

The American Recreation Coalition's
FALL 2017 RECREATION ISSUES BRIEFING

AAA
607 14th Street, N.W., Suite 200, Washington, D.C.
October 16, 2017

Monday, October 16, 2017: Recreation Issues Briefing

- 8:30 am **Networking Coffee**
- 8:55 am **Opening Comments**
Derrick Crandall, President, American Recreation Coalition
- 9:00 – 10:00 am **Panel I: Infrastructure: A Reality? What's Likely for Recreation?**
- 9:00 – 9:45 am **Panel I Presentations**
 Megan Foster, Director of Federal Relations, AAA
 Charles Cooper, Executive Vice President, Signal Group
 Bill McGrath, Shareholder, Brownstein Hyatt Farber Schreck, LLP
- 9:45 – 10:00 am **Panel I Open Discussion**
- 10:00 – 11:00 am **Panel II: Fees, Partnerships and Innovative Funding: Will Need Prompt Action?**
- 10:00 – 10:45 am **Panel II Presentations**
 Cody Stewart, Staff Director, House Committee on Natural Resources
 Leslie Weldon, Deputy Chief, National Forest System, U.S. Forest Service
- 10:45 – 11:00 am **Panel II Open Discussion**
- 11:00 – 12:00 pm **Panel III: Communications and Promotion Programs: With the Centennial Behind Us, Will Agency Outreach to Visitors Fade Out?**
- 11:00 – 11:45 pm **Panel III Presentations**
 Scott L. Anderson, Senior Director, Communications, National Park Foundation
 Mike Fullerton, Director of Public Affairs, Brand USA
- 11:45 – 12:00 pm **Panel III Open Discussion**
- 12:00 – 1:45 pm **Lunch Session Featuring:**
 Dan Jiron, Acting Under Secretary for Natural Resources and the Environment, U.S. Department of Agriculture
 Todd Willens, Acting Assistant Secretary for Fish and Wildlife and Parks, U.S. Department of the Interior