

Meeting Notes

Hunting and Angling Heritage Workgroup (HAHWG)

Horseshoe Ranch, Jan. 21-22, 2012

Overview:

The winter gathering of the Hunting and Angling Heritage Workgroup (HAHWG) was well attended and represented by a broad cross-section of the outdoor community. The group consisted of many folks that have been participating in HAHWG since the beginning, as well as some new faces and organizations that are interested in our cause. We are asking each of you to bring two new stakeholders to the next HAHWG meeting (industry, youth development organizations, or sportsmen's groups).

We invited three guest speakers. Their presentations were themed around providing information and tools to help organizations empower and develop leaders, tap into new communication technologies, and learn about the many resources available for nonprofit organizations.

Despite the wind and cold on Saturday, the discussions were engaging and motivating. By the close of Sunday, it appeared that all the members were united and looking forward to continuing the good work to preserve our outdoor heritage.

The event drew 55 attendees, representing at least 26 organizations (some attendees are members of more than one organization, but we only counted their primary group), 3 special guest speakers, and 14 Arizona Game and Fish personnel from Phoenix headquarters, Region 3, Region 4, and Region 6.

Following is a list of action items with the responsible party in parenthesis after the action item:

- Distribute Next Step flyer through Hunter Education Instructor's packets. (Doug Burt with AGFD Hunter Education Program)
- RSS Feed of events to participating websites such as Coueswhitetail.com. (Doug Burt)
- Bring two (2) new people to the next meeting. HAHWG members are challenged to help grow the coalition. Think outside of the box: consider retailers, local gun stores, taxidermists, meat cutters, youth development organizations (such as Boys and Girls Club and Big Brothers Big Sisters Agencies), sportsmen's groups, outdoor writers, bloggers, website owners, and others. (Everyone)
- Work with Alliance for Arizona Nonprofits about their experience with SAMI insurance. (HAHWG Steering Committee)
- Sell raffle tickets for firearm (donated by S.Clark) to raise funding for HAHWG efforts, communication tools. (Everyone)
- Formalize raffle of rifle for groups to sell tickets. (HAHWG Steering Committee)
- Schedule and host a hands-on workshop to teach how to host a mentored event. (HAHWG Steering Committee)
- Add Fishing for Smiles, and other mentored fishing events to 2012-13 schedule (Doug Burt)
- Compile list of recruitment and retention events for 2012 and spring of 2013 for review before the fall hunt regulations go to print. (Doug Burt)
- Present the final survey results from the 2011-12 season at the summer HAHWG meeting. (Doug Burt)
- Solicit southern Arizona groups for a site location for the summer meeting. (Doug Burt)
- Seek a solution for one-stop calendar of events. (HAHWG Steering Committee)
- Implement and adhere to HAHWG event standards and best practices. The HAHWG Standards and best practices included at the end of the meeting notes and sent as a single document attachment. (All Organizations)

Meeting Notes
Hunting and Angling Heritage Workgroup (HAHWG)
Horseshoe Ranch, Jan. 21-22, 2012

- Submit any agenda items for the next meeting to Doug Burt at the following email address: dburt@azgfd.gov. (Everyone)
- Build agenda for the summer 2012 meeting (HAHWG Steering Committee)
- Provide “next step” information at every recruitment and retention event. (All organizations)
- Place all HAHWG reference materials on the Department website. (Doug Burt)

Following is a summary of the discussions for each agenda item from the winter 2012 meeting.

Next meeting date:

June 30 - July 1, 2012 is the next scheduled HAHWG meeting, we are looking for a site location in southern Arizona.

Agenda Item: Welcome-House Keeping Agenda Overview/Introductions

The event drew 55 attendees, which represents at least 26 organizations (some attendees are members of more than one organization, but we only counted their primary group), 3 special guest speakers, and 14 Arizona Game and Fish personnel. Craig relayed that the food was provided via a grant from the Wildlife Conservation Council (wildlife license plate fund administer) and by Yuma Valley Rod and Gun Club. YVRG and Southwest Wildlife Foundation funded dinner, and in addition, YVRG provided the manpower and equipment to cook the food.

The organizations at the meeting represented wildlife conservation groups (local and national), sportsmen’s organizations, retailers, outdoor websites, outdoor bloggers, outdoor writers, youth development groups, nonprofit planners and individuals. The organizations represented were Alliance of Arizona Nonprofits, Arizona Antelope Foundation, Arizona Bowhunters Association, Arizona Desert Bighorn Sheep Society, Arizona Elk Society, Arizona Flycasters, AzWanderings.com, Arizona Wildlife Federation, Becoming an Outdoors Women, Big Brothers, Big Sisters – Yavapai (Pass it on – Outdoor Mentors), Coueswhitetail.com, Hunt of a Lifetime, Individual Sportsmen, Mohave Sportsman Club, Mule Deer Foundation, MyCampUSA.com, National Muzzle Loading Rifle Association, National Wild Turkey Federation, Outdoor Arizona Kids, Outdoor Experience 4 All, Southwest Fur Harvesters, TheArizonaHunter.com, The Woman’s Outdoor Media Association, Walmart – Prescott Valley, Youth Outdoors Unlimited, and Yuma Valley Rod and Gun Club. Special guest speakers included Gabriel Gonzalez, Ph.D., Thunderbird School of Global Management – empowering organizations; Chris Sietsema, Teach to Fish Digital – social media consultant; and Sam Richard, Alliance of Arizona Nonprofits.

Threats to the future of hunting, angling and trapping

The Department’s Chief of Information, Jim Paxon addressed the group on the importance of preserving our outdoor heritage, stating there are a number of forces that threaten our American pastime. In addition to a reduction in participation of traditional outdoor activities because of societal shifts from past generations (urban vs. rural, single families, aging participants, etc.) another factor is the external forces that are dedicated to eliminating hunting. It will take a united front from sportsmen and women, like those of the Hunting and Angling Heritage Workgroup, to continue to inform the public of the contributions sportsmen make for wildlife conservation, and to keep introducing new people to hunting, angling, and trapping to preserve our heritage.

Steering Committee Report (Handout)

Meeting Notes
Hunting and Angling Heritage Workgroup (HAHWG)
Horseshoe Ranch, Jan. 21-22, 2012

Craig McMullen provided the group with an overview the Steering Committee. The committee is a cross-section of volunteer representatives from HAHWG. The members sat down in March 2011 to develop a plan of action from the many discussions from prior meetings. The committee put together an “Action Plan” (handout) to help focus the efforts and outcomes of the Hunting and Angling Heritage Workgroup. A written plan gives the group credibility with our peers, participants and the public.

Camp Standards (Handout)

A key element of the Steering Committee derived from the National Shooting Sports Foundation’s Hunting Heritage Program’s best practices was to establish a list of “Camp Standards” (handout) to provide uniformity, expectations, and standards to mentored events. It is the expectation of HAHWG that organizations participating in recruitment and retention events will adhere to camp standards. “Best Practices” are also included in the document that that will help to further assure that participants of our events have a positive and lasting experience. These written standards/practices give the group credibility with our peers, participants, and the public.

Next Steps (handout)

Another critical element determined from NSSF HHP Best Practices and adopted by the Steering Committee is the necessity to provide participants with the “Next Steps” (handout) to help them move through the adoption sequence of becoming a hunter. The handout example provides recent participants with 10 things they can do after attending an event. This can take on many forms and types of information, such as club meetings, club outings, a day at the shooting range, visiting an outdoor chat board, how to book suggests, etc.

Skipped agenda item: HAHWG Event Summary/What is Working (Handout)

Due to weather conditions and time constraints to assure adequate time for the keynote speakers this item was parked for the next meeting and future discussions. The binders included two handouts for members on this subject. The first is “Types of Events: Recruitment, Retention and Re-activation,” which provided a listing of some of the types of events your organization might consider hosting. The other is 2011-12 HAHWG Event Observations for Improvements, which outlined some of the feedback we have received, positive and negative, that we can use to improve our process, or replicate to increase our reach and successes. This is an ongoing evaluation, and members are encouraged to share their thoughts. If your organizations have suggestions for how the HAHWG process can be improved, you can email them to Doug Burt at the following email address: dburt@azgfd.gov. Doug will compile them and bring them to the next meeting.

Keynote Speaker: Gabriel Gonzalez, Ph.D., Thunderbird School of Global Management

Dr. Gonzalez’s presentation was on “leadership in the nonprofit sector and empowering frontline employees and volunteers.” The presentation provided some very good examples of different organizational cultures and the importance of knowing your organizations culture and matching your membership to that style which will naturally empower volunteers who are of like mind and mission. The purpose of this speaker was to address the need for increasing the active minority of volunteers in organizations to provide greater resources for our efforts and to increase the number of events we can offer. Dr. Gonzalez’s presentation was emailed to the group and is available upon request from Doug Burt.

Keynote Speaker: Chris Sietsema, Teach to Fish Digital – Social Media Consultant (handout)

Meeting Notes
Hunting and Angling Heritage Workgroup (HAHWG)
Horseshoe Ranch, Jan. 21-22, 2012

Chris Sietsema's presentation was on "empowering organizations to create, manage, and improve digital marketing campaigns with internal resources." The presentation provided an excellent overview of social media tools and how they can be used to promote an organizations brand, messages and improve community and outreach. Chris highlighted the undisputed reach of social media and how it has put the control of communication in the hands of citizens, and it is quick and effective. Questions from the group focused on the need for a universal HAHWG calendar of events that is easy to find, share and contribute to. Included as a handout were one-sheets on how to setup an account for Facebook, Twitter, YouTube and LinkedIn.

ACTION: The department will consult with Chris to look into a solution for one-stop calendar of events solution.

Moved item to Sunday: 2012 Marketing Efforts

Due to weather conditions and time constraints to assure adequate time for the keynote speakers this item was parked for the next meeting and future discussions.

Grant Funding Opportunities (handout)

The Game and Fish Department's Grant Writer, Bonita Gibson, Ph.D., provided the groups with a vast listing (handout) of potential grant funding sources. She also provided a reference form / template for applying for a grant and requesting her assistance if needed. There are many opportunities that HAHWG organizations can take advantage of including Bonita's expertise in grant writing and aligning funds to a groups needs. Bonita can be reached at the following email address: bgibson@azgfd.gov

End Saturday's meeting.

Dinner: Courtesy of Yuma Valley Rod and Gun Club, and Southwest Wildlife Foundation.

The crew from southwest Arizona put on a fantastic dinner, which included a slow roasted barbeque tri-tip over an open bed of coals, sliced thin, and served with fresh tortillas, beans, coleslaw and homemade salsa – what a treat! (Picture of the tri-tip provided by YVRG just before it went onto Doug's plate).



Sunday, Jan. 22, 2011

Overview

Meeting Notes
Hunting and Angling Heritage Workgroup (HAHWG)
Horseshoe Ranch, Jan. 21-22, 2012

The morning temperatures were quite chilly, but Yuma Valley Rod and Gun Club and Southwest Wildlife Foundation from a grant from the Arizona Wildlife Conservation Council (wildlife license plate fund) provided an outstanding, warm you up breakfast of biscuits and gravy, scrambled eggs, and some serious bacon. With a slightly smaller group, we were able to move out of the barn and into the main ranch house for some warmth, comfort and a great setting for a productive meeting.

Special Guest: Sam Richard, Alliance of Arizona Nonprofits (handout)

Sam Richard provided an overview about the Alliance of Arizona Nonprofits which is “a unifying association to advance the common interests of more than 20,000 nonprofits in AZ.” It was clear that the alliance is an incredible resource for nonprofits and provides just about anything a nonprofit organization could need including organizational creation tools, all kinds of training, grants, support and guidance, templates of standard documents and bylaws, internet based file storage, background checks, legislative support and much more (handout). The group was very interested in what Alliance for Arizona Nonprofits offered and it seems they will be an excellent addition to our meetings and future efforts for HAHWG. Sam mentioned a number of great website resources that could be useful to our group, including:

- Handsonphoenix.org – check list of expectations for volunteer organizations
- (more to follow... from Sam.)

ACTION: Sam mentioned having worked with SAMI insurance and background checks. The steering committee will invite him to an upcoming meeting to share his knowledge to help us with our ongoing insurance needs.

Panel Discussion: How do we help each other – Growing Partnerships to preserve our Heritage

This agenda item developed over the past few years of hosting events and gaining momentum with mentored events. However, it is becoming apparent that the number of active volunteers participating in recruitment and retention events must grow. If organizations cooperate on events, and share equipment, our efforts to get the most impact from our work will be enhanced. The panel was made up of Steve Clark, Arizona Elk Society; Rich Williams, National Wild Turkey Federation; Wood Farnsworth, Youth Outdoors Unlimited; and Craig McMullen, Arizona Game and Fish Department.

This was a lengthy and collaborative discussion ranging from the types of events a group could host; how groups can partner to offer a greater variety of activities at an existing event; how to tap into other events that similar groups are doing like the Boy Scouts, community events, church fairs; and how to use the resources (i.e.: Game and Fish binoculars, air guns, bows and arrows, targets, educational materials, other groups cook trailer, portable fishing tank, etc.) that are at our disposal today.

The discussion was positive and garnered support and buy-in from the group. There are extensive notes captured from this discussion and brainstorming below, where there were actions they were captured and noted as well.

NOTES: Panel Discussion: How do we help each other – Growing Partnerships to preserve our Heritage

Meeting Notes
Hunting and Angling Heritage Workgroup (HAHWG)
Horseshoe Ranch, Jan. 21-22, 2012

- Partnerships = multiple activities at an event. Working with other groups to bring their specialty to an event (i.e.: fishing, archery, predator calling, and environmental education).
- Calendar of events = Provides overview and coordination mechanism of what is happening and allows groups to engage, plan, participate, and share resources.
- Funding Ideas = Raffle fundraising in lieu of membership signup had greater interest, example by AES from work projects. Money raised through this was equal to or greater than that of building membership at these events. Could be a good model to use for HAHWG to fund building a website, fund activities, food, logistics, outreach, volunteer resource programs, etc. by raffling guns or other items of interest.

ACTION: Group agreed to take this as an action item, Steve Clark offered first firearm, steering committee to formalize plan.

- Volunteers and staffing for hosting events is an ongoing challenge. We need more people to help. Tap into lessons learned from Dr. Gonzalez, Chris Sietsema, and continue to develop partnerships amongst groups.
- Kids we can and should be reaching with our programs:
 - Boy Scouts of America: Youth programs matched with HAHWG events – we need to marry these together and capitalize on the ready resource or participants.
 - Wyldlife event in Williams: This is a great example of events with opportunities for our organizations to plug into and provide outdoor skills and wildlife conservation education – Steve Clark mentioned. <http://www.younglife.org/WyldLife/WyldLifeLearnMore.htm>
 - Big Brothers, Big Sisters: Ready group always looking for activities or events.
- Consider hosting a workshop to teach events and camps to new organizations of HAHWG, i.e.: what's required, how to setup, best practices hands-on training that goes into the types of events you can do, resources and equipment needed, and develop new ideas. Consider franchise approach of our programs.

ACTION: Group agreed this would be helpful, steering committee to formalize plan, place and elements for a workshop on hosting a mentored event.

- Arizona Flycasters noted they would be interested in partnering with other groups hosting an event to provide fishing activities. (Mike Stewart, Arizona Flycasters, mlstew2005@cox.net)
- Others made personal commitment to attend camps put on by other groups if they were kept informed. We will work on a single calendar that can be accessed easily by everyone.
- June 9, 2013 Fishing for Smiles – Kingman, by Mohave Sportsman Club. Big event per Don Martin. Would welcome booth exhibits by other outdoor groups, all are welcome if they bring something for kids. The fishing is done in “flights” due to the large turnout – so that would give

Meeting Notes
Hunting and Angling Heritage Workgroup (HAHWG)
Horseshoe Ranch, Jan. 21-22, 2012

them other things to do and engage in.

ACTION: Doug, to add Fishing for Smiles event to 2012-13 mentored event listing.

- Cater events to appropriate audience, consider age, demand on volunteers, etc. Sometimes a one-day event is perfect, easy access, quick turn around and great way start a following.
- Tap into other groups as a source for volunteers and staffing. Expanding to other groups of similar interests brings diversity, interests and expands our message. Consider hiking clubs, backpacking, camping, birding, etc.

ACTION: ALL - Bring 2 new people to next meeting. HAHWG members challenged to help grow the coalition. Think outside of the box consider retailers, local gun stores, REI, UPS, BSA, and non-traditional representative.

2012-2013 Event Schedule planning (handout, working document)

This item was a quick discussion about the need to start collecting the events that the group plans on hosting for the 2012-13 season. The main reason is the fall hunting regulations are coming up and we want the events to be included. The deadline for the fall regulations is April 1, 2013. Fishing events were noted as lacking and the need to better include those in the mentored event listings.

ACTION: Doug to contact everyone offline to capture the events they have confirmed and will compile the listing for all to review before the fall hunt regulations go to print.

Moved from Saturday: 2012 Marketing Efforts

The Game and Fish Department's Hunting and Shooting Sports Manager, Doug Burt, provided a presentation on the sustained marketing efforts the department has done to promote the mentored events for the 2011-12 season which include flyers, websites and Facebook (presentation emailed to group). In addition, Doug provided an overview of some of the other promotions the Department has done to promote hunting, fishing and shooting sports. Additionally, a discussion on the importance of key words, phrases and positive messages (handout) that are shown to resonate with the audience that we are trying to attract that each group should consider when making flyers, posting to social media sites, and when submitting news stories. Lastly, Dian Tucker from Arizona's Hometown Radio Group, provided tips (handout) on how to secure earned media – aka, get media to announce/publicize your event. This two-page document is a great resource for all our groups work from in your local community.

AGFD Event Survey (goals, objectives, summary, ease of use)

The Game and Fish Department's Hunting and Shooting Sports Manager, Doug Burt, provided a presentation on the preliminary data collected from this season's event survey tool (presentation emailed to group). The survey is part of an ongoing study to evaluate the attitudes and opinions of those that have been participated in a hands-on mentored event over the next couple of years. Although preliminary, and no conclusions can be made at this time, data of the 187 surveys from 9 events indicate that 31% of participants have never been to a hunting camp before (recruitment), of those that have attended before – the average was 2.1 events (retention and adoption sequence/next steps), 84% strongly agreed they intend to hunt in the future, and 53% strongly agreed they have a lot of confidence in their ability to hunt. Another good sign of recruitment is that 58% percent strongly agreed on

Meeting Notes
Hunting and Angling Heritage Workgroup (HAHWG)
Horseshoe Ranch, Jan. 21-22, 2012

planning to get hunting equipment next year and 61% plan on getting equipment that they wouldn't have purchased if they hadn't attended this event.

The group made a couple suggestions. One was to make the survey electronic, and the other was to revise the question about equipment to include did you buy equipment before the event. These will be considered for the 2012-13 survey cycle.

ACTION: The final survey results will be presented at the summer HAHWG meeting, June 30-July 1, 2012.

HAHWG Volunteer Mentor Program

The Game and Fish Department's Chief of Wildlife Recreation, Craig McMullen, led a discussion about a potential overarching solution to the state's insurance requirement for SAMI insurance and the related background checks. The idea would be similar to the Department's formal volunteer program that would negate the individual group insurance needs due to coverage by the state, but it would entail level-1 background checks, policies, procedures similar to the new hunter education volunteer program. The group saw both pros and cons to this type of state program, from credibility and uniformity to a slow moving system that could stall momentum and overburden participating organizations.

ACTION: Steering committee to meet to continue to seek solutions for the State's SAMI insurance requirements and associated background check costs and availabilities.

Flex Items

There were no flex items discussed.

Meeting wrap-up: Action items; next summer meeting date, location and agenda items. The meeting wrapped up with the setting of a date for the next summer meeting of June 30-July 1, 2012. A site location was not identified, but some suggestions were made to address the need for a meeting in southern Arizona. The group was agreeable to a campout-style meeting again.

ACTION: Doug, solicit southern Arizona groups for a site location for the summer meeting.

End Sunday meeting.

Meeting Notes
Hunting and Angling Heritage Workgroup (HAHWG)
Horseshoe Ranch, Jan. 21-22, 2012

CAMP / EVENT STANDARDS HAHWG

Results from the steering committee of Hunting and Angling Heritage Working Group
Friday, March 4, 2011

The foremost approach used by the Hunting and Angling Heritage Working Group (HAHWG) to preserve our hunting, angling, and trapping heritage is to provide opportunities, through mentored events, for people to learn how to use the outdoors. In order to maintain consistency, and to minimize liability, the HAHWG agrees to the following standards for outreach events.

EVENT STANDARDS-REQUIRED

- Never (EVER) one-on-one between mentor and child, ANYWHERE. Parent or guardian of child must be continuously present with child when hunting or away from camp. NO EXCEPTIONS.
- Never (EVER) one-on-one between adult mentors and adult participants of opposite sex: If adult mentor takes adult participant of opposite sex, another adult, whether mentor or companion of participant, must be present.
- Parents/Guardians may not drop their kids off and return later to pick them up. If parents/guardians leave for an errand, they must take their children with them.
- Mentors shall not leave, or become separated from, participants in the field. Many times participant are unfamiliar with the area and are ill-equipped to get themselves unlost.
- Must provide a Gun Safety Briefing in Camp during seminars, with safety acknowledgement by participant.
- No loaded guns in camp, no guns out of cars in camp.
- Must shut down archery range if qualified adult not continuously present during shooting.
- Hand Washing Station for cooks.
- Hand Washing Station for camp participants at eating area.
- Servers must wear plastic gloves.
- ALWAYS check for fire restrictions prior to having campfires. (you may check for restrictions at [www. http://www.publiclands.org/firenews/AZ.php](http://www.publiclands.org/firenews/AZ.php))
- First Aid Kit present at camp:
 - Notify nearest First Responder (ambulance, fire, local LE agency) of location and times of event. If EMS is unreasonably far away, must have first aid trained person present for entirety of camp.
- No alcohol present during Department-sanctioned recruitment and retention events.
- No use of profanity.
- Participants sign liability waiver (must be produced).
- All Volunteers in camp must be background checked, registered Department volunteers who have completed required training.

BEST PRACTICES

- Signage at camp (registration, directional).
- Registering memberships – remember, this is not selfish, its helping new hunters/anglers find a social support network to become an independent participant.
- Always provide seminars-natural history, where to hunt, hunting tips.
- Talk about equipment that you use/carry in your backpack.

Meeting Notes
Hunting and Angling Heritage Workgroup (HAHWG)
Horseshoe Ranch, Jan. 21-22, 2012

- Remember to offer BASIC outdoor skills training. We are trying to attract brand new people who may be completely familiar with the outdoors.
- Avoid trophy talk. This may be intimidating to participants who are completely out of their element.
- Clean/process game away from cooking area.
- Demonstrate kitchen preparation of game/fish when possible.
- Always have an experienced adult tending the camp shooting activities (if none available, shut it down).
- Market to non-outdoor youth groups.
- Include hunter ethics in seminar.
- Include a hand-out acknowledging ALL groups and ALL sponsors involved in camp.
- Take photos at camp and provide summary to any business that sponsored items for your camp. This is critical to continued sponsorship.
- Consider free one-year youth membership to your organization.
- Assign one person to take video/pictures/notes for YouTube videos to promote the fun of the event.