



## Information/Education/Marketing/Outreach Session Agenda

**Monday, November 2**

**International Ballroom C, M-2**

- 1:00 p.m.**      **The Janet Huckabee Arkansas River Valley Nature Center**  
Rob Southwick and Phil Seng, *Southwick Associates and D.J. Case & Associates*
- 2:00 p.m.**      **Marketing Within a Wildlife & Fisheries Agency**  
Monica Linnenbrink, *S.C. Department of Natural Resources Integrated*
- 2:45 p.m.**      **Break**
- 3:15 p.m.**      **Conservation Education = Conservation:  
The North American Conservation Education Strategy**  
Corky Pugh, *AFWA Conservation Education Strategy Working Group*
- 4:15 p.m.**      **The Arkansas Model of Conservation Education**  
Mike Bonds, *Arkansas Game and Fish Commission*

**Tuesday, November 3**

**International Ballroom C, M-2**

- 8:00 a.m.**      **Social Media and Conservation**  
Kristina Summers, *Georgia Department of Natural Resources*
- 9:00 a.m.**      **Social Media**  
*Missouri Department of Conservation*
- 9:45 a.m.**      **Break**
- 10:15 a.m.**      **Social Marketing**  
Candace McCaffery, *Cookerly Public Relations*
- 11:15 a.m.**      **Legal Considerations of Public Agencies Using Social Media**  
John Marshall (*joint meeting with Legal Committee*)
- 12:00 p.m.**      **Lunch**
- 1:30 p.m.**      **Who Funds Conservation?  
Raising Awareness of the North American Model of Wildlife Conservation**  
Laura MacLean, *Association of Fish & Wildlife Agencies*
- 2:15 p.m.**      **Break**

**Tuesday agenda continued**

- 3:15 p.m.**      **Who Funds Conservation?** *continued*  
**Raising Awareness of the North American Model of Wildlife Conservation**  
Laura MacLean, *Association of Fish & Wildlife Agencies*
- 4:15 p.m.**      **The National Archery in the Schools Program**  
Jennifer Pittman, *Georgia Department of Natural Resources*