

PARTNERS OUTDOORS 2015
Linking Today and Tomorrow

U.S. Department of the Interior
June 2-4, 2015

Tuesday, June 2, 2015 ***Digital Strategies for the Great Outdoors***

Day One's presentations and discussions will offer participants the opportunity to hear about developments in digital communication from leaders in information technology and to discuss the implications of those developments for the federal agencies and their private-sector partners, including those in travel and tourism. The focus of participants' discussions will be formation of broad strategies – anchored in practical reality – to meet the needs of the public.

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| 8:00 am | Registration and Networking Coffee |
| 9:00 – 9:15 am | Welcome: Mary Wagner, Associate Chief, U.S. Forest Service |
| 9:15 – 9:45 am | Opening Presentation: Technology Challenges and Opportunities
Keynote: Hon. Jim Geringer, former Governor of Wyoming and Director of Policy and Public Sector Strategies, Esri |
| 9:45 – 10:15 am | Retooling Government for the Digital Age
Tony Scott, CIO, The White House |
| 10:15 – 10:45 am | Networking Coffee |
| 10:45 am – 12:00 noon | U.S. Digital Services -- Explaining the Playbook
Panel: Charles Worthington, U.S. Digital Service at the White House, on White House Digital Strategy; Christopher Goranson, Presidential Innovation Fellow, on myAmerica Developer Summit ; Jon Christensen and Dan Rademacher, Stamen Design, on Crowd Sourcing Data for Trails
Group Brainstorming |
| 12:00 noon – 1:30 pm | Networking Lunch including Presentation of the Beacon Awards |
| 1:30 – 2:30 pm | Promoting Our Public Lands and Waters through Contemporary Social Media
Joe Meade, Director of Recreation, Heritage and Volunteer Resources, U.S. Forest Service
Panel: Susan Alden, Forest Service and Beth Ganz, Vail Resorts, on “It’s All Yours” Campaign; Beth Ganz on Epic Adventure, and Emily Boyd, Yonder, on #Experience the Outdoors and More
Group Brainstorming |
| 2:30 – 3:30 pm | Reaching the Next Generation -- Embracing the Use of Technology and Games
Michiko Martin, Director of Conservation Education, U.S. Forest Service
Panel: Kate Thompson, NOAA, on Marine Sanctuaries App, Mary Clark on Agents of Nature,
Group Brainstorming |

Tuesday, June 2, 2015 *Digital Strategies for the Great Outdoors – continued*

- 3:30 – 4:00 pm **Networking Break**
- 4:00 – 4:30 pm **Action Report Highlights**
- 4:30 – 5:30 pm **Legends Award Presentations**
- 5:30 – 6:30 pm **Great Outdoors Month™ Ice Cream Social**

Wednesday, June 3, 2015 *Outreach and Promotion, 21st Century Style*

Day Two's presentations and discussions will look at some of the challenges involved in communicating effectively and marketing successfully, including outreach to diverse groups who are currently under-represented among visitors to public lands. The session will draw on lessons learned from major outreach efforts being undertaken by recreation and tourism interests in both the private and public sectors with the goal of developing guidance for best practices and ideas for new programs.

- 7:30 am **Registration and Networking Coffee**
- 8:00 – 8:15 am **Welcome: Derrick Crandall, President, American Recreation Coalition**
- 8:15 – 8:30 am **Opening Presentation: “Ever Seen a Black Hiker”
Facilitated by Deborah Moore, National Volunteer Coordinator,
U.S. Fish and Wildlife Service**
- 8:30 – 9:45 am **Trending 21st Century Style
Scott Williams, Senior Vice President, Sales and Marketing,
Newseum
Meghan Moran, Vice President, Adfero
Travis Seward, Vice President, USA Today Travel Media Group
Facilitated by Mary Coulombe, Chief, Natural Resources
Management, U.S. Army Corps of Engineers**
- 9:45 – 10:00 am **Networking Coffee**
- 10:00 am – 12:00 noon **Tapping the Unique Power of Story and Narrative
Terrence McNally, The Goodman Center
Facilitated by Kevin Kilcullen, Branch Chief, Visitor Services, U.S.
Fish and Wildlife Service**
- 12:00 noon – 1:15 pm **Networking Lunch**
- 1:15 – 2:00 pm **Find Your Park
Ken Dowling, Partner, Greynyc**
- 2:00 – 3:00 pm **Our Latino Audience
Jose Gonzalez, Founder, Latino Outdoors
Frank Peterson, President and CEO, Recreational Boating and
Fishing Foundation
Facilitated by Tamberly Conway, Conservation Education
Coordinator and Partnership, Diversity and Inclusion
Specialist, U.S. Forest Service**

Wednesday, June 3, 2015 *Outreach and Promotion, 21st Century Style – continued*

- 3:00 – 3:15 pm **Networking Break**
- 3:15 – 4:15 pm **TED Presentations and Discussion: “Stereotypes,” “5 Ways to Listen,” “Why Videos Go Viral,” “How to Start a Movement”**
Facilitated by Deborah Moore, Kevin Kilcullen and Heather Burke, National Partnership Program Manager, U.S. Army Corps of Engineers
- 4:15 – 4:30 pm **Closing Comments: Derrick Crandall**
- 5:00 pm **Departure for Capitol Hill**
- 5:30 – 7:00 pm **Senate RV Caucus Reception**

Thursday, June 4, 2015 *Youth and the Outdoors*

Day Three’s presentations and discussions will look at building connections between young people and the outdoors with reports on results achieved by a variety of different initiatives and approaches. Participants will focus on identifying keys to successful program development, including elimination of significant barriers like limited access and inadequate funding.

- 8:00 am **Registration and Networking Coffee**
- 8:30 – 8:40 am **Welcome: Jim Kurth, Deputy Director, U.S. Fish and Wildlife Service**
- 8:40 – 9:00 am **Opening Presentation: Outreach to Youth -- Why It’s Important Today and Tomorrow**
Keynote: Hon. Jay Nixon, Governor of Missouri (*invited*)
Bill Bryan, Director, Missouri State Parks
- 9:00 – 10:15 am **Stories from the Field**
Panel, including Reports on the Gila River Restoration, Civilian Conservation Corps of West Virginia, and Ocean for Life
Facilitated by Jim Kurth
- 10:15 – 10:45 am **Networking Coffee**
- 10:45 – 11:00 am **Presentation: Drawing Inspiration from the Sea**
Jim Toomey, Creator of *Sherman’s Lagoon*
- 11:00 – 12:00 noon **Private-Sector Perspectives on Youth Engagement**
Panel, including Association of Zoos and Aquariums, Outdoor Foundation and U.S. Travel
- 12:00 noon – 1:30 pm **Lunch: Partners Outdoors – The Future Is Now**
Speaker: Christy Goldfuss, Managing Director, Council on Environmental Quality, Executive Office of the President (*invited*)