

# The Truth is Out There...

	1996	2001	2006	2011	2016
Hunting	14 Million	13 Million	12.5 Million	13.7 Million	11.5 Million
Fishing	35.2 Million	34.1 Million	30 Million	33.1 Million	35.8 Million
Watching	62.9 Million	66.1 Million	71.1 Million	71.8 Million	86 Million

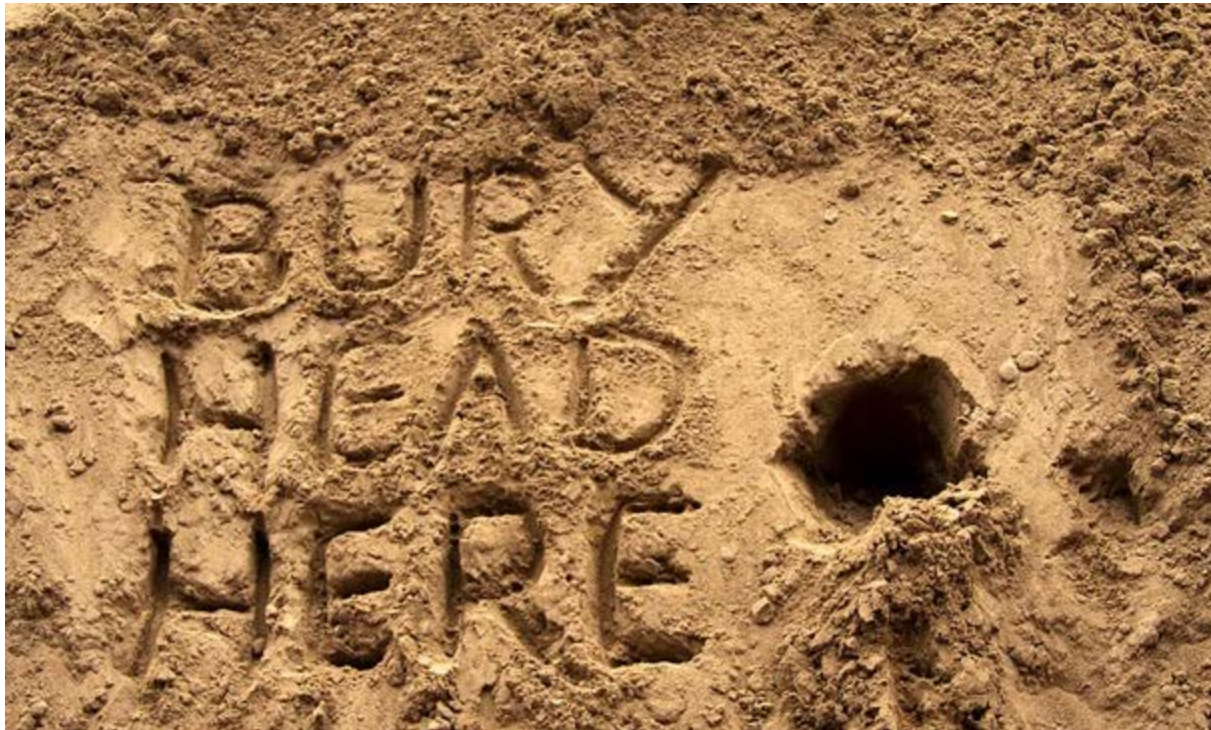


# The Truth Speaks...





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# Three Things to Do About it



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## 1. Mobilize the Orange, Blue, and Plaid Armies





# Three Things to Do About it

2. Find out, and do, what you do best





# Three Things to Do About it

3. Let hunting, fishing, trapping and shooting change







"This is not the end.  
This is not even the  
beginning of the end.  
But it is, perhaps,  
the end of the  
beginning."



Recruit | Retain | Reactivate




# What Has Happened - Then



Legend:  R3 Coordinator on Staff

 Hosted an R3 Workshop

 Wrote an R3 Plan



COUNCIL  
TO ADVANCE  
HUNTING AND  
THE SHOOTING  
SPORTS




# What Has Happened - Now



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# Film



COUNCIL  
TO ADVANCE  
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# SNOW CARD INSTRUCTIONS

1. Chose the Actions and Strategies that you see as most appropriate for your organization (or agency division/branch/department) to help implement.
2. On the top of each Post It, identify the Strategy and Action, and your organization (or agency division/branch/department).
3. On the body of the Post It, list the barriers your organization may face in implementing the Action or Strategy, and any resources that would help your organization implement the Action or Strategy more effectively.

3.1 

TACOS (Take A Colleague Out Shooting)

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Barriers: We could use some help getting our members educated on why this is important. We need to partner with the DNR on this.

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Needed Resources: Some actual tacos would be awesome.

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