



# R3 SUMMIT

July 15-16, 2024



Recruit | Retain | Reactivate

## Monday, July 15, 2024

9:00 AM – 3:00 PM

- 9:00 AM** Welcome and Introductions  
*Taylor Williams, CDFW R3 Manager*
- 9:15 AM** 2024 Special Report on Fishing & AFWA President's Task Force on Angler R3 Recommendations  
*Stephanie Hussey, RBFF Senior Director, Government Engagement*  
*Catherine Rose Grimes, RBFF State Program Manager*
- 9:35 AM** State of the Nation – Hunting Participation  
*Taniya Bethke, CAHSS Director of Operations*
- 10:15 AM** **BREAK**
- 10:25 AM** State of the State – Hunting and Fishing Participation  
*Taylor Williams, CDFW R3 Manager*
- 11:00 AM** Outputs vs. Outcomes  
*Matt Dunfee, WMI Director of Special Programs*
- 11:30 AM** **BREAK**
- 11:40 AM** Outdoor Recreation Adoption Model Mapping  
*Matt Dunfee, WMI Director of Special Programs*
- 12:15 PM** **LUNCH**
- 1:00 PM** Hunter Education Resources  
*Lt. Erick Elliott, CDFW Advanced Hunter Education*
- 1:30 PM** R3 Implementation Strategy Interim Report Update  
*Taylor Williams, CDFW R3 Manager*
- 2:00 PM** **VIRTUAL SOCIAL HOUR**



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**Tuesday, July 16, 2024**

**9:00 AM – 12:00 PM**

- 9:00 AM** Welcome Back  
*Taylor Williams, CDFW R3 Manager*
- 9:15 AM** Partner Resources Webpage  
*Taylor Williams, CDFW R3 Manager*
- 9:35 AM** Free Hunting Days Update  
*Taylor Williams, CDFW R3 Manager*
- 9:50 AM** Mobile License App Update  
*Taylor Williams, CDFW R3 Manager*
- 10:05 AM** **BREAK**
- 10:20 AM** Panel Discussion: Hunter and Angler Programming in California  
*Taylor Williams, CDFW R3 Manager*  
*Carson Odegard, CWA Hunt Program Coordinator*  
*Matt Anderson, Solidarity NPO*
- 11:00 AM** **BREAK**
- 11:10 AM** Marketing Strategies Workshop  
*Robert Karam, CDFW Marketing Specialist*
- 12:00 PM** **VIRTUAL SOCIAL HOUR**