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A new system, called Go Wild, is being launched this spring to get you outside faster and to save recreational vehicle users and other outdoor recreationists money.

DNR is helping you Go Wild in Wisconsin

NEW LICENSING SYSTEM OFFERS MORE PRODUCTS AND GREATER CONVENIENCE.

WISCONSIN DEPARTMENT OF TOURISM

Natasha Kassulke

When you renew your boat or other recreational vehicle registration, or buy your Conservation Patron license or fishing license this spring, the Department of Natural Resources hopes you'll have fun and create memories for you and your family that will last a lifetime. This year, you also will be part of a new agency campaign to strengthen the economy and ensure that these opportunities are available for future generations.

This spring, the Department of Natural Resources launches its Go Wild application online, at more than 1,100 retail vendor locations and DNR Service Centers statewide, and at the *Milwaukee Journal Sentinel* Sports Show (March 2-6) at the Wisconsin State Fair Park Expo Center in West Allis.

"We continuously look for ways to make our products more accessible," explains DNR Secretary Cathy Stepp. "Our customers told us they wanted a convenient way to purchase licenses that's also easy to use and utilizes today's updated technology. Go Wild delivers."

The system involves an equipment changeover for licensing agents but will also offer these business partners new revenue opportunities. In addition, the system will offer additional products including a collectible Conservation Card.

"Go Wild is a portal to outdoor activities," notes Mark Rappe, DNR's information systems supervisor for the Bureau of Customer Service. "It's about licensing and registrations but also bird

watching and accessing other outdoor recreation resources."

GameReg, the electronic game registration system implemented last November during the regular 9-day gun-deer season, was one of the first steps in creating a more convenient system. GameReg allows hunters to fulfill the requirements of registering their deer or bear using the phone or Internet, making this task fast, easy and convenient for hunters while providing the department with timely access to valuable harvest data. Wisconsin had successfully implemented electronic registration for turkey and goose hunters, and moved to accomplish the same for the big game hunting seasons.

The licensing piece is the next step in the Go Wild rollout. The system adds mobile options and more.

"Think of it



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as pay and play. A customer can buy a snowmobile trail pass online and then immediately go out and jump on his or her sled," Rappe says. "If stopped by a conservation warden before the pass arrives in the mail, the customer merely shows the temporary operating receipt printed at home. Customers also will be able to easily access their points, applications and purchase history. It will be a responsive design, and no app will be needed."

The system replaces the Automated License Issuance System (ALIS) that has been used in Wisconsin since 1999 and makes greater use of the DNR's website, which receives 13.1 million visits and 52.5 million page views annually.

Customers weighed in on the need for a new system through focus groups including information sessions for the executive committee of



Access the new Go Wild system online and with your smartphone.

PIXABAY

the Conservation Congress and the Sporting Heritage Council. It is legislatively approved.

The system should save hunters, anglers, trappers and recreational vehicle users' money. Instead of paying \$3 to have all licenses mailed, customers will be able to print some products at home. No printer? No problem. Customers can still go to a vendor location and have a license printed for \$2. Even if they lose a license while away from home, they can get a reprint of all the licenses purchased up to that point from any license agent for just \$2. And while the vehicle registration decals will still arrive by mail, customers can print out their temporary operating receipt and hit the trails and waters immediately.

You also will be able to buy the *Wisconsin Natural Resources* magazine and hundreds of other products. Also being debuted is the Wisconsin Conservation Card. The card, similar to a club membership card, will contain the customer's name and a bar code that will take the customer to his or her account. The cards will not expire but will be collectible with new card options offered each year. The card costs \$3.50. The card is not required, but can be used to display many approvals required for outdoor activities instead of a license paper or certificate.

"Go Wild is helping hunters and others connect with their resources," explains Linda Olver, DNR's administration policy advisor in the Bureau of Customer Service. "But you will also be able to make donations to the Natural Resources Foundation Cherish Wisconsin program and the Aquatic Invasive Species Fund."

The system will offer more privacy with monitors that are dual facing so that the customer can personally enter information without an agent or others being able to see it. They will sign a screen. A Social Security number is requested the first time all customers buy a license. Thereafter, buyers receive a unique DNR customer number, which will automatically link to name and address information to hasten all subsequent purchases. Go Wild will continue to use existing Customer IDs and previously created customer accounts.

It won't replace everything physically needed to be in compliance with the law. Customers with ATV/UTVs, snowmobiles or boats will still need registration decals, registration certificates, and a trail pass if operating on a public ATV/UTV or snowmobile corridor. Custom-

ers will receive a redemption number to use in getting a park sticker. A State Park Sticker is still required for vehicles. Hunters also will still need a physical carcass tag.

Silent sports users such as bikers and skiers will still need to purchase trail passes at the property. Most visitors buy their daily or annual sticker when they get to a state park and forest entrance. Self-registration stations are available for payment of fees when the office is closed. Trail passes can also be purchased at a service center.

Camp site reservations will continue to be handled through Reserve America but campers can find a link on the DNR's Go Wild website. The website will be maintained and updated to create greater public awareness of, and participation in, recreational opportunities including hunting, fishing, camping, all forms of trail use, boating and other recreational vehicle use.

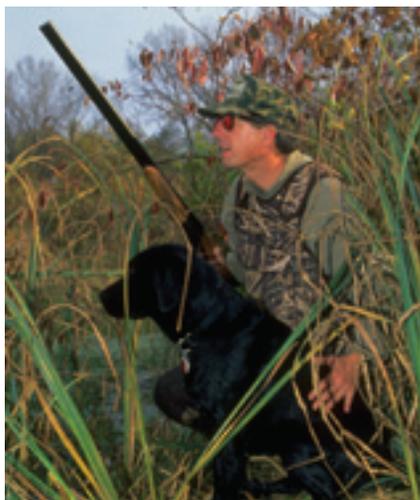
"Go Wild will help you get your necessary licenses and passes sooner so you can head for Wisconsin's great outdoors," Stepp says. "That's what it's all about — having a great experience enjoying our state's bountiful and healthy natural resources." 

Natasha Kassulke is editor of Wisconsin Natural Resources magazine.



Get your hunting license through Go Wild and then use GameReg to register your deer.

DNR FILE



Buy your duck stamps and goose permit with your hunting license.

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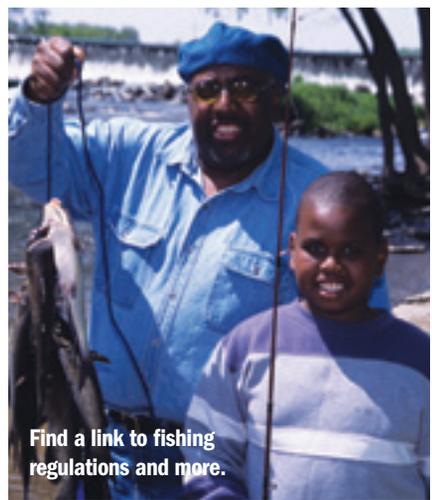
Buy your fishing license at GoWild.WI.Gov.

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Renew your boat registration.

ROBERT G. STROMBERG



Find a link to fishing regulations and more.

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