

New Jersey
WILD
OUTDOOR^{EXPO}
Explore. Experience. Enjoy!

2012 Visitor Survey Summary Report



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I. INTRODUCTION

The New Jersey Department of Environmental Protection Division of Fish and Wildlife, Division of Parks and Forestry, and the Green Acres Program, as well as the Conserve Wildlife Foundation of New Jersey hosted the third annual New Jersey Wild Outdoor Expo on September 15 and 16, 2012. The event was held at the Colliers Mills Wildlife Management Area, located within Central New Jersey, which is the permanent site of the annual Outdoor Expo. Approximately 7,600 people from throughout New Jersey, six other states and Puerto Rico attended the event over the course of the weekend. This was a 43 percent increase in participation from the 2011 Outdoor Expo.



The Expo helped people connect with the natural world by providing a unique blend of conservation information, education and hands-on opportunities to learn outdoor skills and activities. The event encompassed a broad spectrum of outdoor activities such as shooting sports, fishing, kayaking, hiking, camping, rock climbing, geocaching and wildlife watching.

In order to enhance future Outdoor Expos, a visitor exit survey was conducted on random people as they left the event to obtain feedback from participants. Commentary was also obtained after the Expo from exhibitors, presenters, staff and volunteers in order to improve on all aspects of the event.

II. EVENT DESCRIPTION

New Jersey's third annual Wild Outdoor Expo was held on Saturday and Sunday, September 15 and 16, 2012, from 10 a.m. to 5 p.m. Ninety-four different organizations participated in the event to provide hands-on activities, informative seminars, educational exhibits or to participate in the outdoors-supplies market. Groups included conservation, recreation, non-profit and government organizations, environmental clubs, wildlife rehabilitators, historical re-enactors and commercial vendors. In addition, ten different Divisions and Offices from within the New Jersey Department of Environmental Protection were represented at the event. (**Appendix A**)



The Expo provided hands-on activities and demonstrations geared toward avid outdoorsmen and women, as well as to novices who wanted to learn skills to venture into the outdoors. Experts were on hand to provide tips and insights on shooting, archery, fishing, camping, hiking, kayaking, wildlife watching and much more.

Thousands of new shooters were introduced to shotgun shooting, .22 caliber rimfire shooting, and archery at the Expo. More than 5,875 shotgun shells were fired equating to 1,469 shooters. There were

3,700 .22 rimfire rounds fired equating to 925 people and more than 2,000 shooters participated in archery over the two days. Hunter education classes were conducted at the Expo for a limited number of participants. Seventy-five students completed their archery and/or shotgun hunter education requirements at the event.



Camping, backpacking and outdoor cooking demonstrations were held for families looking to get outdoors together. Geocaching 101 classes and Orienteering "Treasure Hunts" were offered to test participants' directional skills. Families had the opportunity to watch retrieving demonstrations by sporting dog clubs and to learn about wildlife photography and rock climbing in New Jersey.

Participants could also learn to fish and identify the state's game fish, which were on display in a giant mobile aquarium. Children could create WILD crafts and even dress like a frog during amphibian adaptations programs. Visitors could watch wild game processing and birds of prey demonstrations along with developing bird and tree identification skills. Kayak workshops were available to participants along with a rock climbing wall. Conservation organizations provided a wide array of exhibits and displays about the state's natural resources. A variety of additional activities, demonstrations and seminars were offered to the public as well on a variety of fish and wildlife conservation and recreation topics including snakes of New Jersey, scuba diving, turkey hunting and calling and forestry stewardship.

This event successfully exposed participants to a host of outdoor activities that are available within the state's forests, parks and natural areas. The demonstrations and activities held throughout the weekend helped to foster an appreciation for New Jersey's bountiful natural resources and build the confidence for people to enjoy them safely.

The complete schedule of events appears in **Appendix B**.

III. VISITOR EXIT SURVEY HIGHLIGHTS

Methods

The participant survey was administered as an onsite exit interview, which was modeled after survey recommendations made by the Weatherby Foundation International's Expo Technical Team. The survey included 29 scripted questions, which appear in **Appendix C**. Highlights from the exit survey results are contained below.

In order to conduct the exit survey on random attendees leaving the Expo, volunteers were recruited from the New Jersey Department of Environmental Protection and the New Jersey Wildlife Conservation Corps program. The volunteer interviewers used two approaches to complete the exit surveys. The interviewers were also informed that the target over the course

of the two-day event was to collect 600 surveys. Volunteers were able to collect 900 completed or partially completed surveys from participants.

The volunteer interviewers were placed at the main exit, in order to intercept visitors as they walked back to the parking field to leave. The interviewers were instructed to randomly select participants by turning their back to the attendees, counting to 10, turning back around and approaching the first person they saw that appeared over the age of 18 years old.



The volunteers then used two approaches to collect exit surveys from respondents. Volunteers were encouraged to first offer to walk with visitors toward their vehicle, using a clipboard to record answers to the scripted questions. They could also offer the respondent the option to complete the exit survey themselves, if they preferred. However, there were drawbacks to having respondents fill out the surveys on their own, in that answers to the survey questions were not always complete. The two forms of survey collection used did result in data being collected in a haphazard fashion rather than truly at random.

In addition to conducting the exit survey on participants, all of the Expo exhibitors, presenters, vendors and volunteers were e-mailed a brief questionnaire after the event, which requested their comments and suggestions for how the Expo could be improved. The following questions were asked of all exhibitors and those volunteers who provided their e-mail contact information.

1. Did you feel that participating in the Expo was a worthwhile experience? Why or why not?
2. Would you be interested in participating in the Expo again next year?
3. What were the best and worst parts about participating in/volunteering at the Expo?
4. How can the Expo hosts continue to try to improve the event for participating organizations/volunteers and the public?
5. Additional comments/recommendations/concerns.

There were thirty-five responses received from exhibitors, presenters and vendors. Six responses were received from volunteers. Samples of the questionnaire's exhibitor and volunteer responses are located within **Appendix D**.



IV. ESTIMATED ATTENDANCE

Approximately 7,600 people, including the general public, Expo staff, volunteers, exhibitors, presenters and vendors, attended the third annual New Jersey Wild Outdoor Expo. The event staff calculated that more than 7,200 visitors came to the event by using handheld tally counters at the Expo entrance.



All vehicles entering the Expo grounds were directed through one main entranceway to the parking field. Expo staff members were stationed at the car entrance in order to visually assess the vehicles and use the tally counters to record the number of people in each vehicle. Once the event attendees drove past the staff members collecting the counts of people per vehicle, they were directed to the parking field. Expo staff did not count the more than 400 volunteers, presenters and exhibitors that were already stationed on the event grounds before the general public arrived.

Event staff was onsite at the vehicle entrance for the entire duration of the event in order to tally participants entering the Expo. This approach was manageable for this Expo, due to the crowd size. However, if event participation significantly increases at future Expos, a different approach will need to be taken to calculate attendance. This may include a pre-registration process, or taking a vehicle count and averaging the number of people per car.

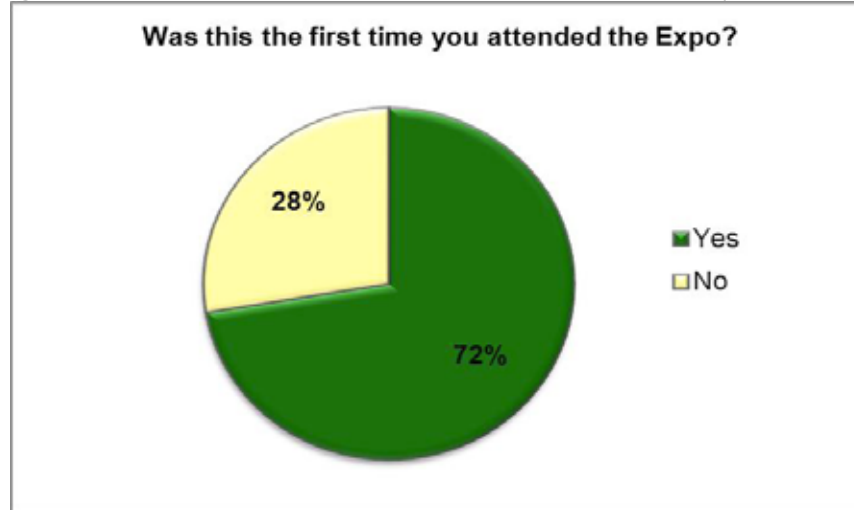
Overall attendance on both days of the event was fairly consistent. On Saturday, more than 3,400 visitors and on Sunday, more than 3,800 visitors were recorded with the tally counters entering through the main gate, for a total attendance of more than 7,200 people, not including event staff, volunteers, exhibitors and vendors.



V. HIGHLIGHTS OF SURVEY RESULTS

The volunteer interviewers obtained 900 completed or partially completed exit surveys from respondents. With 7,200 visitors in attendance over the course of the weekend, the overall survey response rate was 13 percent. Only 28 percent of respondents attended a previous Outdoor Expo, so 72 percent of survey respondents were first time participants (**Figure 1.**)

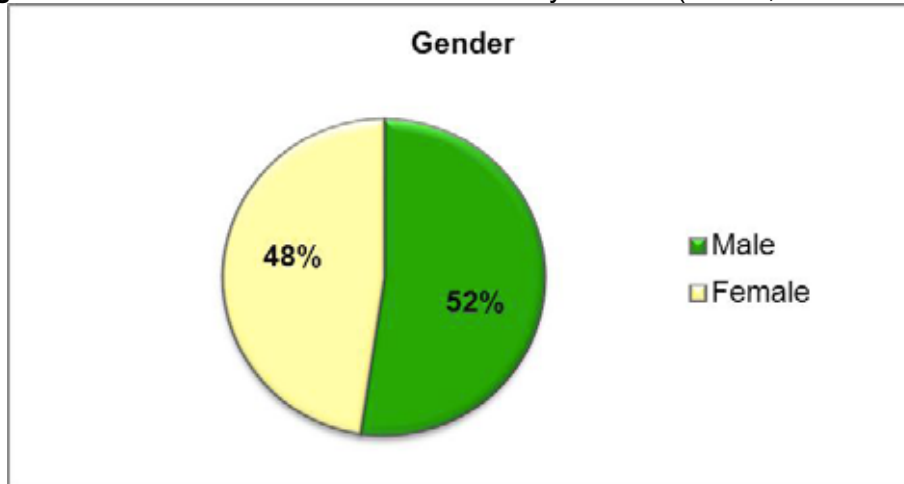
Figure 1. Respondent first time attendance at the Expo (n=884; 16 missing.)



Respondent Demographics

The volunteer interviewers were asked to record the gender of the respondents over 18 years of age that they approached. The data indicated that adult attendance was 52 percent male and 48 percent female (**Figure 2.**)

Figure 2. Gender of individual more than 18 years old (n=760; 140 missing.)



Survey respondents were asked to state their ethnicity and the year in which they were born. The majority of survey respondents were Caucasian males between the ages of 36 and 50 years old (Figures 3 and 4.)

Figure 3. Distribution of respondents ethnicity (n=876; 24 missing.)

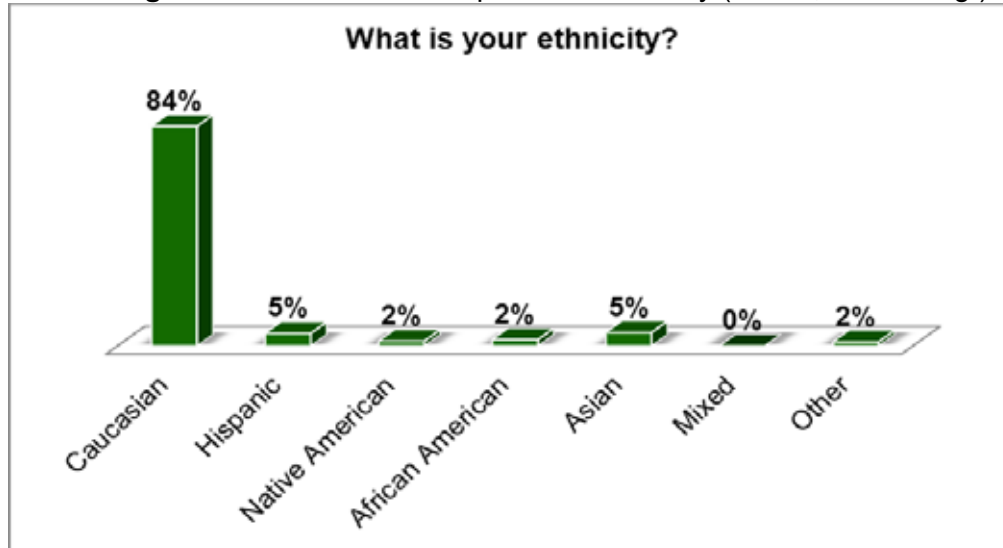
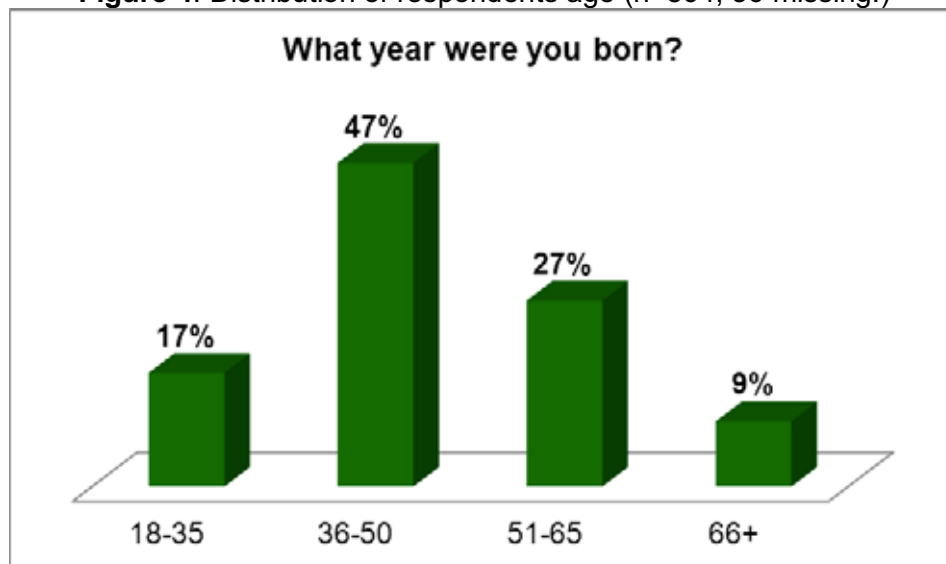
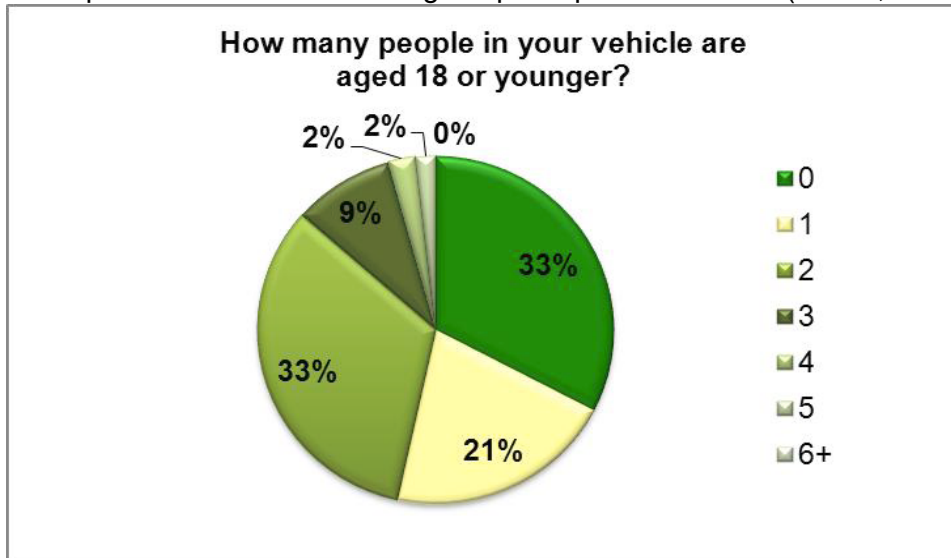


Figure 4. Distribution of respondents age (n=864; 36 missing.)



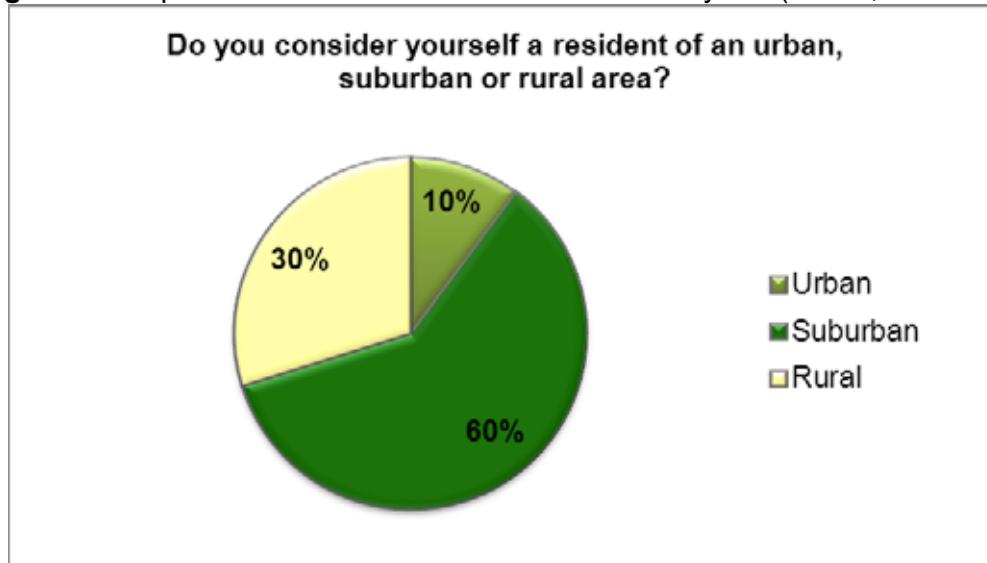
Respondents were asked how many people came to the Expo in their vehicle that were aged 18 years or younger. There were 879 respondents who answered this survey question, representing 12 percent of total Expo participants. Approximately 67 percent of respondents had one or more people in their group who were aged 18 years old or younger (Figure 5.)

Figure 5. Respondent classification of age of participants in vehicle (n=879; 21 missing.)



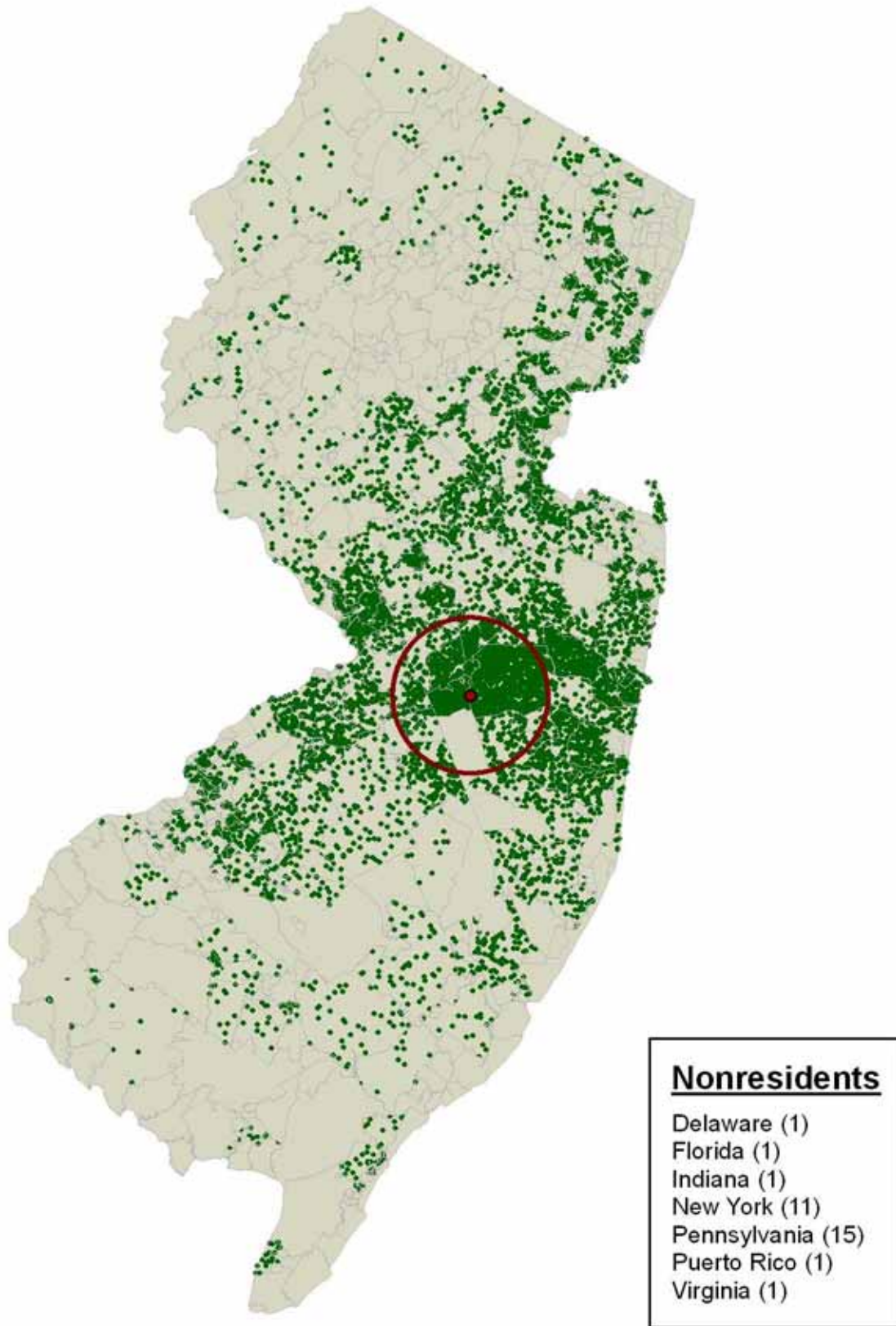
Respondents were asked if they considered themselves to be residents of an urban, suburban or rural area. The majority of respondents considered themselves to be residents of a suburban area (Figure 6.)

Figure 6. Respondent classification of area in which they live (n=882; 18 missing.)



Survey respondents were asked to provide the zip code where they live. Using Geographic Information System (GIS) software, zip codes of respondents were mapped to understand the density of visitors by zip code (Figure 7.) The Colliers Mills Wildlife Management Area and a 10-mile buffer area are indicated on the map for reference. An additional 31 Expo visitors lived in other states or another country.

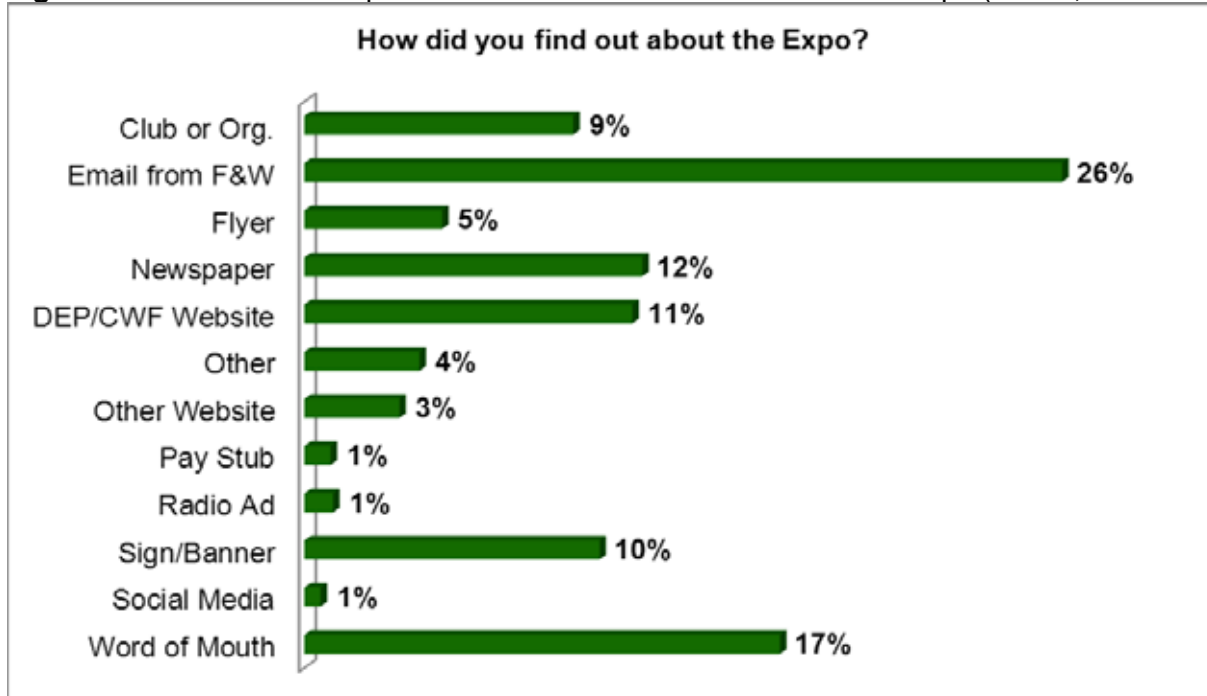
Figure 7. Density of respondents by zip code of residence (n=895; 5 missing.)



Information about the Expo

Survey respondents were asked about how they heard about the Expo. The most common sources of information about the Expo were e-mails from the New Jersey Division of Fish and Wildlife, word-of-mouth, newspapers, the host organizations' websites, and Expo signs or banners (Figure 8.)

Figure 8. Distribution of respondent sources of information about the Expo (n=878; 22 missing.)



Visitor Satisfaction

Respondents were asked to rate their overall satisfaction with attending the Expo, on a scale from one to five. Based on the scale, the number one corresponded with "Poor" and the number five corresponded with "Excellent."

Respondents were overwhelmingly satisfied with their experience. Approximately 65 percent of respondents rated their satisfaction level as number five for excellent, followed by 30 percent selecting the number four. Visitor satisfaction was consistent with feedback received from the 2011 exit surveys.



Respondents were also asked to identify their favorite activity at the Expo. Activities were not listed on the survey for respondents to select, so random responses were received. Some

responses were general while others were specific to an activity. A number of respondents also noted more than one favorite activity. Most respondents listed the following responses for their favorite activity at the Expo: “shooting ranges”, “archery”, “fishing”, “sporting dog demos”, “historical encampment”, “falconer” and “everything.” Some activities, such as kayaking, orienteering and bat house building were only available to a limited number of participants. (Figures 9 and 10.)

Figure 9. Distribution of respondent satisfaction with the Expo (2012: n=888, 12 missing; 2011: n=688, 13 missing)

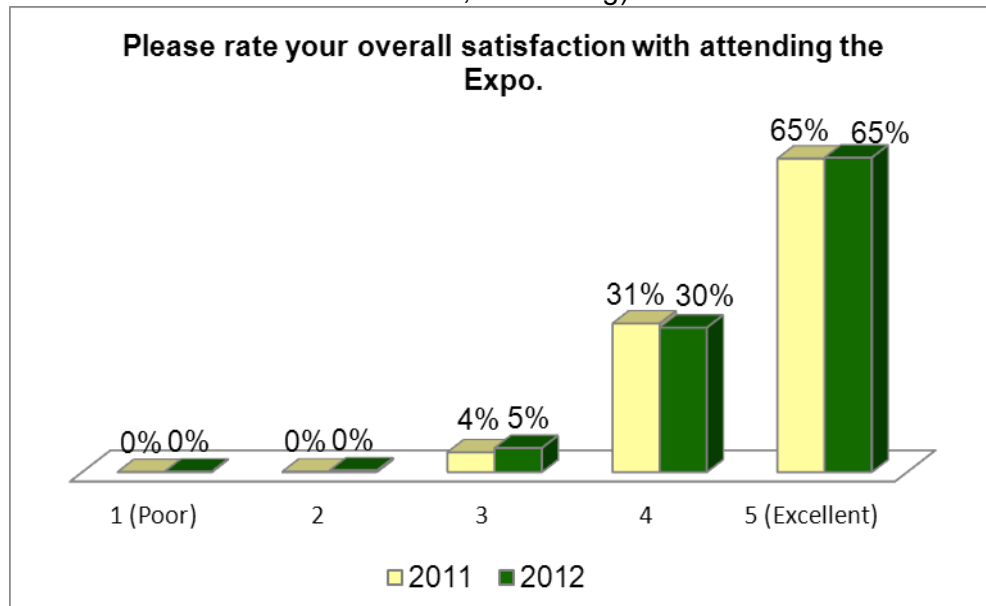
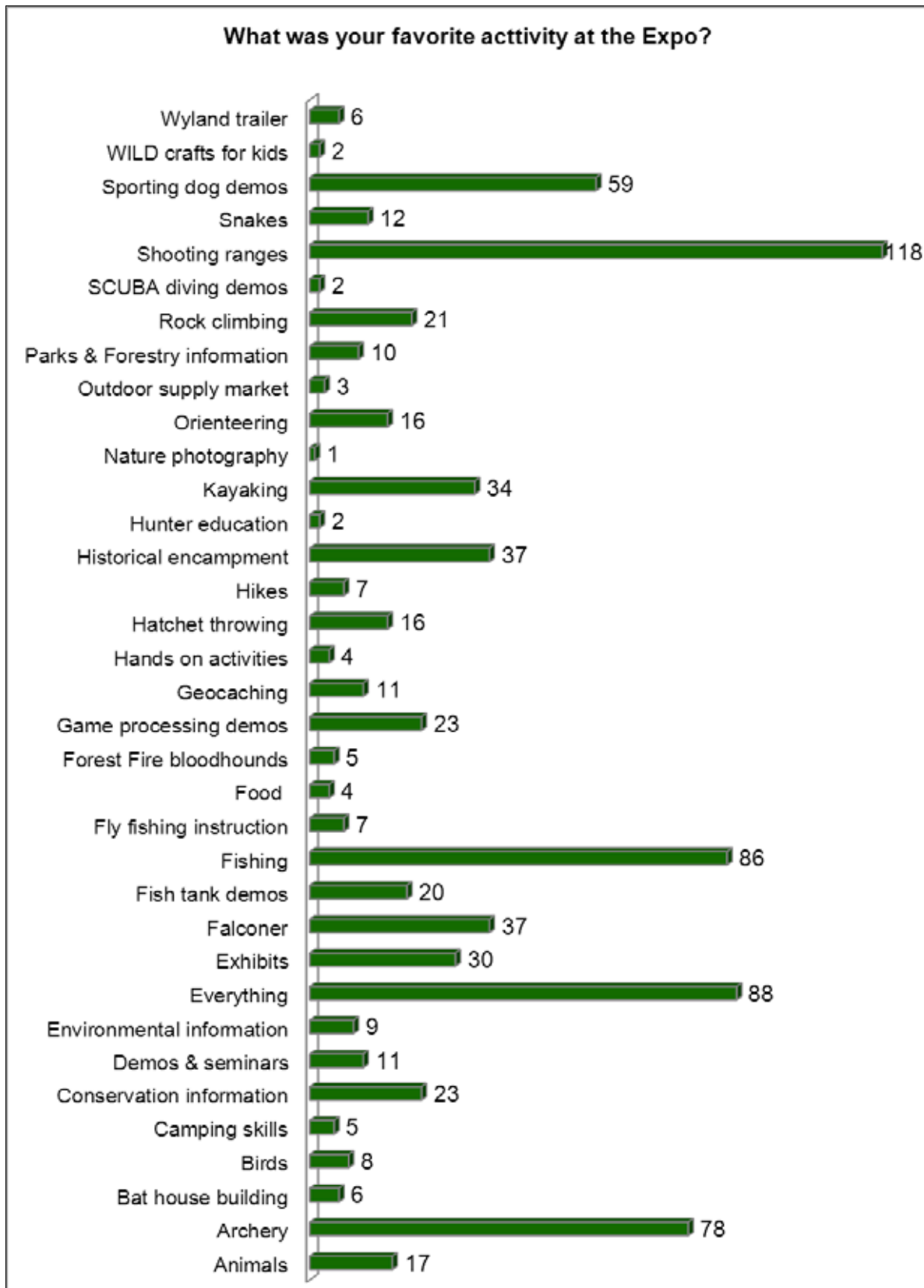


Figure 10. Distribution of respondents' favorite Expo attraction (n=818; 82 missing.)

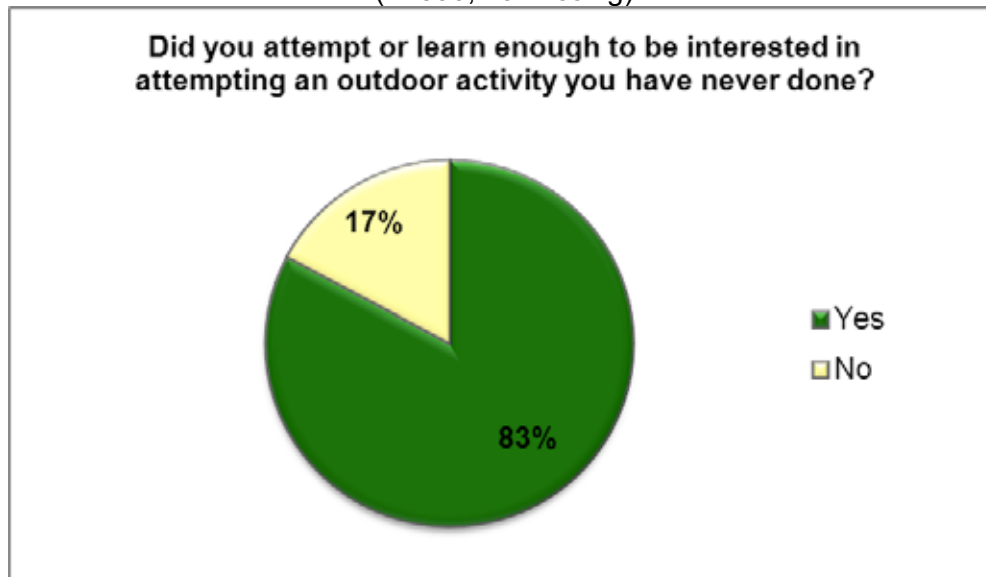


Recruitment and Retention

One of the main goals of the New Jersey Wild Outdoor Expo is to reach new audiences in an effort to get more people outdoors enjoying all that New Jersey has to offer, while building a conservation ethic and sense of stewardship in participants for the state's wildlife and outdoors.

The survey instrument was used to examine possible recruitment and retention potential from the Expo. Respondents were asked if at the Expo they attempted or learned enough to be interested in trying any outdoor activity they have never done. More than 80 percent of respondents did generate an interest in attempting a new outdoor activity (**Figure 11.**)

Figure 11. Distribution of respondent likelihood of participation in new activities (n=855; 45 missing)



Respondents were asked if prior to 2012 they ever had a fishing and/or hunting license and if in the future they would like to have a hunting and/or fishing license (**Figures 12 and 13.**)

The percentage of respondents who would like to acquire a fishing and/or hunting license in the future showed an increase from those that had licenses prior to 2012.

Figure 12. Distribution of respondents with a fishing/hunting license prior to 2012 (Fishing, n=844; 56 missing. Hunting, n=762; 138 missing.)

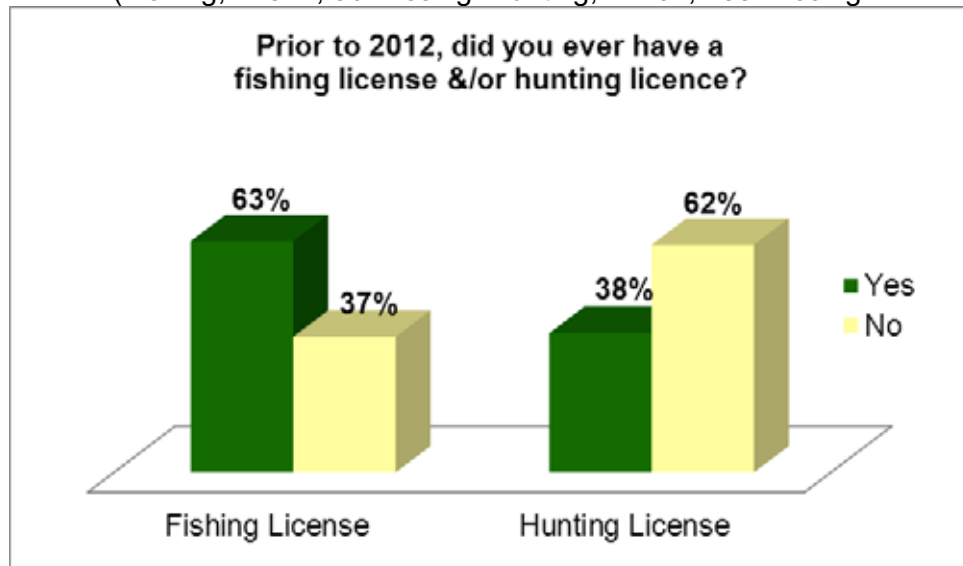
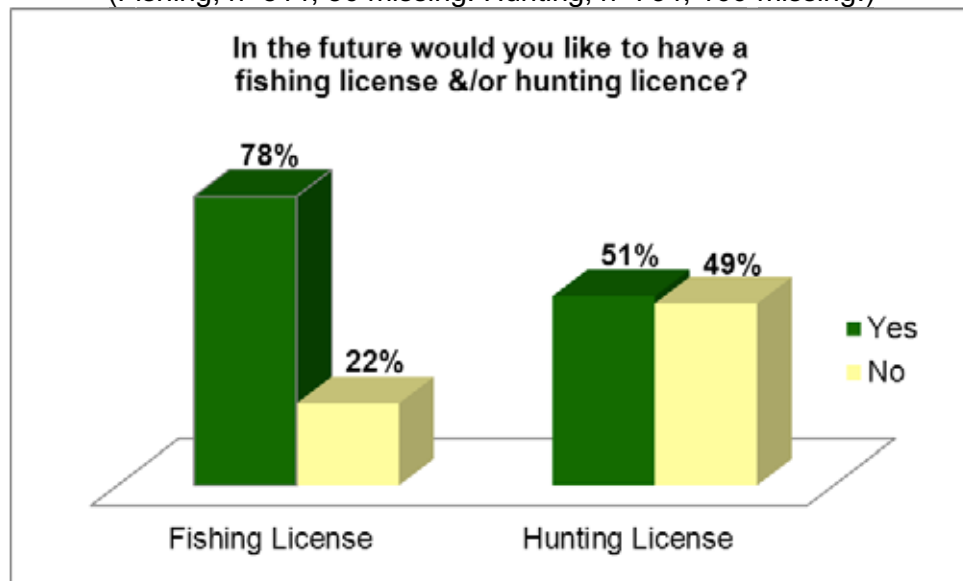


Figure 13. Distribution of respondents who would like a fishing/hunting license in the future (Fishing, n=814; 86 missing. Hunting, n=734; 166 missing.)



The percentage of respondents who never had a fishing and/or hunting license in the past was examined to look at how many of these respondents would like to acquire a fishing and/or hunting license in the future (**Figures 14 and 15.**)

Figure 14. Percent of respondents who never had a fishing license prior to 2012, who would like a fishing/hunting license in the future.

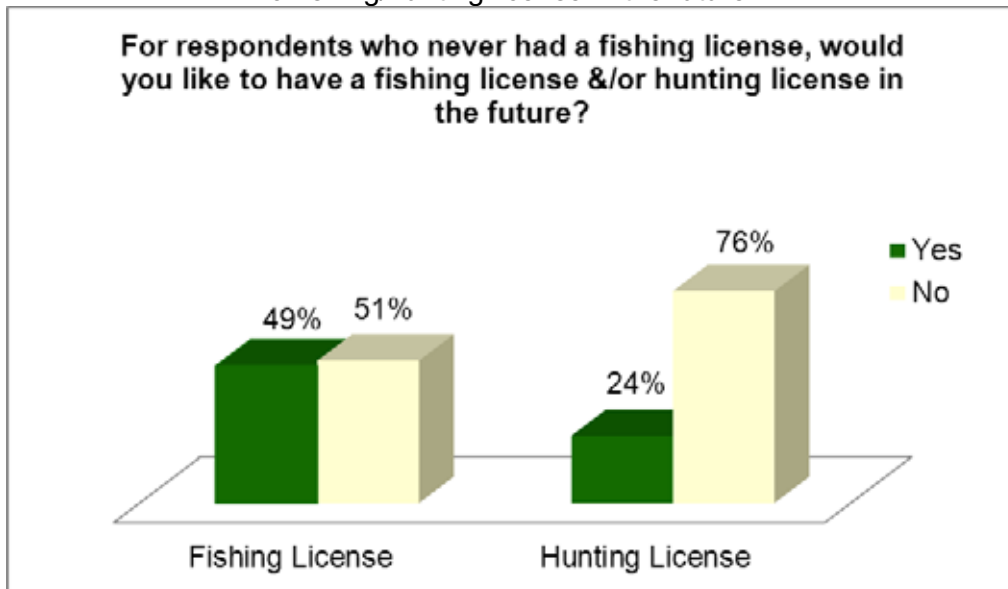
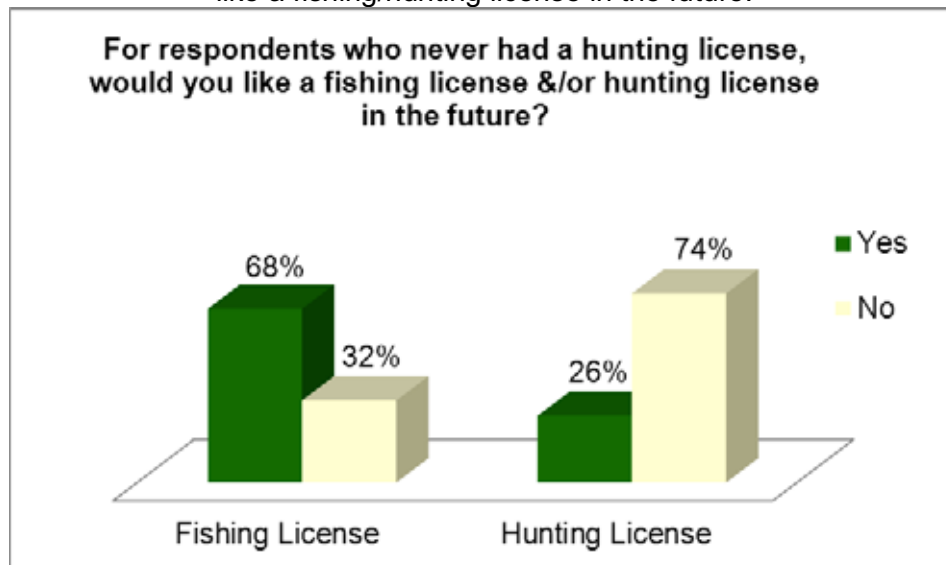


Figure 15. Percent of respondents who never had a hunting license prior to 2012, who would like a fishing/hunting license in the future.



The Expo introduced thousands of new shooters to shotgun shooting, .22 caliber rim fire shooting and archery. More than 5,875 shotgun shells were fired equating to 1,469 shooters. There were 3,700 .22 rimfire rounds fired equating to 925 people and more than 2,000 shooters participated in archery over the two days. Hunter education classes in shotgun and archery were conducted at the Expo for a limited number of participants. Seventy-five students completed their archery and/or shotgun hunter education requirements at the event.



Respondents were asked directly if they personally attempted shotgun shooting at the Expo and if so, was it the first time. Of the survey respondents that did attempt shotgun shooting and noted that it was their first time shooting, 41 percent of the respondents were new shooters (**Figures 16 and 17.**)

Note that the shotgun and rifle ranges attracted many children, rather than adults and more children than adults tried their hand at shooting sports.

Figure 16. Respondent participation in shotgun shooting (n=883; 17 missing)

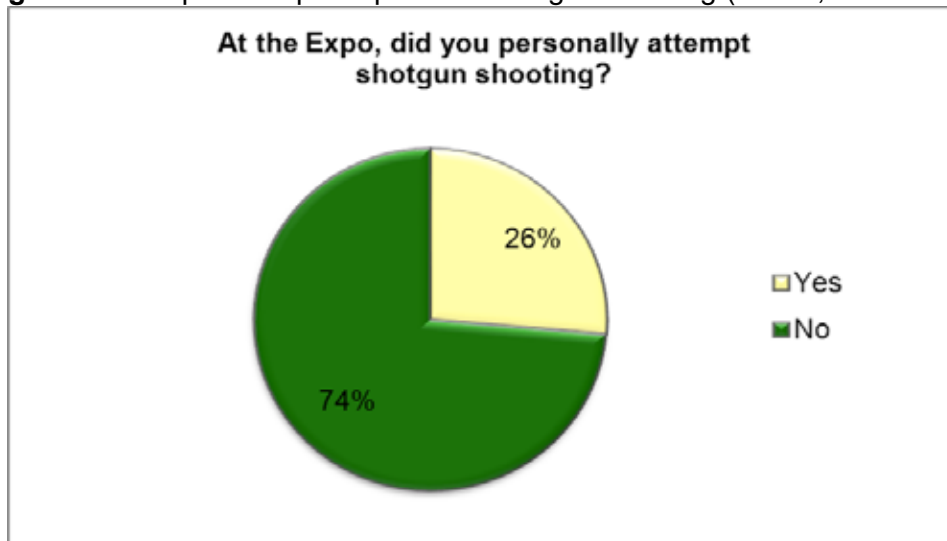
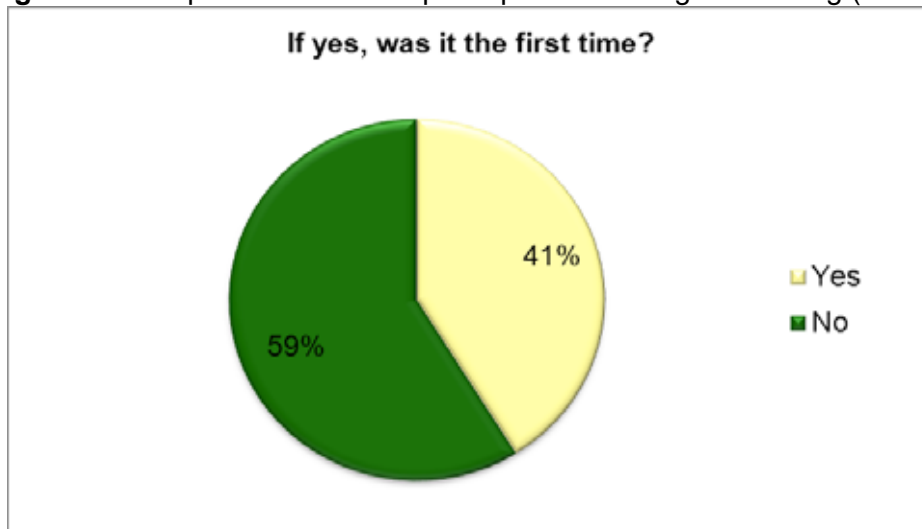


Figure 17. Respondent first-time participation in shotgun shooting (n=248)



Respondents were asked if they personally attempted archery at the Expo and if so, was it the first time. Of the survey respondents that did attempt archery at the compound or crossbow ranges and noted if it was their first time, 36 percent of those that did attempt archery participated for the first time (Figures 18 and 19.)



Note that the archery ranges attracted many children, rather than adults and more children than adults tried archery.

Figure 18. Respondent participation in archery (n= 877; 23 missing)

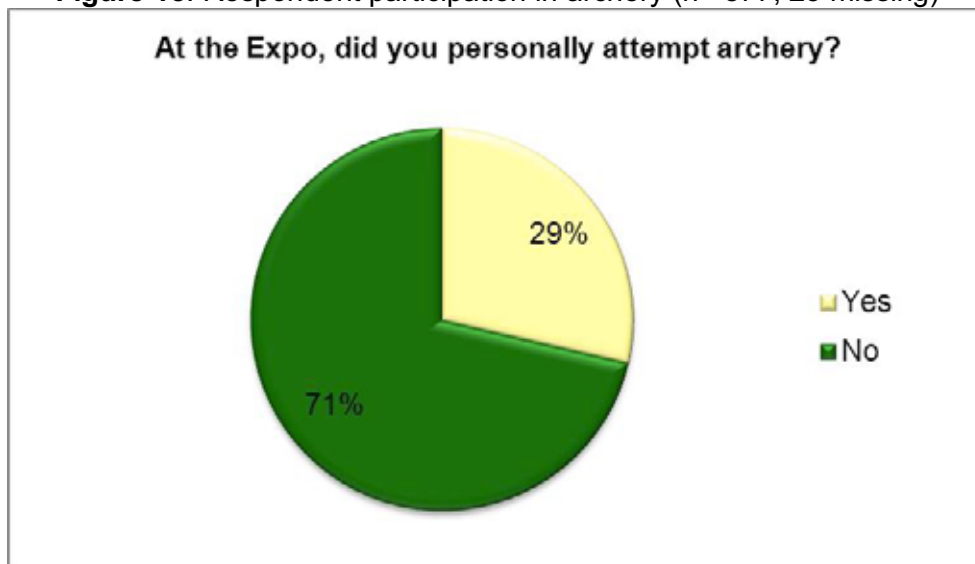
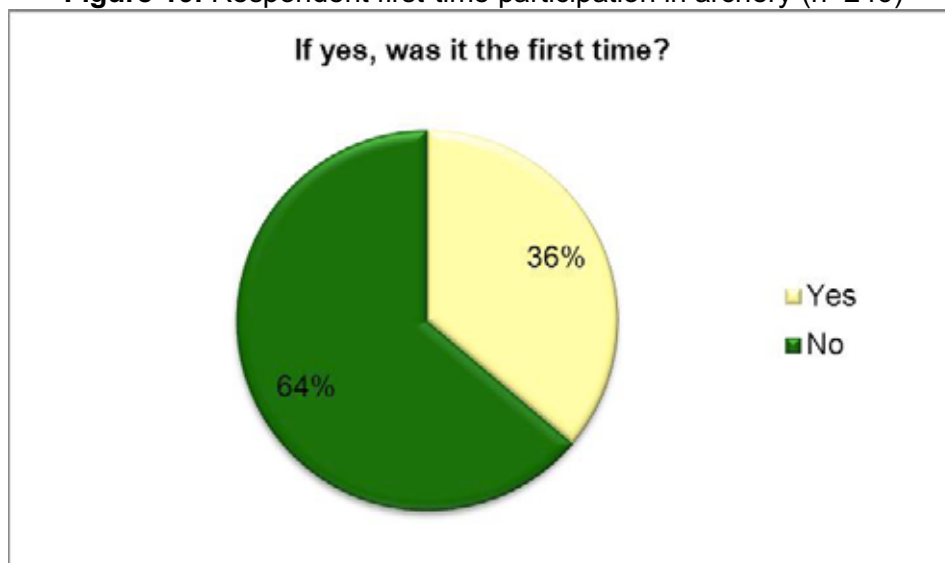


Figure 19. Respondent first-time participation in archery (n=246)



Conservation Awareness

Survey respondents were asked about how the Expo impacted their motivation to participate in outdoor activities. They were also asked about some of their general attitudes toward outdoor recreation. The survey questions were based on a scale of one to five, where “1” meant strongly disagrees and “5” meant strongly agrees with the statement asked.

More than 80 percent of respondents agreed or strongly agreed that the Expo gave them information or motivation to increase their participation in outdoor activities, which is a slight increase from the 2011 Expo results. Eighty percent of respondents agreed or strongly agreed that the Expo gave them information or motivation to participate in new outdoor activities, compared to 78 percent at the 2011 Expo.



Eighty-one percent of respondents agreed or strongly agreed



that people who enjoy any form of outdoor recreation share a common goal or land and wildlife conservation, compared to 82 percent at the 2011 Expo. Eighty-nine percent of respondents agreed or strongly agreed that they support all forms of outdoor recreation, including those they would not or could not do themselves, compared to 90 percent at the 2011 Expo. (Figures 20-23.)

Figure 20. Respondents’ attitude toward Expo providing information or motivation to participate in outdoor activities (2012: n=886, 14 missing; 2011: n=680, 21 missing)

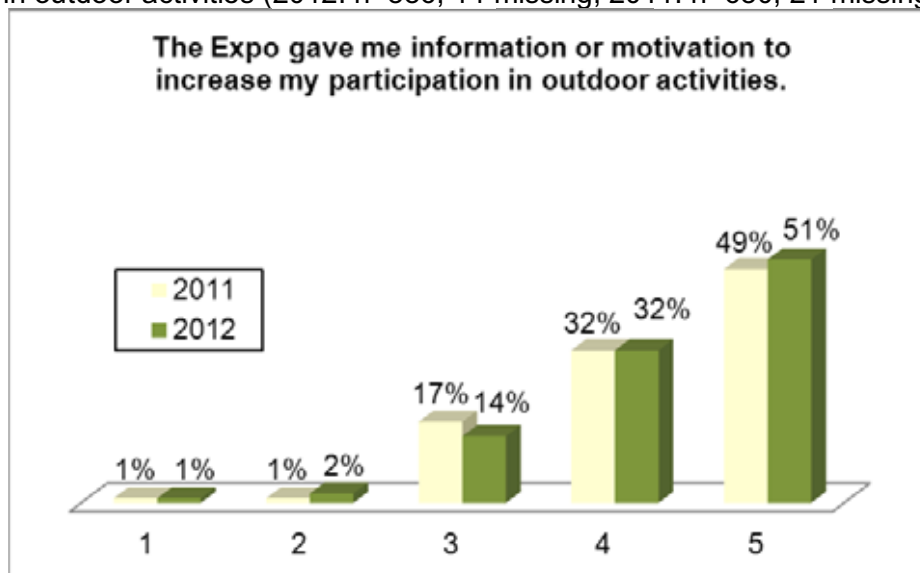


Figure 21. Respondents' attitude toward Expo providing information or motivation to participate in new outdoor activities (2012: n=884, 16 missing; 2011: n=677, 24 missing)

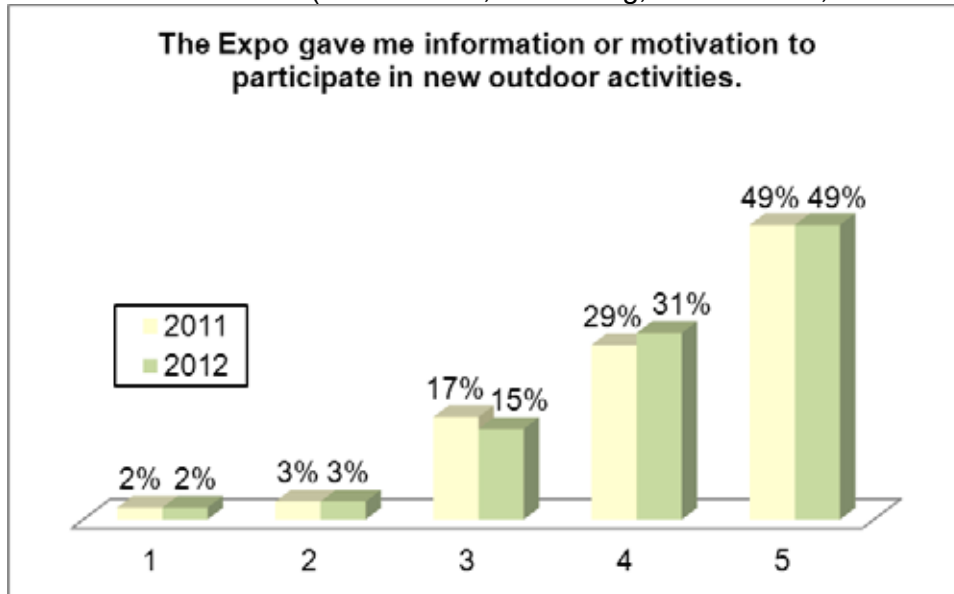


Figure 22. Respondents' attitude toward outdoor recreation and conservation (2012: n=883, 17 missing; 2011: n=683, 18 missing)

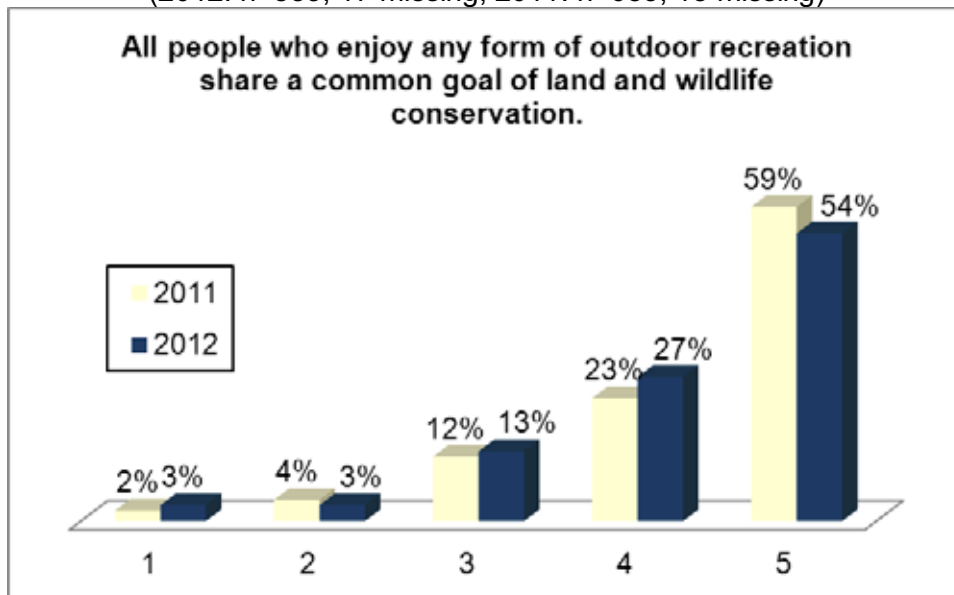
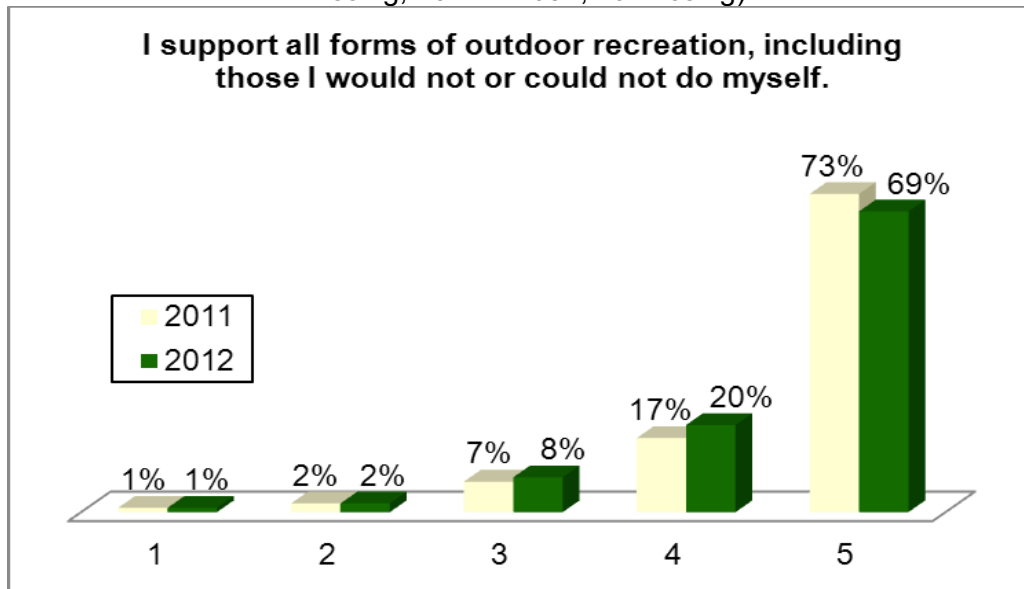


Figure 23. Respondents' attitude toward supporting outdoor recreation (2012: n=876, 24 missing; 2011: n=682, 19 missing)



Expo respondents were asked to rate their current level of outdoor recreation as “none,” “low,” “moderate,” or “extensive.” There were 143 respondents who rated their current level of outdoor recreation as “none” or “low.”

Out of the 143 respondents who rated their level of current outdoor recreation as “none” or “low,” 82 percent of these respondents agreed or strongly agreed that the Expo gave them information or motivation to increase their participation in outdoor activities, compared to 71 percent at the 2011 Expo.



Eighty-one percent of these respondents also agreed or strongly agreed that the Expo gave them information or motivation to participate in new outdoor activities, compared to 69 percent at the 2011 Expo. **(Figures 24 and 25)**



Figure 24. Respondents' (with no level to low levels of outdoor recreation) attitude toward the Expo providing information or motivation to increase participation in outdoor activities (2012: n=143; 2011: n=83)

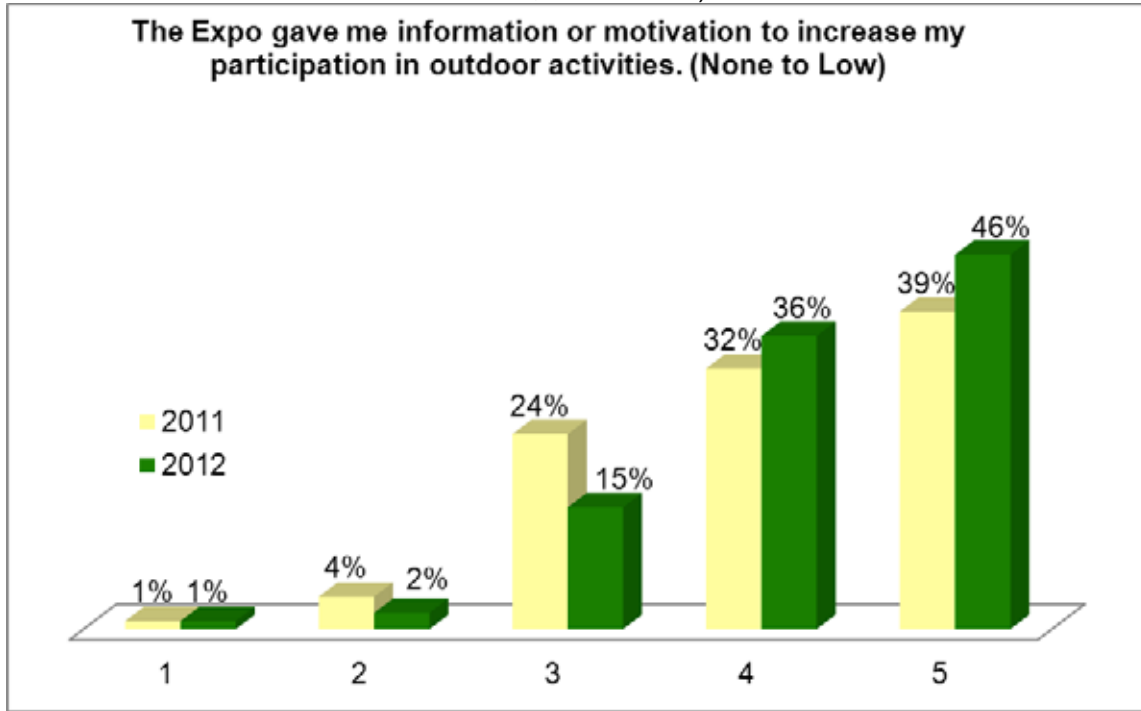
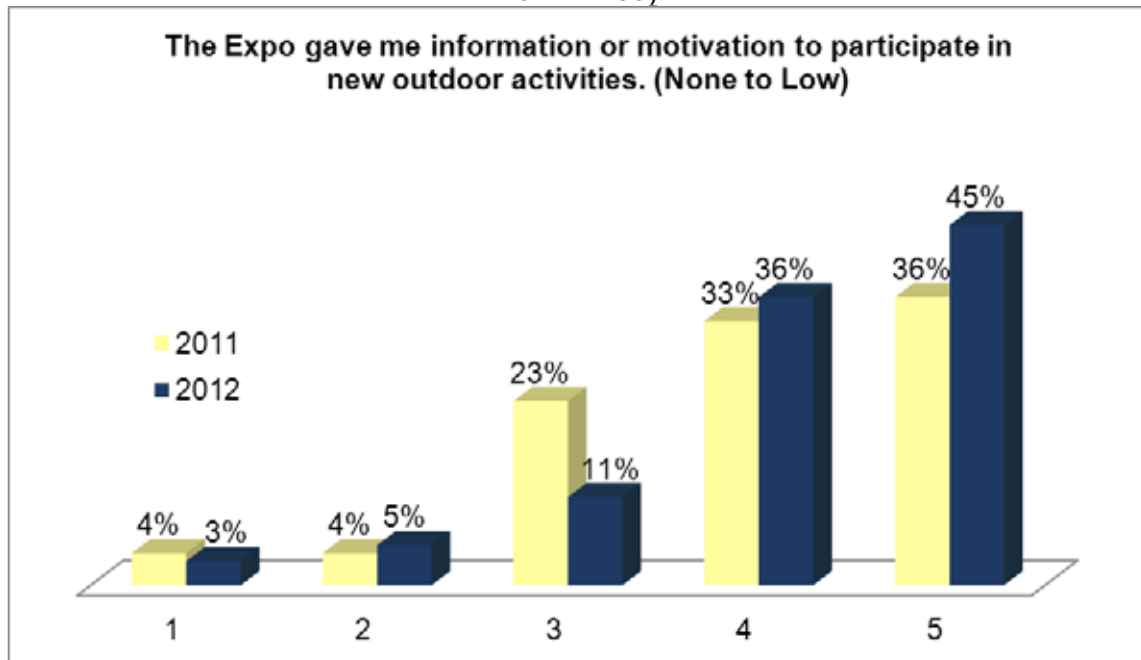


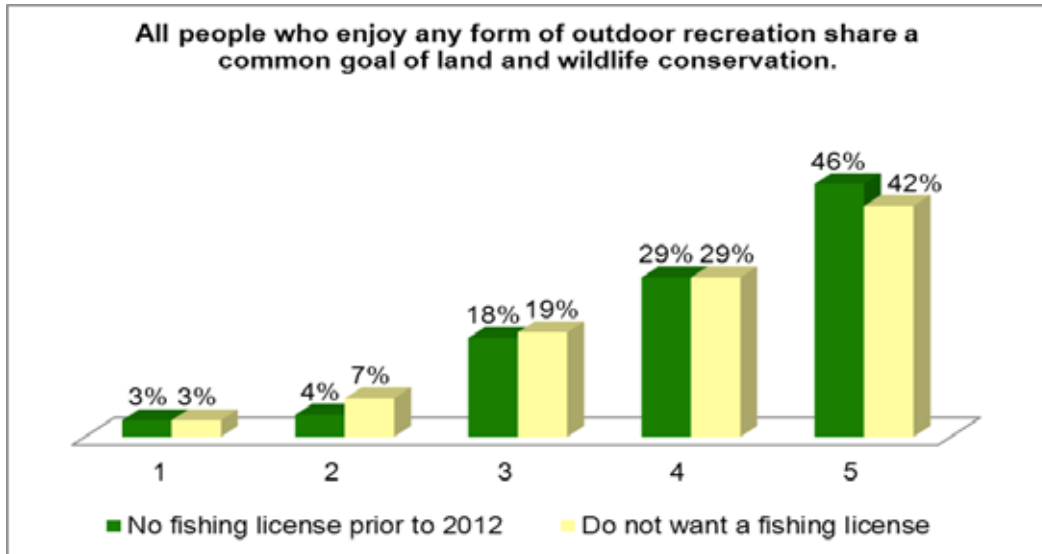
Figure 25. Respondents' (with no level to low levels of outdoor recreation) attitude toward the Expo providing information or motivation to participate in new outdoor activities (2012: n=143; 2011: n=83)



Expo respondents were asked if prior to 2012, they ever had a fishing license or hunting license. Respondents were asked if in the future, they would like to have a fishing license or a hunting license. (Figures 12 and 13.)

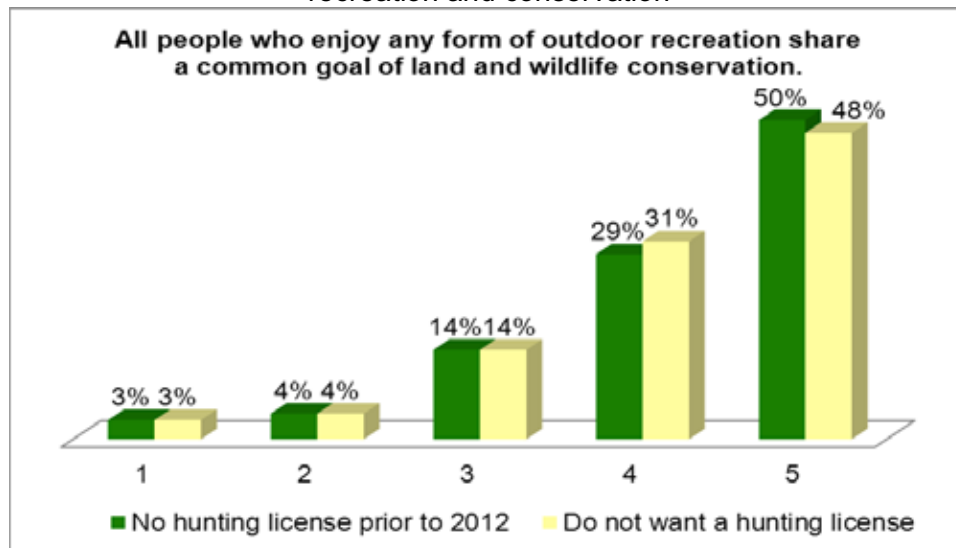
Out of the respondents who never had a fishing license and who do not want a fishing license in the future, 75 percent and 71 percent of respondents respectively agreed or strongly agreed that people who enjoy any form of outdoor recreation share a common goal of land and wildlife conservation. (Figure 26.)

Figure 26. Respondents' (who do not have or want a fishing license) attitude toward outdoor recreation and conservation



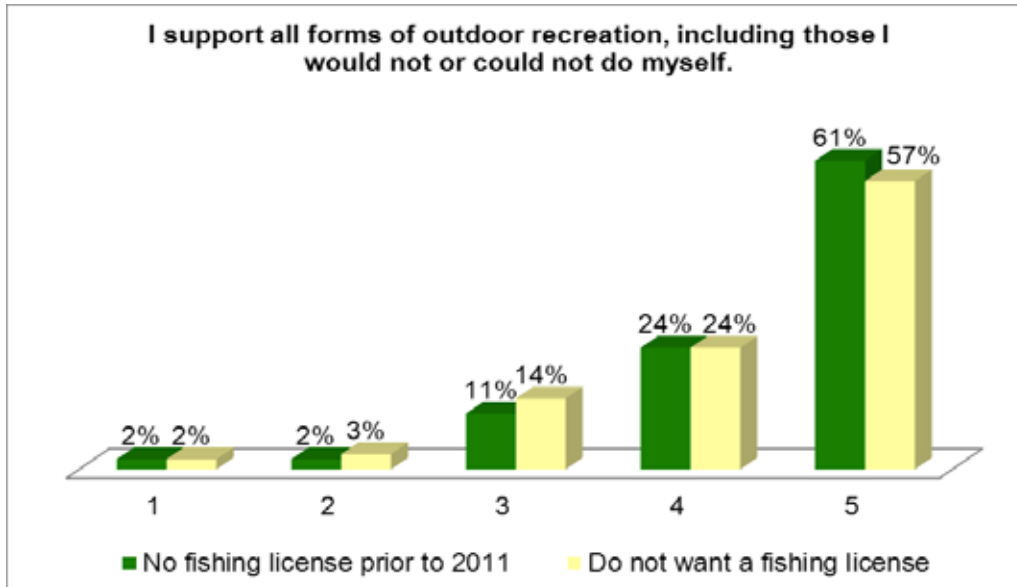
Out of the respondents who never had a hunting license and who do not want a hunting license in the future, 79 percent of respondents agreed or strongly agreed that people who enjoy any form of outdoor recreation share a common goal of land and wildlife conservation. (Figure 27.)

Figure 27. Respondents' (who do not have or want a hunting license) attitude toward outdoor recreation and conservation



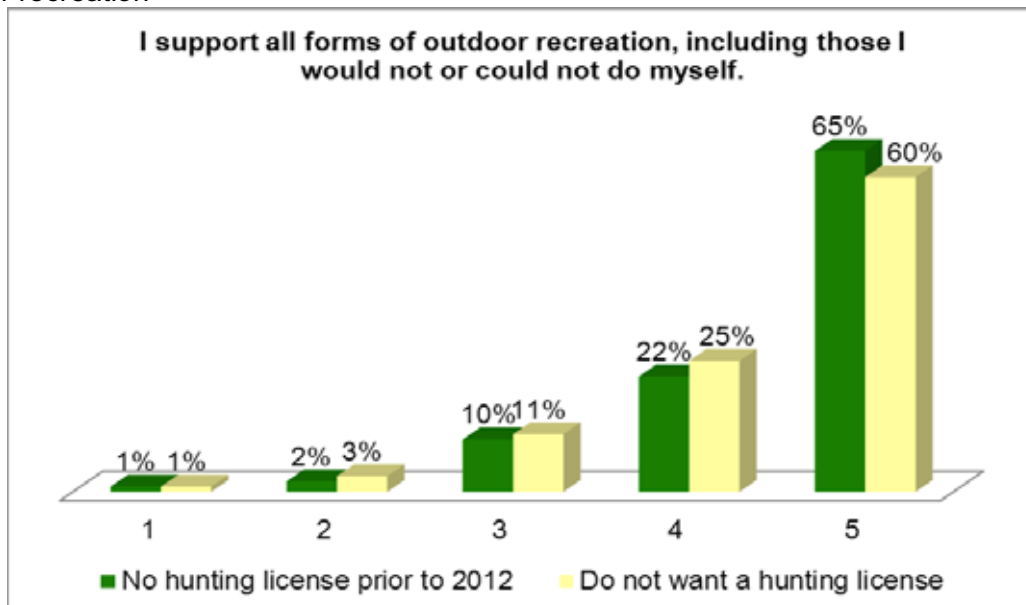
Out of the respondents who never had a fishing license, 85 percent of them agreed or strongly agreed that they support all forms of outdoor recreation, including those they would not or could not do themselves. Eighty-one percent of respondents that do not want a fishing license in the future agreed or strongly agreed with the statement as well (**Figure 28.**)

Figure 28. Respondents' (who do not have or want a fishing license) attitude toward supporting outdoor recreation



Out of the respondents who never had a hunting license, 87 percent of them agreed or strongly agreed that they support all forms of outdoor recreation, including those they would not or could not do themselves. Eighty-five percent of respondents that do not want a hunting license in the future agreed or strongly agreed with the statement as well (**Figure 29.**)

Figure 29. Respondents' (who do not have or want a hunting license) attitude toward supporting outdoor recreation



VI. CONCLUSION

The third annual New Jersey Wild Outdoor Expo was another successful event that afforded visitors the opportunity to learn about and experience a wide array of outdoor activities available within New Jersey. The event organizers received overwhelmingly positive comments and valuable feedback from visitors through the exit survey instrument, the questionnaire for exhibitors and volunteers, and from participants' general comments.

Some of the logistical challenges that were faced at previous Expo events, including long wait times for certain activities and parking concerns, were addressed successfully at this year's Expo. The Expo Planning Committee and event hosts look forward to continuing to enhance this exciting event for New Jersey's residents and all participating organizations. It is our hope that thousands more people will attend the fourth annual New Jersey Wild Outdoor Expo, which is scheduled for September 14 and 15, 2013, and that this event continues to grow as a highly successful annual tradition.

Some of the general comments that respondents added to the visitor exit surveys follow.

"This is an excellent family event!"

"The Expo provided a great introduction to outdoor skills."

"Great job! Please keep doing this."

"Great! Will Come Back! Super exhibits!"

"This was an EXCELLENT day. Thank you!"
"Excellent event. Always enjoyable."

"Wonderful experience! We loved it. Will be back!"

"I think this is good for NJ residents, especially the younger generation! Thanks!"

"This just keeps getting better and better each year."

"I cannot express how well this was done. I can't wait for next year. I am going to be back on Sunday with my Cub Troop."

"This was a thoroughly enjoyable day for my family. My five-year old son loved it tremendously and learned a great deal. Thanks!"



VII. APPENDIX A

2012 NJ Wild Outdoor Expo's Participating Organizations (Listed Alphabetically)

Alaska Wilderness League
Arcadia Bird Sanctuary
Association of NJ Rifle & Pistol Clubs
Barnegat Bay Partnership
B.A.S.S. Federation Nation of NJ
Bent Creek Game Farm, LLC
Birds & Bees Farm
Burlington County Parks System
CamraScapes.com
Central Jersey Chapter of Pheasants Forever
Central Jersey Geocaching
Central Jersey Rifle & Pistol Club
Conserve Wildlife Foundation of NJ
Cookstown Saltwater Anglers Fishing Club
Deer Heads Unlimited Taxidermy
Deppen Wood Products
Ducks Unlimited
Edwin B. Forsythe National Wildlife Refuge
E.Z. Trail Marker
Father Time
Fernbrook Farms Education Center
FishTek Inc.
Flight of the Raptor
Freehold Soil Conservation District Soil Tunnel
Gamebutchers LLC
Garden State Black Powder Association
German Shorthaired Pointer Rescue of NJ
Girl Scouts of the Jersey Shore
Hawg Trough
Hunters Helping the Hungry
Indians of NJ of the 16th Century
Indian Rock Campground
JBMDL Natural Resources
Jenkinson's Aquarium
JerNet Enterprises
Jersey Shore Sea Kayak Association
John Drulle, MD Memorial Lyme Fund, Inc
Karen Riley – Pine Barrens of NJ Books
Kelly Cole Photographic Arts
Mom's Food Concessionaires
Monmouth County Park System
Monroe Township Enviro-Mobile
Murphys Hook House Bait & Tackle
Music by Kimon

Navesink Hunting Retriever's Club
New York-New Jersey Trail Conference
NJ Bass Federation Youth Club
NJ Beach Buggy Association
NJ CoCoRaHS Program of the ONJSC
NJ Council of Diving Clubs
NJ Department of Agriculture
NJ Department of Environmental Protection (NJDEP)
NJDEP AmeriCorps NJ Watershed Ambassador Program
NJDEP Clean Water NJ
NJDEP Division of Fish and Wildlife
NJDEP Division of Land Use Regulation
NJDEP Division of Parks and Forestry
NJDEP Environmental Education – NJ Rocks!
NJDEP Forest Fire Service
NJDEP Green Acres Program
NJDEP State Park Service
NJDEP State Mosquito Control Commission
NJ Forestry Association
NJ Horse Council
NJ Mycological Association
NJ Outdoor Alliance - Conservation Foundation
NJ SnakeMan
NJ State Chapter of the National Wild Turkey Federation
NJ State Federation of Sportsmen's Clubs
NJ Trappers Association
NJ Tree Farm Program
NJ Waterfowlers Association
Ocean County Federation of Sportsmen
Ocean County Mosquito Commission
Ocean County Natural Lands Trust Fund
Ocean County Parks Department
On A Mission Fishing Adventures
Orienteering Unlimited
Paddlerscove
ParksByNature Network
Plumsted Township Environmental Commission
Princeton University Graduate Molecular Biology Outreach Program
Reel Time Designs
Round Valley Trout Association
Sandy Hook Ocean Institute
Save Barnegat Bay
Shoot NJ, LLC
Solar Mite Solutions
Sports Authority
Swal Dairy
Tasty Kettle Corn
Team Habitat
Traditional Archers of NJ
Traditional Earth Skills
Trail Blazer Camps

Tri State Weimaraner Rescue
United Blood Trackers
United Bowhunters of NJ
U.S. Coast Guard Auxiliary
U.S. Fish & Wildlife Service's Wildlife & Sport Fish Restoration Program
U.S. Geological Survey
Wolf Visions
Woodlands Wildlife Refuge
Wounded Warrior Program
Wyland Foundation's Clean Water Mobile Learning Center
YMCA Camp Topanemus

VIII. APPENDIX B

2012 NJ Wild Outdoor Expo Schedule of Events

New Jersey
WILD
OUTDOOR EXPO
Explore. Experience. Enjoy!

Schedule of Events

Ongoing Activities..... Page 2
Scheduled Activities & Seminars..... Page 3
Expo Site Map..... Page 4
Event Supporters..... Page 4

September 15 and 16, 2012
10 am - 5 pm daily
Colliers Mills Wildlife Management Area
Jackson Township, NJ

Sponsored by:


Hosted by:








New Jersey
WILD
OUTDOOR EXPO
 Explore. Experience. Enjoy!

The Wild Outdoor Expo is a free event designed to build appreciation for New Jersey's bountiful natural resources and to encourage increased participation in outdoor recreation through a unique blend of conservation information, education and hands-on opportunities to learn about and experience a wide range of outdoor skills and activities. Attendees are encouraged to try their hand at fishing, hiking, shooting sports, kayaking, camping skills, wildlife watching and more. This event is hosted by the NJDEP Division of Fish and Wildlife, Parks and Forestry, the Green Acres Program and the Conserve Wildlife Foundation of New Jersey.

ONGOING ACTIVITIES

Please note that all programs, exhibits and activities are subject to change.

Ongoing Activities and Exhibits	Location (see map)
General Information and Exit Surveys	Main Entrance
New Jersey Department of Environmental Protection Exhibits and Activities	NJDEP Tent
Environmental, Recreation, Wildlife Rehab, and Nature Photography Exhibits and Activities	Environmental Tent
WILD Craft for Kids and Conservation Exhibits	Conservation Tent
Additional Environmental, Conservation and Recreation Exhibits and Demos	Exhibitor Area
Historical Encampment and Re-enactment with Crafters and Demos (Period 1740 - 1840)	Historical Encampment
Forestry Stewardship Demos and NJ Forest Fire Service's Tracks Dogs	Forestry Row and Sawmill
"Open House" Family Campsite: Camping & Cooking Demos at 11 am, 1 pm, 3:30 pm	"Open House" Campsite
Geocaching 101 Demos by NJ Geocaching Groups	Geocaching 101
"Build a Bat House" Workshops at 11:30 am, 1:30 pm and 3:30 pm (\$5 fee to build a bat house)	Conservation Tent
Mobile Aquarium and Fishing Demos at 11 am, 12 pm, 2 pm, 4 pm	Fish Tank
Kiddie Fishing Tank: (Ages 4-7)	Kiddie Tank
Kids Fishing: (Ages 8-16) 10:30 am-4:30 pm. Register at Kids Fishing Area.	Kids Fishing Area
Fly Fishing Casting Instruction: Sessions run for 30 minutes at 10 am, 10:30 am, 1 pm, 1:30 pm, 3 pm and 3:30 pm.	Casting Area
B.A.S.S. Federation Nation of NJ - Casting Instruction	Casting Area
Inflatable Soil Tunnel - SATURDAY ONLY	Soil Tunnel
Rock Climbing (\$3 fee per climb)	Climbing Wall
"Flight of the Raptor" Falconry Exhibit	Falconer Tent
Kayaking for Beginners: (Ages 12+) Sessions last 2 hours and begin at 10:15 am, 1 pm and 3 pm. Registration required at Kayak Workshop Area. Appropriate attire is encouraged.	Kayak Workshops Area
Wyland Clean Water Mobile Learning Experience	Clean Water Learning Center
Outdoor Supply Flea Market	Commercial Vendor Area
Food Vendors and Picnic Area	Picnic Area
Archery Fun-Shoot & Traditional Archery Skills	Archery Ranges
Introduction to Archery, Shotgun and .22 Rifle Ranges (Ages 10+) Ranges close at 5 pm.	Archery, Shotgun and .22 Ranges
Hunter Education Classes start at 8:00 AM. Must pre-register at : www.nj.wildlifelicense.com/start.php	Hunter Education Tent

Page 2 *The complete list of organizations participating in the New Jersey Wild Outdoor Expo can be viewed on the Expo website: wildoutdoorexpo.com*

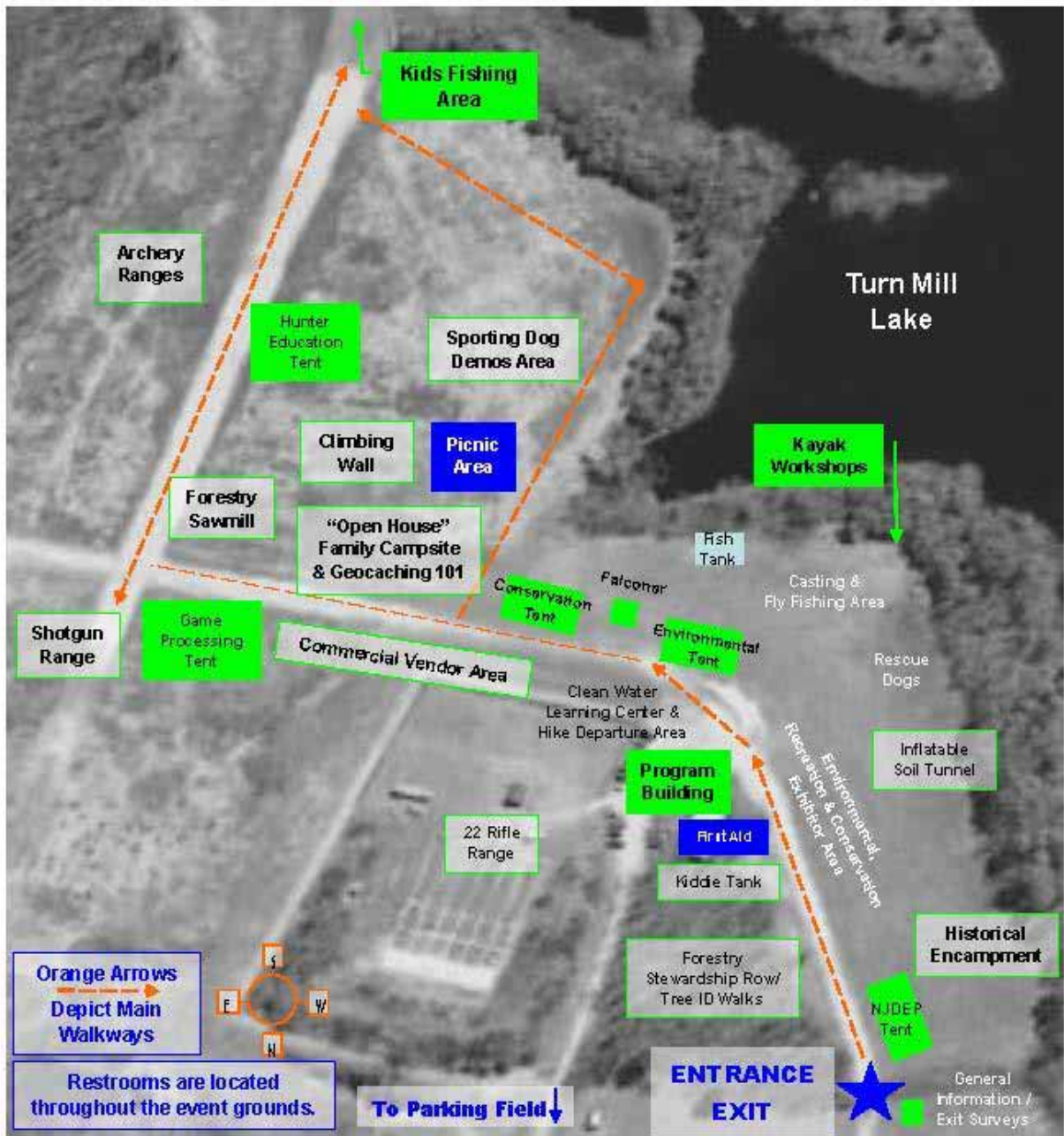
SCHEDULED ACTIVITIES, SEMINARS & DEMOS

Time		Activity or Seminar	Location (see map)
10 AM	10:15	Memorial Dedication Ceremony for Fallen Officers - SATURDAY ONLY	.22 Range
	10:30	"The Thin Green Line - Wildlife Law Enforcement" Program	Program Building
	10:30	Beginner Birding Walk	Hike Departure Area
	10:30	Turkey Calling/Hunting Seminar & Demo by NJ Chapter of the NWTF	NWTF Booth in Exhibitor Area
	10:30	Orienteering Treasure Hunt (\$3 fee for a map; \$1 for extra group maps)	Environmental Tent
11 AM	11:00	"Jigging Techniques for Fall Striped Bass & Bluefish in NJ" Program	Program Building
	11:00	Walk on the WILD Side Conservation Education Hike	Hike Departure Area
	11:00	Water Retriever Demo by Navesink River Hunting Retriever Dogs	Sporting Dog Demos Area
	11:00	Archery Trick Shooting Show by Chris Hurt - SATURDAY ONLY	Archery Range
	11:30	"Geocaching 101" Program	Program Building
	11:30	Tree Identification Walk	Forestry Tree ID Walks
	11:30	Orienteering Treasure Hunt (\$3 fee for a map; \$1 for extra group maps)	Environmental Tent
12 PM	12:00	"Dispelling the Myth of the Big Bad Wolf" Program	Program Building
	12:00	Beginner Birding Walk	Hike Departure Area
	12:00	Simulated Blood Tracking Dog Demo	Sporting Dog Demos Area
	12:30	Turkey Calling/Hunting Seminar & Demo by NJ Chapter of the NWTF	NWTF Booth in Exhibitor Area
	12:30	Archery Trick Shooting Show by Chris Hurt - SATURDAY ONLY	Archery Range
1 PM	1:00	"Backpacking and Rock Climbing in NJ Basics" Program	Program Building
	1:00	Water Retriever Demo by Navesink River Hunting Retriever Dogs	Sporting Dog Demos Area
	1:00	"Wildlife Photography Basics" Program by CamraScapes.com	CamraScapes Booth in Exhibitor Area
	1:00	Gamebutcher's Deer Processing Demo	Game Processing Tent
	1:30	"Flight of the Raptor" Program	Falconer Tent
	1:30	Orienteering Treasure Hunt (\$3 fee for a map; \$1 for extra group maps)	Environmental Tent
2 PM	2:00	"Dress Like a Frog" Amphibian Adaptations Program	Program Building
	2:00	Tree Identification Walk	Forestry Tree ID Walks
	2:00	Simulated Blood Tracking Dog Demo	Sporting Dog Demos Area
	2:00	Archery Trick Shooting Show by Chris Hurt - SATURDAY ONLY	Archery Range
	2:30	Orienteering Treasure Hunt (\$3 fee for a map; \$1 for extra group maps)	Environmental Tent
	2:30	Beginner Birding Walk	Hike Departure Area
	2:30	NJ Trappers Fur Handling Demo	Game Processing Tent
	2:30		
3 PM	3:00	"Geocaching 101" Program	Program Building
	3:00	Water Retriever Demo by Navesink River Hunting Retriever Dogs	Sporting Dog Demos Area
	3:30	Sport SCUBA Diving Demo	Fish Tank
	3:30	"Invasive Insects in the Native Forest" Program	Program Building
4 PM	4:00	"Conservation in NJ" Program by NJOA-Conservation Foundation	Program Building
	4:00	Turkey Calling/Hunting Seminar & Demo by NJ Chapter of the NWTF	NWTF Booth in Exhibitor Area
	4:00	"Flight of the Raptor" Program	Falconer Tent

Please complete an Exit Survey as you leave the Outdoor Expo so the hosts can gather information to improve this event. Exit surveys are available by the General Information tent.

**NJ WILD OUTDOOR EXPO
 SITE MAP**

*This is a representational map.
 It is not to scale and it is subject to change.*



Event Supporters: Monmouth County Park System, Solar Mite Solutions, Sports Authority, Traditional Archers of New Jersey, U.S. Fish and Wildlife Service's Wildlife Restoration Program

IX. APPENDIX C - 2012 Visitor Exit Survey Instrument

2012 NJ WILD OUTDOOR EXPO EXIT SURVEY

"Hi! I'm helping the NJ Division of Fish and Wildlife gather information that will help improve this event. Would you mind answering a few questions as you're walking to the parking lot?"

1. Interviewer _____ 2. Time: 11 12 1 2 3 4 5 3. Day (circle): Sat / Sun
4. Gender of individual **over 18** (circle): Male / Female 5. Participate in survey (circle): Yes No
6. How many people came in your vehicle? 1 2 3 4 5 6+
7. How many are aged 18 or younger? 0 1 2 3 4 5 6+
8. Was this the first time you've been to the NJ Wild Outdoor Expo? (Y N)
9. How did you find out about the Expo? (Do not read - Circle all that apply)
- | | |
|-----------------------------------|---|
| Newspaper (name) _____ | Organization website (NJDEP/CWF) _____ |
| Flyer (location) _____ | Other website (name) _____ |
| Sign/Banner (location) _____ | Email from Division of Fish & Wildlife _____ |
| Club or organization (name) _____ | Word-of-mouth (you were told of the Expo) _____ |
| | Other _____ |
10. Do you consider yourself a resident of an (circle response) **URBAN** **SUBURBAN** or **RURAL** area?
11. What is the zip code where you live? _____
12. What year were you born? 19 _____
13. What is your ethnicity? (do not read - circle what they indicate)
- | | | | | | | |
|------------------|-----------------|------------------------|-------------------------|--------------|--------------|--------------|
| Caucasian | Hispanic | Native American | African American | Asian | Mixed | Other |
|------------------|-----------------|------------------------|-------------------------|--------------|--------------|--------------|
14. Please rate your overall satisfaction with attending the EXPO: (1=Poor) 1 2 3 4 5 (5=Excellent)
15. What was your favorite activity at Expo? _____
16. At the expo did you attempt or learn enough to be interested in attempting any outdoor activity you have never done? (Y N)
17. At the expo did you personally attempt shotgun shooting? (Y N) If yes, was it the first time? (Y N)
18. At the expo did you personally attempt archery? (Y N) If yes, was it the first time? (Y N)
19. List any outdoor activities that were not at the Expo that you would have liked to see. _____
20. Please rate your current level of outdoor recreation as (circle response) **None** **Low** **Moderate** **Extensive**
21. Do you currently have a 2012 **fishing** license (Y N) **hunting** license (Y N)
22. Prior to 2012, did you ever have a **fishing** license (Y N) **hunting** license (Y N)
23. In the future would you like to have a **fishing** license (Y N) **hunting** license (Y N)
- Using a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree please rate your level of agreement with these statements*
24. Attending Expo gave me information or motivation to increase my participation in outdoor activities 1 2 3 4 5
25. Attending Expo gave me information or motivation to participate in new outdoor activities 1 2 3 4 5
26. All people who enjoy any form of outdoor recreation share a common goal of land and wildlife conservation 1 2 3 4 5
27. I support all forms of outdoor recreation, including those I would not or could not do myself 1 2 3 4 5
28. Would you like the NJ DEP Division of Fish and Wildlife to provide you with more information about fishing / hunting / wildlife viewing in NJ? (circle which one) If so, would you provide email or mailing address? (write on line below)
-
29. Include any additional written comments on the back.

Thank you for participating and have a nice day.

X. APPENDIX D

2012 Exhibitor and Volunteer Questionnaire and Sample Responses

All of the Expo exhibitors, presenters, vendors and volunteers were e-mailed a brief questionnaire after the event. The questionnaire and sample responses are listed below.

Questionnaire

Expo Exhibitors & Vendors/Volunteers,

The 2012 NJ WILD Outdoor Expo drew more than 7,200 visitors to the Colliers Mills Wildlife Management Area to learn about and experience a wide array of outdoor activities available within our state. Together with exhibitors, vendors and volunteers, more than 7,600 people participated in this very successful and highly commended event. This was a 43 percent increase in participation from the 2011 Outdoor Expo.

A number of visitors remarked that the Expo was an “excellent family event” and it provided “a great introduction to outdoor skills and learning about the environment.” I truly hope you found the Expo to be a worthwhile experience for your organization.

The Expo hosts are considering holding this event again and as in past years, I’d like to obtain feedback in order to try to make the event better for all participating organizations and the public. If your time allows, I’d appreciate it if you can send me your responses to the following questions.

1. Did you feel that participating in this year’s Expo was a worthwhile experience for your organization? Why or why not?
2. Would you be interested in participating in the Expo again next year? If not, why not?
3. What were the best and worst parts about participating in the Expo?
4. How can the Expo hosts continue to try to improve the event for participating organizations/volunteers and the public?
5. Additional Comments/Recommendations/Concerns

I sincerely hope that you will be able to participate in next year's Expo. Your presence helps to make this event possible! I’ll send out a save the date e-mail with registration information when a date is selected. Thank you again for all of your time and support! -Michelle Smith

Highlights of Exhibitors, Presenters and Vendors Responses

Question 1.

Definitely a benefit. I was able to promote responsible parrot ownership and so many people came and asked about owning one or with questions regarding the one they owned.
Very worthwhile, as it helped expose my product to more customers who would benefit and enjoy it.
YES, WE HAD COUNTED A MINIMUM OF 488 PEOPLE VISIT US ON SAT. AND 400 ON SUN. PEOPLE OF ALL AGES LIKE TO PLAY TURKEY CALLS AND IT GIVES US A CHANCE TO EDUCATE THE GENERAL PUBLIC ABOUT TURKEYS AND OUR SPORT.
Educating the public about “retriever training” as a conservation tool is always a worthwhile venture. It gave Navesink Hunting Retriever Club, Inc. (NRHRC) an opportunity to share our love of hunting

retrievers with all patrons and participants of the Expo.
Yes. We got lots of publicity and got refuge brochures and information into the hands of hundreds of people.
Yes it did. The NJOA -CF staff volunteers talked with many sportsmen and women who either did not know of our existence or the work that we do on behalf of the sporting community.
Yes, we had the opportunity to speak with a lot of people about Girl Scouts. More importantly, we were able to speak with people about what is available for their girls' right in their area.
I thought everything was great this year, well organized and well planned, as usual.
We very much enjoyed the Expo and the opportunity to engage with folks who are discovering or already enjoy the beautiful outdoors in NJ! In fact, I personally think it is the best outdoor, family event that I have attended in some years. It reminds me of an old-fashioned County fair with a sportsman (woman) twist.
As always you did a great job with the show again this year. The turnout was very good and also the sales.
This was definitely worthwhile. We had great exposure in sharing our activity with the public to get them interested in our game/sport. The EXPO is a great "outdoor" forum which lends to our game/sport. We had a lot of non-geocachers become greatly interested and become actual geocachers on the spot with caches hidden in Collier Mills.
We really enjoyed being a part of it
I enjoyed being a part of the event. I was able to give back and share some of my experiences that began in my younger days, in the wilds of NJ. These early times made me appreciate nature and sparked my interest in photography, and the desire to bring back images not easily seen or experienced.
Yes! We were extremely busy both days and had a ton of interested attendees, children and parents alike! I believe we reached our goal of exposing science to a new audience!
Absolutely worthwhile. Speaking to the public about wolves and letting them know what is happening in the U.S. is very important. Also, many people have never seen a wolf up close or know that there has not been an attack in the U.S. by a wolf.
Yes this Expo was the best event I have ever attended for Woodlands. We met lots of people who were happy to see a rehab organization there and learn about what we do. We gave away all of our information (including FW bear info and dvds) and think that events like these help educate the public. We sold a few things and got \$50 in donations.
Yes, we had hundreds of visitors and the kids loved playing with our turkey calls.
We were in the vendor area ostensibly to distribute our campground brochures and make people aware of our property. We also used the vendor booth as an opportunity to sell some of our overstock and leftover seasonal and camping items which was quite successful.
This venue is the best outreach we have been to this year so far because the patrons were the target audience we need to address about tick borne illnesses, the size of the crowd was fabulous and our penetration in terms of addressing people from all over the state and surrounding states was excellent. We do other outdoor venues and most are good, but just the sheer size of the attendance makes our job easier.
yes it was worthwhile to do the expo
We had a very successful show
I definitely thought the expo was worthwhile,
Yes-Many people stopped at our table and seemed greatly interested in our Lenape Program. Asking questions and commenting favorably, on our display
Absolutely, it's just the kind of event we like to participate in. We had a great time and educated lots of folks about weims. Also got a few volunteers out of it.
We had a great time! The expo is growing and improving every year! Definitely worth every penny, we will be there next year! Five spots. Your staff was very professional and helpful.

Question 2.

Definitely
Absolutely!
YES, WE HAD A GREAT TIME.
NRHRC would very much like to participate in your next Expo, and look forward to it.

Definitely. Our Friends organization may also be interested in having a vendor table and selling a few items that we carry in our gift shop/nature store.
Yes we would be highly interested.
Absolutely yes! We thought it gave us great exposure to help people see who the Girl Scouts are.
We plan to attend again next year
Save Barnegat Bay hopes to be able to participate in the Expo next year and to direct our materials and education a little better towards the particular crowd you seem to have attracted. Although our message at first would seem to be about the coast, it actually encompasses the whole watershed and the NJ public as a whole.
I plan to be there next year
This is a definite YES!! We had a great time! As mentioned above, I would like to speak to you about the Mega-Event in more detail once the dust settles from the EXPO.
would be interested in next year's program
YES
Absolutely!
YES
Yes! We will be there again
Definitely
We are very interested in participating in 2013; please keep us on your list.
Yes we would definitely be interested in attending next year's show.
yes I will be there next year
We look forward to participating again next year and in the future.
I will definitely participate next year
Yes-To brings our Lenape Program to those who may not know that this Nation lived in Ocean County and the surrounding areas.
Absolutely

Question 3.

Best part was the terrific way it was organized. Everything went so smoothly and staff came by several times throughout the weekend to see if anything was needed. Only part that I saw that was not the best was that there was only one food vendor. Although a variety was offered, by mid-Sunday, he ran out of drinks. I think it would be better if there were at least 2 more food vendors.
No negatives. I feel this was a well-planned event, well laid out in the area for visitors. Maybe a bit too dusty but sure beats it being rainy!
THE AMOUNT OF PEOPLE THAT GET EXPOSED TO THE OUTDOORS IS GREAT! THE WORST, NEED TO GET A WATER TRUCK TO KEEP DOWN THE DUST. ANOTHER FOOD VENDOR, LINES WERE WAY TO LONG.
Since I was only able to make it out to Colliers on Saturday afternoon, I'll let Rodger Parkhurst, our Club representative, answer questions 3, 4 and 5, as he chaired and organized for our Club.
Best- definitely the number of people attending. Worst- having to lead the bird walks through the crowd of people toward the entrance to get to where the birds were.
In general the whole event was great. For the NJOA-CF the low participation at our seminars was the worst part. I think the seminars in the Program building needs to be advertised more.
The best parts were the networking, seeing people all day, and telling families about what we offer for them. The setting up was easy, the parking was close & simple, and the staff was walking around & checking on things all day. The worst part had nothing to do with you, but I would have more than one person cover each day. That is on our end to handle.
The food/drink vendor ran out of water end of day Saturday.
Best parts- hands on experiences, free Worst parts – food vendor
try to have at least one more food vendor there
The best parts were all the vendors and the program building for presentations. I got to pet a wolf. Not really a worst part, but the dust was a little annoying. Maybe you could have a fire department spray a fine mist to keep the dust at a minimum. Obviously there is a cost involved unless

<p>they donated their time.</p> <p>Deny/Limit personal and commercial vehicle traffic on the grounds during the expo hours. Allow only expo vehicles for operations and emergencies.</p>
<p>Some of the best exhibits were the mobile aquarium, archery and trap shooting ranges and the falconry program. The food cost was a bit high, and if there was a group that offered wild game for people that never have tried it would be different.</p>
<p>Very well run, I was impressed with everything I saw, but was limited to my immediate CamraScapes tent area. My only nit was the dust from the vehicle traffic, which coated all of my photographic stock and camera on display. The wind direction did cooperate somewhat, it could have been a lot worse dust wise if not. Please minimize vehicle traffic even more if possible.</p>
<p>Best part was the variety of activities! Wish we had more time to experience it all, luckily got to do some tomahawk throwing before the event started on Sunday. The only thing I wish was better was the food options, would have like to have had a little more variety, especially being there for two days.</p>
<p>The best part was the staff that worked the Expo was great. They always ask if anything is needed or if we needed help. They were very considerate and they are appreciated. Everyone makes you feel at home, water was needed and someone came and took the container and filled it for us. There were many activities for the entire family that kept everyone busy all day long. There wasn't a worst part; everything ran so smoothly, from check in to check out.</p>
<p>The best part was the exposure and constant flow of people. We got to speak to tons of them and distribute all of our newsletters. The worst part was trying to set up by 9am (only because it was a 1.5hr trip for me and a 2hr trip for heather) and also trying to quickly slip away to get something to eat was more difficult than we thought. The line at the food vendor was very long and the first day it took heather almost 40 mins to return and when I went at 4pm they were sold out of everything except burgers and hotdogs. While in line I overheard expo guests also upset about the food situation. Of course I understand we can just bring our own, but hoping there will be more than 1 food vendor next year.</p>
<p>Great turnout and met many nice people. Facilities were great. Need food vendors more centralized or at least drink vendors at more than one location.</p>
<p>Best: free, large turnout, great location Worst: nothing I can think of... I'd like to say the port o potties were the nicest ones I've ever experienced in my lift</p>
<p>The best part was the big crowd, the nice weather and the grouping of participants in terms of subject was excellent. I wouldn't say this was the worst part, but the only negative I saw was that maybe some more port o potties near the program building would be good. I saw large lines each day and with the large crowds it's not an uncommon thing but a few more might be helpful.</p>
<p>everything was great</p>
<p>As many events for the kids as possible are on the right track.</p>
<p>We had quite a few people come past the table that did not know about the program, but were quite impressed when I explained it to them. It's always good to educate people about the program who haven't heard of it.</p>
<p>Worst: Being so busy not to get to see the Expo ourselves. Best: Meeting people and watching the children's eyes and expressions while touching items in the display</p>
<p>The only issue we had with the event is the food, there needs to be more choices, the lines were very long and they ended up running out of a lot of things. I would suggest having 2-4 different vendors and also just a booth or two where you could just buy drinks.</p>

Question 4.

<p>Don't know. You do a terrific job. It was covered by the press and the fact that participation was up so much, you must be doing all sorts of things right.</p>
<p>More food vendors needed. People were asking if I had water for sale.</p>
<p>LESS DUST, MORE FOOD</p>
<p>I'd suggest having at least the bird walks (and maybe all walks) leave from the entrance area. It was a bit of a hike to have people walk through the crowds to get to the birds.</p>
<p>Add a choice of food vendors. Maybe add a coffee & donut vendor for the morning crew. An ice cream or Italian ice would be nice too.</p>

Since it was my first time at the Expo, I think it was great. I really can't think of anything to add to improve the day.
Improve Event- More advertising – great family event! Exposure to outdoor fun is excellent.
it would be nice to have them serve breakfast sandwiches also so that the vendors could have something after setting up and I am sure that the ones going to the testing area would buy something also
Marketing - Use the Social Mediums - Facebook page, Twitter, FourSquare...etc. Have a phone app for the event - many volunteers would help build one Numbering system for exhibits - easier to follow numbers to find an exhibit in sequential order than looking for exhibit names
My colleagues and I felt like it was a really great event this year! Loved the area and the crowd!
More food available. Maybe a breakfast wagon with coffee
Perhaps advertise the event on social media. (Not sure if you do already), and have more food options. For example maybe a vendor for just drinks so people that just want a water bottle do not have to face long lines. We were overall very happy and F&W staff offered to help us and came to check on us several times. Great job!
Need better signage on the way to the event - signs on I-195, at the exits and on the turns.
We loved the hands-on exhibits; the bat house building, the giveaways.
I think you had more than enough activities for every outdoor subject and age available. The only improvement I can imagine is with the announcement system, although it did not affect us, and it was better than last year. But with the venue being so large, I don't have any solution and I guess with the program given to all, if they didn't know what was going on, all the announcements in the world would not make a difference. The only other thing was the food people ran out of water and food each day way before the end of the show. It didn't affect us because we bring our own. The big crowd could have been a major factor in that. Other than that, you folks run a great show.
Nothing I can think of.
Think about expanding the flea market area. There really wasn't anyone selling used outdoor equipment.
This being our first time at the Expo, we felt it well rounded, but have nothing to compare it to.
See above
Very dusty, maybe a light hosing down before the show could prevent some of the dust. Food or lack thereof. Poor food preparation planning. Maybe two food vendors next year. Perhaps some signage as to where things are. (Many people stopped by asking where things were) I heard grumblings from people about traffic, entrance and egress. We had no problem because of our arrival time. More garbage cans Maybe an animal watering station in the shade or something for all the dogs that attended. A big sign to clean up after your dog. Hand washers at bathroom stations stopped working in the early morning. Larger picnic area, tables were packed at times with people sitting on the ground. Great place for the music! Vendor parking was disorganized (behind tents) and people with one spot had three cars with dog cages blocking the exit. Perhaps a limit one car one space or no vehicles other than trailers.
Two suggestions come immediately to mind. Allow more space between the tents. Something more proactive about a suitable water truck to water down the road and help reduce the dust. If it was a problem for me, it sure must have been so for the food vendors.

Question 5.

As with last year, I had a wonderful time, and it's wonderful that the visitor count was way up! Great job, Michelle. You should get a raise!! LOL
Thank you for a well-run event! Your staff was very friendly, helpful, and thankful for our participation. Your people are to be congratulated!
LOOKING FORWARD TO NEXT YEAR!!
None, just to move the walk departure area.
AS Secretary of the NJOA-CF, I wish to express our thanks and a job well done to all the Division employees who made this Expo. A great and successful event.
Thank you for getting us a table last minute. I enjoyed the day, meeting people, talking to people &

chatting with the vendors around me. It was great to let families know how Girl Scouts can help with getting children outside to enjoy the outdoors.
I am encouraged, though not surprised, by the increasing attendance.
This was a really great event! You did a great job and we look forward to many more years of participating in the Wild EXPO!!
Thanks again for allowing me to participate in your expo. Great experience with a very appreciative audience.
Thanks for letting us be a part of it at such late notice!
We had a fantastic time and we are looking forward to next year.
See you next year! :)
We have tractors and wagons; perhaps you'd like to offer hayrides next year?
The only suggestion I have for improving the program, and I made this suggestion last year, is to have it earlier in the year so that people who are looking for outdoor activities can find out about them before the warm weather hits, and can take advantage of these activities throughout the summer.
It was a wonderful sight to see so many more people come out to the Expo. And it was great that the weather cooperated as well.
You did a GREAT job! Plenty to see and do. Yes we are in for any event you run. Thank you for having us.
I had a great time, it totally rocked, can't wait for next year.
Thank you so much Michelle for all your hard work and efforts pulling this event together it was incredible all my group had an awesome time and we sure will like to participate the following year thanks again enjoy the rest of this fall. Damon kids outdoors
Best: Everything....very comprehensive.../great location Worst : nothing
I want to say THANK YOU for everything this weekend. We had a fantastic time, everyone was so helpful. I have never been to a place where we are checked on periodically throughout the day to see if everything was ok. The people there were great; we had many inquiries, questions and conversations about wolves and Tecomah. I don't know how you put such a program together. You are good!! ! Thanks again for everything, and we're looking forward to next year.
I just wanted to let you know that the show was great. We had alot of visitors at the booth and the tracking demos had way more viewers than last year. We were able to present our mission statement to a wide variety of people and raise awareness to something many people didn't know existed.
The entire weekend's endeavor can only be summed up by one word..."WOW". If no one has said it yet, this weekend's success is a credit to your extensive planning and bringing to the event high interest venues to a very responsive public. We can't begin to tell you how many excited conversations we all heard as children, mothers and fathers spoke of events they saw and planned to see later in the day. Congratulations to you and your staff!

Highlights of Volunteer Responses

Question 1.

It was a great experience for me. I was surprised that I actually enjoyed greeting and interacting with the public.
Yes, it was a nice experience with the kids and the expo is pretty cool to see.
I learned something about kayaking and enjoyed the people and customers I worked with.
Yes, most everybody was in a very up positive.

Question 2.

ABSOLUTELY! In fact, I would like to help out the days before as well, helping to set up tents, decorations, and signs whatever. I would love to get out of Trenton.
Yes
yes
yes

Question 3.

The best part was seeing everyone come in for the experience and watching them leave with smiles on their faces and being anxious to fill out the exit survey. Quite a few people said they had a wonderful experience.

The worst part was having to listen to people moan about only receiving one bag. It amazes me how people can be sometimes. A few people mentioned that it was ridiculous that "we" ran out of food and water.

Best part was everything from what I could see, only go a 30 minute break the entire day.

It was a beautiful day at a beautiful spot. Turning people away due to the sessions being full.

Talking with the folks as they left. Not having enough hand-outs on Saturday. The dust.

Question 4.

I think we need to get more food vendors. I have no idea what is involved and I am sure it is not easy. Perhaps the Boy Scouts/Girl Scouts can help out with that some way? Maybe they can earn a badge? I think the signage needs to be better, I only saw a few signs only a few days before the event.

Lack of food vendors and the lack of food on Sat.

Need for some seating areas, with seats or benches. Need for transportation to show area from distance parking areas for older people and ones who had trouble walking some people that had a long walk and were not able to find a seat to rest. Maybe a tractor and wagon or two. If it traveled very slow must able body people will walk.

Check with area churches and or Fire Companies who make want to provide food and water.

Question 5.

I've attended the expo for 2 years and a lot of the things there were the same. Perhaps trying to get something different there would bring in more people. Maybe clothing vendors, firearm/bow vendors, demonstrations about how to prepare and cook game/fish etc?

I worked the kids fishing tank both days. I have a few suggestions.

1) You need a minimum of 5 people to work the tank, 1 person giving out rod, 3 people taking off fish (1 of the 3 can also help give out breaks) 1 person repairing rods (putting on hooks) and helping out with baiting the hooks.

2) Time limit to fish and limited number of times to fish. The number of times can be established with a rubber stamp (fish stamp), 3 stamps a day perhaps. We had kids unsupervised fishing for 1 hour and us re-baiting the rod 20 times, this get frustrating when others are waiting for their first try.

3) We could have used an ice pack to keep the worms fresh, after a time we had 1 container go bad and the worms turned to mush.

It is a very nice event and is well worth the cost. Maybe more vendors could under right more of the cost. i.e. Sporting goods-guns camping equipment, boats fishing equipment, camp grounds