

## Session Descriptions

### Friday

#### **NAVHDA Strategic Planning Forum**

This year the NAVHDA Executive Committee has been working on a three-year strategic plan for the organization. Participants will have a chance to review the draft plan and provide feedback and ideas. The session will be co-led by Matt Kucharski, President of Padilla, the largest PR Agency in Minneapolis and Marilyn Vetter, NAVHDA Past President.

### Saturday

#### **Moderated Panel: The Changing Face of Hunters & Dog Enthusiasts**

Join NAVHDA's Vice President, Bob Hauser, as he hears from leaders who are driving to bring more people into hunting and dog training. The emphasis among conservation groups, state natural resource departments and groups like NAVHDA is no longer focused exclusively on young recruits, but includes a push to bring in new audiences like millennials and people who are passionate about natural eating. Reactivating 25-40 year-olds who dropped away from hunting for various reasons and identifying ways to retain them through future generations are critical to stymie the sharp drop-off in licensed hunters. Participants include Emily Lehl, R3 Coordinator for the WI DNR, Julie Towers, Chair of NAVHDA's Youth Committee and Rich Wissink, VP Education and Outreach for Pheasants Forever and Quail Forever.

#### **Lunch Keynote: Connecting Man's Best Friend to the Hunters of Tomorrow**

A.J. DeRosa, Co-founder of the Northwoods Collective and more popularly known for the popular Project Upland, will share his experiences on how exposing people to the world of hunting dogs has the greatest potential to increase hunter numbers. DeRosa is spurring interest in hunting and conservation across multiple digital platforms, along with film and his latest venture, the Project Upland magazine. In all venues, dogs play a critical role in telling his stories.

#### **Moderated Panel: The Future of Hunting and Conservation**

The CEO's of NAVHDA's Conservation Partners will give members a preview of what their organizations are doing to preserve the future of hunting through their habitat building and restoration efforts. Howard Vincent, CEO and President of Pheasants Forever and Quail Forever, Benjamin C. Jones, the Ruffed Grouse Society's recently named CEO and President and A.J. DeRosa of the Northwoods Collective will sit with NAVHDA's Past President Marilyn Vetter who will facilitate this important discussion. Hunters are reliant upon the work of conservation groups and conservation groups are reliant upon the contributions, ammunition taxes and some license fees from hunters to make their work possible. This panel will talk about that symbiotic relationship and what can be done to deliver power to their combined work.

#### **Addressing Canine Athletic Injuries: An Active Recovery Approach and an Update on Canine Nutrition**

Dr. Joe Spoo, DVM, owner of the Best Pet Care Hospital in Sioux Falls, SD will give participants a fresh new look at canine rehab along with a guide to navigating dog food choices. His innovative

approach to addressing injuries can allow some dogs to hunt years past what some owners might consider to be their retirement age. He'll be joined by Dan Rosenbaum, a St. Croix NAVHDA member, who has used some of these techniques to address his dogs' injuries and put them back in the field.

Dr. Spoo's presentation is graciously sponsored by Nestle Purina PetCare. Karl Gunzer, Director, Purina Sporting Dog Program will be in attendance and talk about the latest developments at Purina.

### **You Can Never Have Enough Gear**

Hunters and dog trainers have a penchant to buy the latest technology to make themselves and their dogs better. This workshop allows you to hear the latest from NAVHDA Sponsors Terry Wilson of Ugly Dog Hunting, Greg Cronkhite Founder of Dakota 283, Rehan Nana Garmin's Outdoors Sponsorship Specialist along with local experts Jason Leyendecker of Audiology Concepts and Scott Olson of Southdale Optical on the latest technology in hearing and eye protection.