

# Annual Workshop Is Set

This year's annual WOCA workshop agenda looks compelling. Share ideas with your colleagues.

Don't miss the best deal in communication conferences! Sign up now. See how to register below.

Following is the nearly final agenda:

## WOCA AGENDA 2021

*Wisconsin Outdoor Communicators Association*

Trees For Tomorrow Conference Center, Eagle River, Wis.

*Friday, July 23*

**5 to 6:55 p.m.: Dinner and Social at Trees for Tomorrow, Sponsored by Toyota.** The meal will feature grilled “fireman’s corn,” and brats and/or hamburgers/cheeseburgers.

**Location:** Outside the dining hall. **Evening Session. Location:** Trees for Tomorrow main classroom/conference center.

**7 to 9 p.m.: Powerful Ways to Sell Your Podcasts Books, and Grab Media Attention**

- Howard Fox and Lynda O’Connor, co-owner, O’Connor Communications Inc.

*Saturday, July 24*

**7 to 7:30 a.m.: Breakfast**

**7:35 a.m.: Welcome to Trees For Tomorrow,** by Cheryl Todea, Executive Director, TFT.

**7:45 to 9 a.m.: An hour with Sen. Mary Felzkowski,, R-Tomahawk**

**8:50 to 10 a.m.: Wisconsin Wildlife Federation: Changing of the Guard**

- George Meyer and Mark LaBarbera

**Break**

**10:10 to 11:45 a.m.: Annual WOCA Panel Discussion:**

*Assessing the Many Impacts of Wisconsin’s February 2021 Wolf Hunt*

- Adrian Wydeven, Wisconsin’s Green Fire.
- Dave Mabie, Houndsman and WCC delegate from Price County
- TBA, Wisconsin Trappers Association
- Peter David, GLFWC biologist.
- Rachel Tilseth, Wolves of Douglas County.

**11:45 a.m. to 12:15: Silent Auction Closes, Prizes Awarded; Group Photo at Education**

**Center entrance 12:15 to 12:55 p.m.: Lunch Break**

**1 to 2:15 p.m.: A Few Minutes with Todd Ambs**

- DNR Deputy Secretary.

**2:20 to 3:50 p.m.: “Content Creators” and Today’s Media: Podcasts, Online Video and Social Media**

- Skye Goode, YouTube video producer of trapping videos

- Bill Koepke, Host of the “Team EarlyAF Podcast”
- Carrie Zylka, Host of the “HuntFish Travel” and “Metal Chick” podcasts
- Paul Annear, freelance writer and Cuddeback sales rep

**Break (and/or “Rain Date” for group photo session)**

***4 p.m.: WOCA Business Meeting***

- 2021 WOCA Scholarship: Recipient is Brilyn Brecka, University of Wisconsin-Stevens Point.
- Review of WOCA 2019 minutes, WOCA budget and finances, Laurel Steffes.
- Donations for 2021-2022, Scholarship Program update: Laurel Steffes, Art Barlow, Dave Zeug.
- 1) Elect officers.
- Dates for 2022 WOCA conference: July 22-23

***4:45 to 5:15 p.m.: WOCA raffle and door prizes***

***5:30 p.m. Adjourn.***

## **Register for the WOCA Annual Conference, July 23-24 at Trees for Tomorrow**

We need to start pinning down attendance numbers and housing at Trees for the annual workshop.

Trees has very generously kept our lodging rates at 2019’s level. If you are staying at Trees, please indicate whether you want a private or shared room, and the number of nights you’ll stay. If you’re commuting for the Saturday workshop only, your fee is \$45 (no increase over past meetings), which includes breakfast, lunch, morning and afternoon breaks, and conference room fees. If you are planning on staying at Trees, one night in a shared room plus Saturday is \$75; one night in a private room plus Saturday is \$90. There is an option to add a second night for an additional fee.

Toyota has again offered to sponsor the optional Friday night cookout, and grill-master Ed Culhane has promised his famous fireman’s corn. Everyone is welcome. We will need a head count.

WOCA now has a PayPal account, and we are working on putting it and electronic forms on our website. Unfortunately, migration of our website is complicating that process. I will let you know when it goes live. In the future, you should be able to pay your annual dues and workshop fees easily and handily online. You do not need to be a PayPal member to use it to pay WOCA fees. In the meantime, I will need your reservation form information. Contact me if you want to use PayPal now ([Laurel.steffes@gmail.com](mailto:Laurel.steffes@gmail.com) .)