



American Recreation Coalition

Dedicated to the protection and enhancement of everyone's right to health and happiness through recreation.

Recreation Issues Briefing

AAA

October 16, 2017



SCOTT ANDERSON - joined the National Park Foundation (NPF) as its new Senior Director, Communications in September 2017.

Working closely with senior leadership, he directs the development and execution of organizational strategic communications and media relations plans to ensure that NPF builds awareness and support among target audiences. Additionally, he manages the communications team to develop and maintain relationships with members of the media across multiple platforms. Prior to joining NPF, Mr. Anderson held the title of Deputy Director, Global

Communications at The Nature Conservancy (TNC). In this role, he supervised directors of content and media relations and managed the budget and operations for a team of 20. During his tenure with TNC, he managed and executed priority strategic communications initiatives for five global conservation programs covering lands, water, oceans, climate and cities. Earlier in his career, he worked as a writer/producer for ABC News based in the network's Washington, D.C. bureau. Mr. Anderson received a Master of Arts degree in International Affairs from American University and a Bachelor of Arts degree in Journalism from the University of Oregon.



CHARLES COOPER - is Executive Vice President of SIGNAL Group, a government relations, communications and public affairs firm. As the leader of SIGNAL's retail practice, Mr. Cooper advises his clients on how to successfully navigate complex policy and regulatory challenges, helping clients understand the political landscape so they can effectively position their priorities in front of Congress and the Administration. He also helps a broad variety of Fortune 100 companies, trade associations and nonprofits protect the reputations of their brands on Capitol Hill and with consumers. Before joining SIGNAL in 2010, Mr. Cooper served as Chief of Staff to Rep. Adam Putnam (R-FL) and worked in several senior roles within Republican leadership, including Policy Director at the House

Republican Conference and Chief of Staff to the Republican Policy Committee. As Legislative Director for Rep. Mario Diaz-Balart (R-FL), he oversaw the Congressman's input on the Budget Committee and the Transportation and Infrastructure Committee. Mr. Cooper began his career in the United States Senate. A native of Naples, Florida, he holds a Bachelor of Arts degree in Political Science and History from the Southern Methodist University in Dallas, Texas. At SIGNAL, he also heads up the firm's charitable initiatives.



MEGAN FOSTER - is Director of Federal Relations for AAA, where she works to advance AAA's transportation funding and safety priorities before Congress and federal agencies. When Ms. Foster began her AAA career in 2015, she brought more than 10 years of Capitol Hill experience to the association, including service as a legislative director to three members of Congress and five years as a senior legislative assistant. She has extensive knowledge of the federal appropriations process, as well as transportation, telecommunications and homeland security policy issues. She is a graduate of the University of Mary

Washington and holds a Master of Arts degree in Strategic Security Studies from the College of International Security Affairs at the National Defense University.



MIKE FULLERTON - is Director of Public Affairs at Brand USA, the nation's public-private partnership dedicated to increasing international visitation to the United States through marketing and promotional efforts. In this role, he represents Brand USA and keeps key stakeholders and others apprised of the work of Brand USA by responding to requests for information and providing timely updates. These stakeholder groups include federal partners and congressional representatives, state and local governments/associations as well as various travel and tourism-related associations. Previously, Mr. Fullerton spent nearly a decade of service with the U.S. Department of Homeland Security and the U.S. Department of Commerce,

working with the Congress, governors, mayors, law enforcement, international partners, and the private sector. At the Department of Homeland Security, he served as the Executive Director of the Office for State and Local Law Enforcement. Among additional assignments, he worked on the Secure Borders Open Doors Advisory Committee, a joint DHS/State Department effort to keep the country safe while also welcoming. At the Commerce Department, he worked with the Office of Travel & Tourism Industries on Congressional outreach. Mr. Fullerton has also served as a consultant for several companies in the homeland security sector and has worked with the International Association of Airport and Seaport Police and the National Sheriffs' Association. He graduated from the University of Connecticut with a Bachelor of Arts degree in Political Science and a minor in History.



DAN JIRON - was named USDA Acting Deputy Under Secretary for Natural Resources and Environment by Agriculture Secretary Sonny Perdue in June 2017. With more than 29 years of public service and natural resources management, Mr. Jiron was appointed Associate Chief of the Forest Service in July 2016. Prior to this appointment, he served in many leadership positions, including: Regional Forester of the Rocky Mountain Region; Deputy Regional Forester in the Pacific Southwest Region; Forest Supervisor of the Santa Fe National Forest; District Ranger on the Salt Lake Ranger District of the Uinta-Wasatch-Cache National Forest; District Ranger on the South Park Ranger District of the Pike and San Isabel National Forest, Comanche, and

Cimarron National Grasslands; Director of Communications and Legislative Affairs of the

Intermountain Region; National Press Officer in Washington, D.C.; and aide to United States Senator Ben Nighthorse Campbell of Colorado. Mr. Jiron earned a Bachelor's degree from Colorado State University and a Master's degree from Regis University of Denver. Under the USDA reorganization plan, the Under Secretary for Natural Resources and Environment will retain supervision of the U.S. Forest Service.



BILL MCGRATH - is a Shareholder with the law firm Brownstein Hyatt Farber Schreck, where he brings a unique blend of policy and legal experience to the firm's Natural Resources Department. As a member of the firm's Energy, Environment and Resource Strategy (EERS) Subpractice, he counsels companies on positioning before federal decision makers, as well as environmental and administrative law matters. Prior to joining the firm, Mr. McGrath served as the Staff Director for the Interior, Energy and Environment Subcommittee of the House Oversight and Government Reform Committee. There he worked on some of the country's highest-profile natural resources issues. He served as the lead investigator into the Flint water crisis, spearheaded the Committee's investigation into the KeystoneXL pipeline, and exposed the flawed rulemaking process underpinning the Clean Water Rule. He also worked extensively with the Department of the Interior, Environmental Protection Agency, U.S. Army Corps of Engineers and Forest Service on energy and environmental issues. In addition to his tenure in government, Mr. McGrath worked as legislative counsel for Safari Club International (SCI), where he represented SCI in environmental and administrative law cases involving the Endangered Species Act, the National Environmental Policy Act and the Federal Land Policy and Management Act. He also developed SCI's policy goals and managed key relationships with federal officials and coalition partners to advance the organization's mission. He received his Juris Doctor degree from the George Mason University School of Law and his Bachelor of Arts degree in Economics and Political Science from Williams College.



CODY STEWART - joined the U.S. House of Representatives Committee on Natural Resources as Staff Director in August 2017. Previously, he worked for Utah Governor Gary Herbert for five years as Energy Advisor and Policy Director and, most recently, as Director of Federal Affairs. His previous work on Capitol Hill includes serving as a Senior Legislative Assistant on Energy and Public Lands Policy to Rep. Chris Cannon (R-UT), Legislative Director to Rep. Rob Bishop (R-UT), and Executive Director of the Congressional Western Caucus. He also worked for the Committee under former Chairman Jim Hansen (R-UT). In addition, Mr. Stewart has served in several other senior state government positions, including Chief of Staff to Utah's Lt. Governor Greg Bell. He earned Master's degrees in both Business Administration and Government from Johns Hopkins University and a Bachelor's degree in Political Science from Utah State University. Born and raised in Utah, he currently lives with his wife Mary and their six children in Chantilly, Virginia.



LESLIE WELDON - is the Deputy Chief, National Forest System, U.S. Forest Service in Washington, D.C., a position she has held since 2012. She is responsible for oversight of the National Forest System, comprised of 154 national forests and 20 national grasslands covering 193 million acres located in 44 states and Puerto Rico. Prior to service as Deputy Chief, Ms. Weldon served as: Regional Forester, Northern Region in Missoula, Montana; National External Affairs Officer in the Office of the Chief; Forest Supervisor, Deschutes National Forest in

Bend, Oregon; and a variety of other posts with the agency. She began her outdoors career with the Youth Conservation Corps in Shenandoah National Park. She is a graduate of Virginia Polytechnic Institute and State University, earning a Bachelor of Arts degree in Biological Sciences. She was a Senior Executive Fellow at the Harvard Kennedy School of Government and has taken an active role in a large number of community-based organizations. Her twin sons are both professionals with federal land managing agencies.



TODD WILLENS - joined the U.S. Department of the Interior in July 2017 as Assistant Deputy Secretary and Acting Assistant Secretary for Fish and Wildlife and Parks. He has more than 20 years of public policy and governmental affairs experience, with proven successes on behalf of prior Administrations, Members of Congress, national associations, and the private sector. He possesses a deep knowledge and understanding of the Department's many complex policies, ranging from land to energy, wildlife, and water management. Mr. Willens served as Chief of Staff to Congressman

Steve Pearce (R-NM) from 2010 to 2017. As Chief of Staff, he provided strategic advice and operational oversight to meet the needs of the constituents of New Mexico's Second Congressional District. He worked closely with various stakeholders in this capacity, including local government officials, Congress, and the Executive Branch. Prior to working on Capitol Hill, Mr. Willens served as Deputy Assistant Secretary for Fish and Wildlife and Parks at the Department of the Interior from 2006 to 2008. There he worked on the National Park Service Centennial and the historic recovery of the Bald Eagle. In addition, from 2003 to 2006, Mr. Willens served as Senior Policy Advisor for the U.S. House of Representatives Committee on Natural Resources, where he worked closely with the Chairman to develop key legislation, including the 2005 Endangered Species Act Reauthorization and the Energy Policy Act of 2005. A California native, Mr. Willens is a 1994 graduate of the University of California, Los Angeles. He currently lives in Washington, D.C. with his wife and four children.
