

PARTNERS OUTDOORS 2016
Great Ideas for the Great Outdoors
U.S. Department of the Interior, South Building
1951 Constitution Avenue, N.W., Washington, D.C.
June 1-2, 2016

Wednesday, June 1, 2016 *RECx: Great Ideas for the Great Outdoors*

- 7:45 am **Registration and Networking Coffee**
- 8:30 – 8:45 am **Opening Comments**
Derrick Crandall, President, American Recreation Coalition
Morning Moderator: Phil Ingrassia, President, Recreation Vehicle Dealers Association
- 8:45 – 8:50 am **Presentation of Recreation Video Finalist #1**
- 8:50 – 10:10 am **RECx I: Policy and Technology Innovation**
- 8:50 – 9:40 am ***RECx I Presentations***
The Outdoor Recreation Industry Will Save the World
Luis Benitez, Director, Colorado Outdoor Recreation Industry Office
3 R's in Converging Technologies for Enhancing Outdoor Interpretation
Dusty Vaughn, Public Service Program Area Leader, Stanislaus National Forest
Your Pass Now: A Great Idea for the Great Outdoors
Angela Fultz Nordstrom, Vice President, NIC Inc.
- 9:40 – 10:10 am ***RECx I Open Discussion***
- 10:10 – 10:15 am **Presentation of Recreation Video Finalist #2**
- 10:15 – 10:35 am **Networking Break**
- 10:35 – 10:40 am **Presentation of Recreation Video Finalist #3**
- 10:40 am – 12:00 noon **RECx II: Building Awareness and Engagement**
- 10:40 – 11:30 am ***RECx II Presentations***
Great Maine Outdoor Weekend: A Model for Community Engagement in the Outdoors
Lee Dassler, Executive Director, Western Foothills Land Trust
Fish Your National Forests
Dan Shively, National Fisheries Program Manager, U.S. Forest Service
Weaving Outdoor Play into Every Day Life
Rebecca P. Cohen, Author, *15 Minutes Outside* and *PJ's Backyard Adventures*
- 11:30 am – 12:00 ***RECx II Open Discussion***

Wednesday, June 1, 2016 *RECx: Great Ideas for the Great Outdoors - continued*

12:00 noon – 12:45 pm **Networking Lunch**

12:45 – 1:45 pm **Presentation of the Beacon Awards**
Opening Remarks: Tom Tidwell, Chief, U.S. Forest Service

2:00 – 2:05 pm **Presentation of Recreation Video Finalist #4**
Afternoon Moderator: Margaret Bailey, Senior Vice President,
CHM Government Services

2:05 – 3:25 pm **RECx III: Perspectives on Urban Outreach**

2:05 – 2:55 pm **RECx III Presentations**
The Do's and Don'ts of Urban Outreach
Elwood York, Former Wilderness Program Lead, U.S. Forest Service
Urban Off Highway Vehicle Parks
Steve Salisbury, Government Affairs Manager – Off Highway,
American Motorcyclist Association
One Man's Story: Where We Were/Where We Are/Where We Can Be
Robert Stanton, Former Senior Advisor to the Secretary of the Interior and
Former Director, National Park Service

2:55 – 3:25 pm **RECx III Open Discussion**

3:25 – 3:30 pm **Presentation of Recreation Video Finalist #5**

3:30 – 3:50 pm **Networking Break**

3:50 – 5:10 pm **RECx IV: Thinking Outside the Box**

3:50 – 4:40 pm **RECx IV Presentations**
Sustainability with a View
Laurie Lamm, Assistant Director, Sustainable Operations, Mendenhall Glacier
Visitor Center, Tongass National Forest
A Prototype Trail Map Project that Can Work Everywhere
Derrick L. Nehrenberg, Ph.D., Founder & CEO, Juicy Trails
How Do We Integrate Tech in Outdoor Recreation?
Daniela Perdomo, Co-founder & CEO, goTenna

4:40 – 5:10 pm **RECx IV Open Discussion**

5:10 – 5:30 pm **Closing Comments and Announcement of Recreation Video Winner**
Derrick Crandall, President, American Recreation Coalition

5:45 – 7:00 pm **Great Outdoors Month® Kick-off Celebration**

*South Penthouse
Main Interior Building*

Thursday, June 2, 2016 *Outdoor Recreation Leadership Summit*

- 8:00 am **Registration and Networking Coffee**
- 8:40 am **Introduction of Keynote Speaker**
Mary Ellen Sprenkel, CEO, The Corps Network
- 8:45 – 9:00 am **Keynote Remarks:** The Honorable Sally Jewell, Secretary of the Interior
- 9:00 – 9:30 am **America's Great Outdoors**
Michael Degnan, Deputy Associate Director for America's Great Outdoors,
Council on Environmental Quality
Bob Ratcliffe, Chief, Conservation and Outdoor Recreation Division,
National Park Service
Harry Bruell, CEO, Conservation Legacy

Moderator: Edward Belk, Chief of Operations and Regulatory Division, Civil Works,
U.S. Army Corps of Engineers (*invited*)
- 9:30 – 10:00 am **National Travel and Tourism Strategy**
Ron Erdmann, Deputy Director, Research, Office of Travel and
Tourism Industries, U.S. Department of Commerce
Jason Aul, Manager, Public Policy Communications, Brand USA

Moderator: Andy Tenney, Division Chief, Division of Recreation and Visitor Services,
Bureau of Land Management
- 10:00 – 10:30 am **Every Kid in a Park**
Clarence Fluker, Deputy Associate Director for National Parks and
Youth Engagement, Council on Environmental Quality
Jackie Ostfeld, Director, Nearby Nature, Sierra Club
Jessica Wahl, Recreation Policy Advisor, Outdoor Industry Association

Moderator: John Armor, Acting Director, Office of National Marine Sanctuaries, NOAA
- 10:30 – 10:45 am **Networking Break**
- 10:45 – 11:15 am **Find Your Park**
David French, Senior Vice President, Marketing, Communications and
Corporate Partnerships, National Park Foundation

Moderator: Jeff Reinbold, Assistant Director, Partnerships and Civic Engagement,
National Park Service
- 11:15 am – 12:00 noon **Building and Sustaining Partnerships**
Tracy Muckey, Project Manager, Social Responsibility Initiatives, YMCA of the USA
Sianna Simmons, Community Outreach Coordinator, KaBOOM!
Dan Puskar, Executive Director, Public Lands Alliance
Maite Arce, President/CEO, Hispanic Access Foundation

Moderator: Tom Tidwell, Chief, U.S. Forest Service

Thursday, June 2, 2016 *Outdoor Recreation Leadership Summit – continued*

12:00 noon – 12:30 pm **Networking Lunch**

12:30 – 1:45 pm

Presentation of the *Legends Awards*

Opening Remarks: Steve Guertin, Deputy Director for Policy,
U.S. Fish and Wildlife Service

2:00 – 3:15 pm

A Salute to the Past and a Commitment to the Future

Opening Statements: Navigating Transitions Successfully

The Honorable Blanche Lincoln, Founder and Principal, Lincoln Policy
Group (former U.S. Senator and U.S. Representative)

The Honorable Mark Begich, President and CEO, Northern Compass
Group (former U.S. Senator and Mayor of Anchorage)

Tom Kiernan, CEO, American Wind Energy Association

Presentations: Building Partnerships for the Future

Travel and Tourism: Todd Davidson, CEO, Travel Oregon and
National Chair, U.S. Travel Association

Education: Kevin Coyle, Vice President for Education,
National Wildlife Federation

Health: Robert Zarr, M.D., Park Rx Advisor, National Park Service

Moderator: Cleve Justis, Principal, Potrero Group

3:15 – 3:30 pm

Networking Break

3:30 – 4:45 pm

Presentations: Planning for Success

Jim Lyons, Deputy Assistant Secretary, Land and Minerals Management,
U.S. Department of the Interior

Mark Rey, Consultant, The Livingston Group

Luis Benitez, Director, Colorado Outdoor Recreation Industry Office

Moderator: Frank Hugelmeyer, President, Recreation Vehicle
Industry Association

4:45 – 5:15 pm

Closing Comments: The Launch of Operation Re-Creation

Derrick Crandall, President, American Recreation Coalition

5/28/16