



ASSOCIATION *of*  
FISH & WILDLIFE  
AGENCIES

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**OUTREACH AND MARKETING WORKING GROUP AGENDA**  
**Co-Chairs:** Christy Firestone (Nebraska) and Micah Holmes (Oklahoma)

Monday, March 30, 2026  
3:30 – 5:30 p.m.

91<sup>st</sup> North American Wildlife and Natural Resources Conference  
Columbus, Ohio

**Agenda**

- Introductions (3:30 – 3:45)
  
- **Review of Working Group Charge** - *To continue to initiate public understanding, appreciation and relevancy of state fish and wildlife management while shaping long-term conservation and enjoyment of natural resources through outreach and marketing.*
  
- **Relevancy messaging updates MAFWA & SEAFWA** – DJ Case (3:45 to 4:00) Matt Harlow
  
- **General and Partner Updates** (4:00 to 5:00)
  - Southern Wings – Deb Hahn
  - Fall Flights – Andy Raedeke
  - MAFWA Deer Wise – Tricia Fry
  - National Deer Association – Jen Wisniewski
  - DJ Case – Matt Harlow
  - Southwick & Associates – Lou Cornicelli
  - ACI – Micah Holmes
  - Others
  
- Open Discussion (5:00 to 5:30) – Successes and stories
  
- Dismiss (5:30)