



ASSOCIATION *of*
FISH & WILDLIFE
AGENCIES

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.

91st 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 5:15)
 - Invitation from EEC/WDCF Joint Working Group – Shelly Plante
 - 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
 - Southern Wings – Deb Hahn
 - Others
- Open Discussion (5:15 to 5:30) – Successes and stories
 - Invitation from Kalkomey
- Dismiss (5:30)