

RECRUIT. RETAIN. REACTIVATE.

PF/QF Hunter Mentor Certification

Iowa R3 Summit

Cortney Schaefer

November 7th, 2017

Mentor Certification

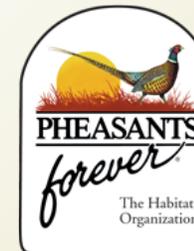
- ▶ We are developing a National Hunter Mentor Certification Program and Database
 - ▶ Why do we need it?
 - ▶ What would the Program look like?
 - ▶ How do we get there?



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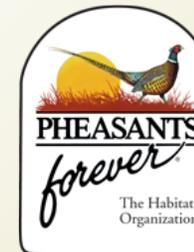
- ▶ Creating mentors is a Primary Strategy listed in the National Hunting and Shooting Sports Action Plan
 - ▶ <http://www.cahss.org/national-hunting-shooting-sports-action-plan/>
- ▶ Most states only require mentors to have passed Hunter Safety and have a current hunting license for that year
 - ▶ Most complete state background checks as well
- ▶ Provide a less formal structure to indoctrinate new hunters
 - ▶ Why is this important?



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- ▶ Many people are seeking a more individualized online introduction to hunting
 - ▶ Prefer learning alone versus being in a classroom setting
 - ▶ Are uncomfortable with traditional classroom audience
 - ▶ Learn better working at their own pace
 - ▶ Schedules could be too busy to accommodate weekend workshops



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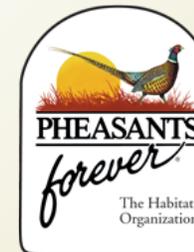
- ▶ Wisconsin Online Hunter Safety Courses
 - ▶ Started in 2007 but has picked up a lot since 2011
 - ▶ Almost 20% (4,300 out of 22,000) of hunter education graduates took online course



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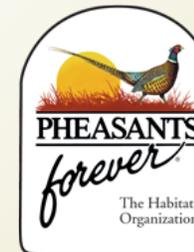
- ▶ Nebraska Online Hunter Safety Courses
 - ▶ Online option started in 2013
 - ▶ 39% (3,936 out of 10,111) of hunter education graduates took online course
 - ▶ 10,111 Hunter Safety graduates is a state record
 - ▶ Over 80% of younger students (age 11-15) complete traditional classroom courses.
 - ▶ Most notable increase was seen in the 19-25 year old age group accounting for 32% of the total online course completions



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- ▶ Iowa Online Hunter Safety Courses
 - ▶ Online option started in 2013
 - ▶ 36% (3,778 out of 10,480) of hunter education graduates took online course
 - ▶ 269 Hunter Education Classes held across the state in 98 of the 99 counties
 - ▶ Of those classes, 70% (188) were the traditional classroom course and 30% (81) were the online/field day course



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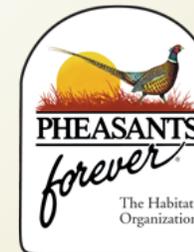
- ▶ Clearly we are trending towards more time online before potential hunters ever step outside
 - ▶ Kalkomey is currently developing online Learn to Hunt modules focusing on several different species
 - ▶ Folks completing these online LTHs or online Hunter Safety will still need in-person guidance to really develop as hunters
 - ▶ They could rely heavily upon a National Hunter Mentor Database that would connect new hunters with a certified mentor in their area



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- ▶ Corroborate ideas with other agencies/organizations to establish a standardized program
 - ▶ Would allow for reciprocity between states
 - ▶ National Criminal Background Check
 - ▶ Liability Insurance for Mentors
- ▶ The End Result: A National Hunter Mentor Database
 - ▶ Mentors available for one-on-one hunting trips or for teaching at Hunter Recruitment workshops



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Arrange By:

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Great Plains

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Great Plains

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Great Plains



WELCOME TO NCW NAVHDA

North Central Wisconsin Chapter of the North American Versatile Hunting Dog Association



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Dan Hochleutner

Name: Dan Hochleutner dan_hochleutner@yahoo.com

Achievements: VC perfect score, Utility Prize 1 perfect score, 2 NA Perfect Scores, and Utility Prize 3 (young dog -poor duck search)

Reside: North East Wisconsin - close to Green Bay - train at Brillion, Navarino, and Kettle Moraine.

Present Breed: Hard Headed Male German Longhair and soft Female German Longhair.

Past Breeds: Brittany Spaniel, German Shorthair, and Springer Spaniels.

How long have I been training bird dogs? 30 years - but the last 4 are the best because I found out the right way to do so with NAVHDA.

I approach training as a fun experience for me and the dog with variety and play mixed in with task work and try to make every dog successful and feeling good about their ability by not asking a dog to do any more than it has been conditioned for. I strive for the dog to feel he is the greatest thing since canned beer. I will have days with several reps (5 or 6) on one task followed by the next training session where I will do maybe 3 and if all is well - we go on to something else exciting for the dog because he proved to me he knows the task. If the dog slips up on something - I will try once more to see if he wasn't paying close attention and can accomplish the goal with my coaxing in the area where he is hanging up. If not - I don't repeat the task because it only reinforces a negative and that is confusing to the dog. I read a lot on the subject and ask more senior members for advice and then come up with a game plan on how to teach the dog. Every training session - I have one or 2 things for each dog that I am trying to improve on and focus on them the most. Every training session is different - in what we do first and last. I don't want my dogs thinking anything is routine because nothing out in the field is routine when hunting. I own a winger and 3 launchers. I try to train twice a week - but make sure the dogs are out once for sure. I would have my own pigeon coop - but then I wouldn't have a wife or might be sleeping with the dogs if I was lucky enough.

Mentor Certification

▶ Proposed Model for PF/QF Mentor Certification

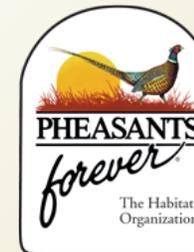
1. Apply
2. Train
3. Annual Reporting
 - ▶ # of mentees and contact information for each
 - ▶ # of outings
 - ▶ What worked? What didn't?
4. Continuing Education



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- ▶ Apply
 - ▶ Would ask for contact info and hunting background info
 - ▶ An application fee
 - ▶ Probably around \$60.00
 - ▶ Would cover one-year PF Membership
 - ▶ Would cover background check valid for 5 years
- ▶ Training
 - ▶ Must attend a one-day training
 - ▶ Invite all interested parties (Hunter Education Instructors, Cabela's/Industry staff, university students, other NGOs, etc.)



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- ▶ Material Covered in Training
 - ▶ Review ORAM
 - ▶ Review North American Model of Wildlife Management
 - ▶ Review PF/QF Mission/Goals
 - ▶ Mentoring Successes and Limitations
 - ▶ Adult Learning Principles



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Sample Mentor Training Agenda

8:45 Coffee and Donuts

9:00 Ice Breaker

9:10 Introduce Pheasants Forever Mission and R3 Goals
Introduce and recognize any partnering agencies/organizations

9:20 Introductions
Who are you and what previous mentoring experience do you have? Who was the apprentice?

9:45 The North American Model of Wildlife Management and the
Outdoor Recreation Adoption Model
Overview and Instruction

10:00 Mentoring Apprentice Hunters and Anglers: Success and Limitations
Who participates?
Is the objective to create new hunters?
Where does it fit on the Hunter Adoption Model?
What are the successes and limitations of your program?

10:30 Adult Learning Principles
Why Focus on Adults?
Best Practices for Teaching Adults

10:45 Break

11:00 Discussion: Training Mentors
Why the Mentor/Apprentice Model?
How does mentoring differ from guiding?
How does mentoring an adult differ from mentoring youth?
Are incentives necessary for mentors?
Identifying motivations and expectations of mentors and apprentices
Liability insurance for certified mentors
Responsibilities of the mentor and participant
What it takes to be a mentor
What to teach and how to teach it:
Firearms handling and operation, conservation, ethics and hunter responsibilities, financial responsibilities, types of hunts, field dressing, processing, and cooking.

Noon Lunch

12:30 Discussion: Training Mentors (Continued)

2:00 Annual Reporting Expectations
Importance of tracking participation of both mentors and mentees

2:30 Liability Insurance

3:00 Evaluation of the Training

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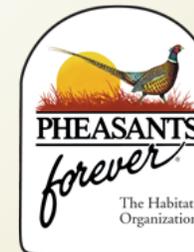
- ▶ Annual Reporting Requirements
 - ▶ How many mentees?
 - ▶ Provide contact information and hunter license number/customer ID number
 - ▶ We will follow up to determine if they hunt in the future
 - ▶ Provide demographic information
 - ▶ Where did they meet mentee?
 - ▶ How many outings per mentee?
 - ▶ Report successes and areas for improvement each year



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- ▶ Continuing Education to Maintain Certification
 - ▶ To maintain certification, must submit annual reports
 - ▶ Need to attend at least 1 mentor training session every 3 years
 - ▶ Keeps mentors up-to-date on most recent research and maintains a critical social connection with them
 - ▶ Will develop and offer webinars as a replacement for an in-person training in the future



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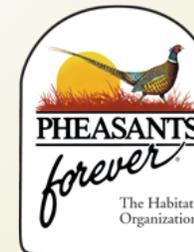
- ▶ Mentor Webpage on PF/QF Website
 - ▶ Contact information
 - ▶ Workshop materials
 - ▶ Calendar of events
 - ▶ Mentor Spotlight/Recognition
 - ▶ Etc.



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- ▶ Mentor Incentives
 - ▶ PF would provide a Mentor Social at Pheasant Fest each year
 - ▶ Recognize mentors at PF/QF State Meetings/Facebook/etc.
 - ▶ Involve marketing team
 - ▶ Cabela's might allow certified mentors to be product testers for them
 - ▶ Product testers get to keep the merchandise that they field test
 - ▶ Cabela's might be able to offer their employee discount to certified mentors



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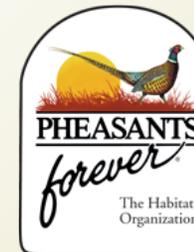
- ▶ Mentor Incentives
 - ▶ Similar to IHEA Instructor Expert-Only Deals
 - ▶ Working with Experticity to offer discounts to mentors
 - ▶ Some brand names include Beretta, Browning, Buck, Columbia, CZ-USA, Garmin, Leupold, Mossberg, Primos, Savage, Zeiss, etc.
 - ▶ Will provide tiers of access to brand discounts based on number of mentees taken out
 - ▶ A new mentor might have access to discounts on 50 different brands
 - ▶ After they take out X number of mentors, they could have access to 100 or 200 different brands



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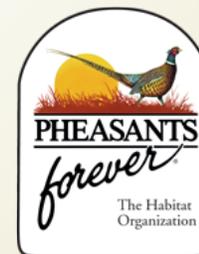
- ▶ Initial Rollout – January 2018
 - ▶ Plan to tease Mentor Trainings at PF State Meetings in January/February
 - ▶ Start offering Mentor Trainings in March/April 2018 in 5 States:
 - ▶ Illinois
 - ▶ Iowa
 - ▶ Kansas
 - ▶ Michigan
 - ▶ Wisconsin
 - ▶ Second Round of Mentor Trainings in August/September 2018



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Follow-Up Discussion



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