a new hunter education program which will be comprised of videos that are “major motion picture quality”
- Brian informed the committee that the NRA created hunter education back in 1949 and expressed that this new program will be free and follow the standards set forth by the Intercalation Hunter Education Association
- Brian informed the committee that the NRA sent out a survey to all hunter ed coordinators in every state because they want input and help on developing the program, response so far has been poor

3:30

Wrap-up Discussion

3:45

Adjourn