



RICK SNYDER
GOVERNOR

STATE OF MICHIGAN
DEPARTMENT OF NATURAL RESOURCES
LANSING



KEITH CREAGH
DIRECTOR

January 27, 2014

License Sales Letter #6

Dear Department of Natural Resources License Retailer:

You are invited to join the DNR to learn about the new hunting and fishing license and ORV structure that will take effect March 1, 2014. These training sessions will provide information for agents about the new licenses and permits to help you answer questions you'll receive from customers.

The training will cover product knowledge for the new licenses and illustrate the new POS II changes to help you sell efficiently to customers. A word of caution: the training will not review the basics of how to use the Point of Sale (POS II) software, you've got that down by now or you know you can call and ask when you need help.

Training will be held as online webinars on 3 dates in February. You can participate in any or all of the sessions from your own computer with internet and sound for Voice Over Internet. Sound can also be picked up over a phone. Two of the dates will have the option for you to attend at a conference center where we provide the large screen and sound, followed by an in-person Q&A with DNR staff. The first session is webinar only where questions are submitted online. The sessions are:

Session	Session Type	Session Location	Session Date and Time
A	Webinar Broadcast - Internet Only	Your Computer	February 4, 2014, 1:00 p.m. to 3:30 p.m.
B	Webinar Broadcast	R. A. M. Conf. Center, AuSable Classroom	February 13, 2014 9:30 a.m. to 12 p.m.
C	Webinar Broadcast	Bay de Noc Community College BESSE Stage and Auditorium	February 13, 2014 9:30 a.m. to 12:00 p.m.
D	Webinar Broadcast	R. A. M. Conf. Center, AuSable Classroom	February 20, 2014 1:00 p.m. to 3:30 p.m.
E	Webinar Broadcast	Bay de Noc Community College M-TEC Classroom TBD	February 20, 2014 1:00 p.m. to 3:30 p.m.

- R.A. MacMullan Conf. Center, 104 Conservation Drive, Roscommon MI 48653
- BESSE Stage and Auditorium, 2001 Lincoln Road, Escanaba, MI 49829
- M-TEC Building, 2000 North 30th Street, Escanaba, MI 49829

The webinars are not viewable from the POS II equipment. The webinar software allows questions to be typed in, and these will be answered at the end of the training as time permits. We may not have time for all questions, so we will post follow-up answers on the agent toolkit site or e-mail responses back to individuals.

To join the webinar from your computer and phone:

1. Log into the following web address (date specific) and follow the instructions.
<https://www1.gotomeeting.com>
 - a. Click on the grey “Join a Meeting” button in the top right hand corner of the page
Enter the appropriate Meeting ID for the meeting you wish to attend:
 - i. On 2/04/14 = 128625793
 - ii. On 2/13/14 = 971233240
 - iii. On 2/20/14 = 877028577
 - b. Click on the blue “Launch GoToMeeting” button and allow the application to load.
 - c. Click on “Register Online” and fill out the Webinar Registration form completely. Click “Register Now” when your form is finalized.
 - d. You will receive a confirmation e-mail of your successful registration.
2. Call 877-873-8017 and enter passcode 3694525 # to hear the presentation on your phone. Or pick up the sound via your computer’s speaker system.

We request that you register online at the above webinar websites by February 3, 2014 prior to attending the session. It is recommended that you test your computer and link prior to the training date to make sure you are able to connect.

If you wish to join the training in-person in Escanaba or Roscommon, please RSVP for the in-person sessions by February 6, 2014 to MDNR-E-License@michigan.gov or call 800-737-6367 and provide your outlet number, the letter of the session(s), and the number of people attending. Space is limited in some venues for some sessions. Please respond early.

The enclosed materials provide you with a preview of the changes and examples of handouts for customers to help them learn the new license structure. For more information, visit www.michigan.gov/dnr from your POS II and scroll down to “In the Know”, click on “hunting and fishing license structure”. We’ve also included a copy of the training agenda. The training slides will be posted on the agent toolkit on the DNR website by January 31, 2014. Copies can be picked up at the in-person sessions.

Advance Notification of System Downtime

To implement these changes, we will take the system down on 2/25/2014 at 6:30 a.m. and return it to service on 2/25/2014 at 12:05 p.m. to move to the new license sales product. The system will be taken down again on 2/28/2014 from 7:00 p.m. to 12:00 a.m. for final setup. Your license terminal should remain on and hooked up to the internet to receive these updates. Please direct customers who need snowmobile permits during the down times, to retailers listed on the Michigan Snowmobile Association’s website www.MSAsnow.org then click on Trail Permit Agents on the left navigation bar.

During the intervening time between 2/25/2014 at 12:05 p.m. and 2/28/2014 at 7:00 p.m., you will be able to see the new sales screens with the old license types. You can sell 2013 license year items to customers who want them during this time. Feel free to page around and become familiar with the new look and flow of the screens. Be careful to only complete the “real” sales.

Thank you from the Licensing Team,



Denise Gruben
Manager, Licensing & Reservations
Department of Natural Resources

Training Outline

- Revised license structure
- Discounts
- Changes to printed licenses
- POS II sales process changes
- Help documentation
- Commissions and terminal fees
- POS software demonstration

Besides the Licenses, what other improvements will we find?

- Sales reports that print on the receipt paper
- Sales process streamlined
- Clickable selection bars vs. trying to click a small spot
- We've taken out all the extra words (that aren't required by law)
- Elimination of the customer signature
- The customer characteristics are indicated by the driver license or Sportscard and screens show items available at that time for that customer's age, residency, type of identification used, and previous purchase
- New Help with video snippets, right on the POS II
- All agents earn 7.5% commission on hunting and fishing items, \$1.00 on snowmobile permits, and \$0.25 on each ORV license/permit
- No agent pays more than \$260.00 annually for terminal fees

Helpful Resources

- The NEW Agent Training Manual with screenshots of the reprogrammed system will be sent to you prior to March 1, 2014.
- The vendor toolkit includes past letters, newsletters and helpful hints. It will contain a preview of the training slides by January 31, 2014. You can access this through your POS II terminal by using the Windows flag key to get to the Start menu, then select Internet Explorer. Click on the address bar and type in www.michigan.gov/licenseagent
- The DNR website contains information about regulations, season dates and drawing results. Access the DNR website and digests from the left navigation bar on your POS II.
- The agent help line is 800-737-6367.
- The customer service number is 517-373-1204 or 517-284-6057.
- Phone numbers of local DNR field offices and operation service centers are listed on the DNR website or in the hunting and trapping digest.

Send us an e-mail at MDNR-E-License@michigan.gov