



**66th Annual Conference of the
Southeastern Association of Fish & Wildlife Agencies**
October 7 – 10, 2012
Hot Springs, Arkansas



PLENARY SESSION

Foundation for a New Generation

MONDAY, OCTOBER 8

Agenda-at-a-Glance

8:00 a.m. – 8:30 a.m.	<p>Presentation of the Colors <i>Arkansas Game and Fish Commission Honor Guard</i></p> <p>Pledge of Allegiance</p> <p>United States National Anthem <i>Aimee Swaim, Arkansas Game and Fish Commission</i></p> <p>Welcome to Arkansas <i>Loren Hitchcock, Director, Arkansas Game and Fish Commission</i> <i>Steve Cook, Arkansas Game and Fish Commission</i></p> <p>President's Address <i>Carter Smith, SEAFWA President</i></p>
8:30 a.m. – 8:45 a.m.	<p>Direction of the U.S. Fish & Wildlife Service <i>Dan Ashe, Director, U.S. Fish & Wildlife Service</i></p>
8:45 a.m. – 9:30 a.m.	<p>75th Anniversary of Wildlife and Sport Fish Restoration Program <i>John Frampton, Director, 75th WSFR Anniversary</i></p>
9:30 a.m. – 10:15 a.m.	<p>Leadership in a Hurricane of Change <i>Jim Martin, Director, Berkley Conservation Institute</i></p>
10:15 a.m. – 11:00 a.m.	<p>Word of Mouth Marketing: Engaging and Creating Fans – Online and Off <i>Spike Jones, Independent Social Media Consultant</i></p>

P R E S E N T E R S

Loren Hitchcock, Arkansas Game and Fish Commission

Since 2011, Loren Hitchcock has been the director of the Arkansas Game and Fish Commission, and is responsible for overseeing nearly 600 employees in 10 divisions. Hitchcock spearheaded the AGFC Enforcement Division's role in the passage of the 1/8th-Cent Conservation Sales Tax in 1996. He was designated as lead administrator in the agency's acquisition of the state's largest conservation easement – 16,000-acre Moro Big Pine Natural Area Wildlife Management Area – and 4,000 acres in fee title property in Searcy County for continued elk restoration. He led the agency's negotiations with Chesapeake Energy in its acquisition of mineral rights and natural gas exploration on wildlife management areas in the Fayetteville Shale play, which brought \$32 million in mineral lease bonuses, plus unknown gas royalty payments for decades to come. Hitchcock was born and raised in Batesville, Ark. He graduated from Arkansas State University in Jonesboro in 1975 with a bachelor's degree in business management.

Steve Cook, Arkansas Game and Fish Commission

Arkansas Governor Mike Beebe appointed Steve Cook of Malvern to the Arkansas Game and Fish Commission July 29, 2011. His 7-year term will expire July 1, 2018. He also has been involved with Ducks Unlimited for more than 30 years, serving previously as the Arkansas state chairman. He currently serves as a regional vice-president for the national organization. Cook is a member of the National Wild Turkey Federation, Pheasants Forever and other conservation causes.

Carter Smith, Southeastern Association of Fish & Wildlife Agencies

Carter Smith is the SEAFWA President and serves as the executive director of the Texas Parks and Wildlife Department, a position he has held since January 2008. Smith is responsible for overseeing TPWD's 3,100 professionals in 11 divisions, including Wildlife, Law Enforcement, State Parks, Coastal Fisheries and Inland Fisheries. He has been particularly active in the realms of private lands stewardship, children in nature initiatives, acquisition of new park land, invasive species issues and expanded outreach to the state's urban populace.

Dan Ashe, U.S. Fish & Wildlife Service

Daniel M. Ashe was confirmed June 30, 2011 as the 16th Director of the U.S. Fish & Wildlife Service, the nation's principal federal agency dedicated to the conservation of fish and wildlife and their habitats. His appointment by President Obama is the culmination of a lifetime spent within the Fish and Wildlife Service family. Ashe earned a graduate degree in marine affairs from the University of Washington, where he studied under a fellowship from the Jessie Smith Noyes Foundation. His master's thesis, on estuarine wetland mitigation, was published in the *Coastal Zone Management Journal*, in 1982. Ashe was born and spent his childhood in Atlanta, Ga. spending most of his time on national wildlife refuges and fish hatcheries in the Southeast, where he learned to band birds, fish, hunt and, most importantly, simply enjoy the outdoors. Ashe is very active in civic affairs in Montgomery County, Md., where he and his family reside. He is an avid waterfowl hunter, angler and tennis player.

John E. Frampton, Wildlife and Sport Fish Restoration Program

John Frampton retired as the Director of the South Carolina Department of Natural Resources in March, 2012. As Director, he served as the chief administrator for natural resources in the state and was responsible for management and supervision of the agency's five line divisions: Outreach & Support Services; Land, Water & Conservation; Law Enforcement; Marine Resources; and Wildlife &

Freshwater Fisheries. Mr. Frampton currently is president of Wildlife Resources, Inc., an S-corporation that he founded in 2012 to undertake wildlife and natural resources consulting. He currently has a contract with the Association of Fish and Wildlife Agencies and the Wildlife Management Institute to direct the 75th Anniversary Celebration of the Wildlife and Sport Fish Restoration Program and to increase public awareness and industry and sportsmen support of the program. A native of Summerville, South Carolina, Frampton holds a B.S. Degree in marine biology from the College of Charleston, M.A.T. in biology from The Citadel and a M.S. in wildlife biology from Clemson University. He is a certified wildlife biologist through The Wildlife Society.



Jim Martin, Berkley Conservation Institute

Jim retired after 30 years with the Oregon Department of Fish and Wildlife and now works as Conservation Director for the Berkley Conservation Institute, a branch of Pure Fishing. Pure Fishing is one of the largest fishing tackle companies in the world and is an industry leader in conservation advocacy. During his career with ODFW, Jim spent six years as chief of fisheries and three years as salmon advisor to Governor John Kitzhaber. Jim has a Bachelor's Degree in wildlife and Master's Degree in fisheries from Oregon State University.

Spike Jones, Word of Mouth Marketing & Brand Ambassador Expert

Spike Jones, Group Director, Engagement at WCG, specializes in word of mouth initiatives. In a previous life he was senior vice president at an international public relations firm and helped build Brains on Fire into the most well-respected word of mouth company in the industry. He also penned a book with the same title published in 2010. For the past 15 years, he has been building word of mouth programs for clients from Best Buy to Chevrolet to AT&T. A graduate of Baylor University, Spike now calls Austin, Texas home.