

April 28, 2017

2017 National Outdoor Recreation Conference: Creating a Relevant and Inclusive Future

Final Program

Society of Outdoor Recreation Professionals
The Saguaro Hotel – Scottsdale, AZ - May 1-4, 2017

Monday May 1, 2017

8:00 am to 12:00 pm - Pre-Conference Training Sessions (Optional)

SCORP University (Lantana)

(CM | 4.0)

Co-hosted by the Society of Outdoor Recreation Professionals and National Park Service, the 2017 SCORP University explores options for improving the Statewide Comprehensive Outdoor Recreation Plan (SCORP), including introducing new and innovative approaches that other SCORP planners are applying. The training connects SCORP and recreation planners—including people interested in LWCF funding—to discuss common challenges, obstacles and ways to adapt your planning process to be successful. Learn how to make the most of available resources to create a SCORP that strongly supports outdoor recreation in your state.

Moderators: Martha Droge (National Park Service)

Marketing Plan 101 (Anchusa I)

This session will identify actionable steps that an agency can take to develop a marketing plan and identify ways in which participants can enhance their organization's marketing efforts within their specific roles. This session will also identify ways that an agency can segment their market and identify ways in which participants can enhance their organization's marketing efforts. Topics discussed will include branding, developing goals, target markets, channel development, content guidelines, evaluation methods, target markets and market segments, and channel and content development.

Presenters: Dylan Packebush and Melissa Chew (GreenPlay, LLC)

Are you Ready for REDI? How to move forward with relevancy, equity, inclusion, and diversity in the outdoor recreation sector. (Mariposa)

Cultural relevancy, equity, diversity, and inclusion (REDI) can feel like the elephant in the room. It's big. It's heavy. It's overwhelming. If you feel like you've been talking about these concepts but don't know how to walk the talk, this session is for you. Over four hours, the Avarna Group make the pachydermic work of REDI more palatable and less paralyzing by allowing you to take one bite at a time. We will guide you so you can more confidently articulate what the work entails, explain why it's critical to the future of outdoor recreation and conservation, and provide a framework for how your organization or agency can build a plan to move forward with this work. You will leave with a map plotting your organization's next steps and a compass to guide you there. You'll also build relationships with peers in the outdoor recreation sector who are engaged in the same work. Our goal is to get you ready to do REDI.

Presenters: Aparna Rajagopal-Durbin and Ava Holliday (The Avarna Group)

Lunch – on your own

1:00 to 1:30 pm – Conference Welcome

Welcome to the Society of Outdoor Recreation Professionals' 2017 National Outdoor Recreation Conference! This exciting effort brings together outdoor recreation and conservation professionals for several incredible days of learning, sharing, and networking. The featured speakers of this plenary will first welcome us to Scottsdale and the 2017 conference and then dive into an engaging discussion around our conference theme of relevancy and inclusion.

Welcome Speakers:

John Baas – President, Society of Outdoor Recreation Professionals

Rachel Franchina – Vice President of Operations and Conference Co-Chair, SORP

Suzanne Klapp – Vice Mayor of Scottsdale, AZ

1:30 to 2:15 pm – Stories from the Profession (Anchusa)

This opening session will feature several outdoor recreation professionals sharing their stories of how they came to be involved in outdoor recreation and conservation. Please note, these “stories” will likely be shared throughout the afternoon’s plenary sessions.

Speakers:

Ruby Jean Garcia – Executive Project Coordinator, Latino Outdoors

Chas Robles – Program Director Ancestral Lands, Southwest Conservation Corps

Xitlaly Reyes – Social Justice Specialist, Girl Scouts of Southern Arizona

2:15 to 3:00 pm – Why Do I need to be Ready for REDI? (Anchusa)

You’ve probably heard of relevancy, equity, diversity, and inclusion (REDI), but how might it relate to the work that you do in conservation and recreation? What does a truly inclusive and equitable park or outdoor program look like? How can you support REDI efforts in your organization? Join us as we lay out what these words mean, why they are essential to conservation and recreation, and some guiding principles for moving forward with this work in a meaningful way.

Speakers:

Aparna Rajagopal-Durbin – Founding Partner, The Avarna Group

Ava Holliday – Founding Partner, The Avarna Group

3:00 to 3:30 pm - Break

3:30 to 5:00 pm – Plenary: We All Belong Outdoors (Anchusa)

Public land managers are experiencing a concerning trend regarding their recreating visitors; the majority do not reflect the demographics of their surrounding communities and the growing diversity of the nation. There has been much discussion over the years to be more hospitable to diverse visitors, with limited success; and many efforts have been well-intended, but missed the mark. This presentation shows why underrepresented communities are relevant to outdoor recreation and public land managers. It identifies challenges that need to be overcome to improve the connection between underrepresented communities and outdoor recreation and nature. Fortunately, there are efforts that land managers and recreation organizations can take to become more inclusive. The most auspicious effort would be to approach this challenge holistically with public land managers, recreation interest groups, social/cultural organizations, and industry coming together to develop a network that connects grassroots movements to neighboring public lands and recreation opportunities. The presenters will share their stories to help bridge demographic gaps, and their panel will facilitate a strategy to develop a network that ensures “we all belong outdoors.”

Moderator:

Francisco Valenzuela – Southwestern Region Recreation Director, USDA Forest Service

Panelists:

Omero Torres – District Ranger, USDA Forest Service

José González – Founder, Latino Outdoors

Shonto Greyeyes – Southwest Conservation Corps

Phil Henderson - Osprey

Danelle D Harrison – District Ranger, Kaibab National Forest

Kyung Koh Willis – Recreation Planner, USDA Forest Service Region 3

5:30 to 7:30 pm – Opening Reception and Poster Session (Agave)

Please join SORP for an engaging evening of networking and learning at our opening reception and poster session. SORP will also recognize this year’s scholarship recipients and conference sponsors during the reception.

Speakers:

Margaret Bailey – Board Member, SORP

Michael Bradley – Board Member, SORP

Author(s)	Poster Title
Linda Barker and Kevin Chesley	Maryland Department of Natural Resources Outreach Project to Hispanic Visitors in State Parks
Michael Bradley and Charles Mullins	Getting More In and Out of the Quicksand
Alex Rhue	At-Risk Students: Building Inclusiveness in an Outdoor Pursuits Program
Jordan Smith and Lael Gilbert	Social media for communicating outdoor recreation research
Lindsay Thalacker, Dave Bastian, and Paul Schmidt	Conservation Corps and 21CSC
Lindsay Thalacker and Dave Bastian	UCC & USFS: Creating Inclusive & Accessible Opportunity
Brian Peterson, Matthew Brownlee, and Ryan Sharp	Using GPS Visitor Tracking to evaluate visitor travel patterns at Cumberland Island National Seashore
Melissa Chew	Strategic Engagements – Seeking Community Input
Milo Neild, Matthew Brownlee, and Brian Peterson	Using motion-activated photography to evaluate outdoor recreation activity
Tom Landers	Outdoor Recreation Planning & Visitor Outreach
Michael Bradley and Ryan Sharp	Resident Perceptions of Black Bear Population Management

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Author(s)	Poster Title
Russell Crispell	Obtaining night access to parks or how to expand programming opportunities
Geoffrey Riungu, Jeffrey Hallo, and Jessica Fefer	Visitor management at a Wild and Scenic River System
Jada Lindblom, Kari Roberg, Christine Vogt, and Kathleen Andereck	Leveraging a Friends Association of an Iconic Western National Park
Sara Dadras, Gizem Montague, and Atabak Sadeghi Naibin	The white lake revival: A case study of environmental crisis and inclusive future for outdoor recreation improvement (work with civil society organizations) in Urmia Lake.
Todd Franks, Alan Bright, Sam Martin, and Natalie Ooi	Exploring the Potential for a Broad-based Collaborative Study of Current Nature-Based Tourism and Recreation Resource Use in the Rocky Mountain Region
Mark Jones	Less is More sub urban journeys
Tannaz Soltani and Lowell Caneday	Rock-Crawling as an Outdoor Recreation Activity: Motivations and Challenges
Rachel Franchina	Interagency Visitor Use Management Council, products and tools for proactive visitor use management

Dinner on your own

Tuesday May 2, 2017

8:00 to 9:30 am – Concurrent Sessions

Concurrent 1: Diversity of Engagement (Lantana)

Presenters	Title
Jordan Smith and Stephan Nofield	Measuring benefits from community-led conservation projects
Anna Zawisza	Advancing Outdoor Stewardship: A Toolkit

Concurrent 2: Diversity of Opportunity (Mariposa)

Presenters	Title
Scott Crawford	Parks and Trails as Cultural Icons (CM 0.75)
Todd Davis	Providing Outdoor Recreation/Adventure in the South: The Barriers, Culture, and Opportunities (CM 0.75)

Concurrent 3: Diversity of Profession (Anchusa II)

Presenters	Title
Paul Sanford and Hannah Malvin	A Whole New Story: Re-examining Conservation's History

Concurrent 4: Perspectives and Dialogue (Anchusa I)

Presenters	Title
Briget Eastep	A Regional Education Partnership for Relevancy and Learning
MG Devereux	The Stories of Change: Sustaining Change through Personal Narrative

9:30 to 10:00 am - Break

10:00 to 11:30 am – Concurrent Sessions

Concurrent 1: Diversity of Engagement (Lantana)

Presenters	Title
Sarah Lange, Dave Redman, and Spencer Wood	Data Diversification: Measuring & Mapping Recreational Use with Social Media
Mary Clark and Vicki Israel	Engaging youth in conservation & stewardship with technology

Concurrent 2: Diversity of Opportunity (Mariposa)

Presenters	Title
Kelly Pohl and Megan Lawson	Overcoming Racial and Income Inequity in Trail Access (CM 0.75)
Patrick Kell	Designing trails for “Experience” to increase relevancy (CM 0.75)

Concurrent 3: Diversity of Profession (Anchusa II)

Presenters	Title
Natalia Buta	Maryland State Parks Diversity and Inclusion Efforts: Staff Perspectives and Media Reporting
Clifton McIntosh	Diversity: A Reflection of your Staff
Cassidy Jones and Matt Brownlee	Urban Youth and the Value of an Outreach Strategy

Concurrent 4: Perspectives and Dialogue (Anchusa I)

Presenters	Title
David Flores	Latino Outdoors: Using Storytelling and Social Media to Increase Diversity on Public Lands
Luis Benitez	Defining the office for outdoor recreation industry surrounding diversity and inclusion

11:30 am to 1:30 pm – Lunch (on your own)

1:30 to 3:00 pm - Concurrent Sessions

Concurrent 1: Diversity of Engagement (Lantana)

Presenters	Title
Steven Selin, Francisco Valenzuela, and Jeremy Golston	The Forest Services' Southwest Region Sustainable Recreation Strategy: Goals, Process, Outcomes
Marcos Roybal, Adam Barnett, Andi Rogers, and Scott Rogers	Fossil Creek: Rebirth, Rediscovery, and Evolving Management

Concurrent 2: Diversity of Opportunity (Mariposa)

Presenters	Title
Meredith Lockwood	Trail Planning for the Professional
Michael Downs and Brendan Stuart	Schools on Trails
Ryan Sharp and Michael Bradley	Right-of-Way: Equity and Economics of Off-Highway Vehicle Use

Concurrent 3: Diversity of Profession (Anchusa II)

Presenters	Title
Denise Barreto and Boe Carlson	Building a 21st Century Diverse Workforce and Inclusive Work Environment (CM 1.5)

Concurrent 4: Perspectives and Dialogue (Anchusa I)

Presenters	Title
Michelle Kellogg and Mickey Fearn	Advancing Racial Equity: opportunities for outdoor recreation (CM 1.5)

3:00 to 3:30 pm - Break

3:30 to 5:00 pm - Concurrent Sessions

Concurrent 1: Diversity of Engagement (Lantana)

Presenters	Title
Mona Koh, Philip Coffin, and Jaimee Rizzotti	Cultivating Connections through Coworkers and Communities: An Overview of the East Bay Regional Park District's Programs and Partnerships (CM 1.5)

Concurrent 2: Diversity of Opportunity (Mariposa)

Presenters	Title
Dorothy Morgan	Outcomes-Focused Management (CM 1.5)

Concurrent 3: Diversity of Profession (Anchusa II)

Presenters	Title
Emilyn Sheffield, Viviana Ruiz, and Martha Andrade	NPLD Career Camp: Launching Careers and Volunteers

Concurrent 4: Perspectives and Dialogue (Anchusa I)

Presenters	Title
Tahnee Robertson, Chip Norton, Gayle Mabery, and Steve Ayers	Sustainable Recreation: Innovative Engagement Approaches in Central Arizona (CM 1.5)

5:30 to 9:30 pm - Banquet and Auction (Agave)

Wednesday May 3, 2017

Field Workshops

Participation in the field workshops is included in all full conference registrations.

Participants in all field workshops and training sessions will be provided with sack lunches and beverages.

Scottsdale McDowell Sonoran Preserve / Brown's Ranch – full day

7:00 am to 3:00 pm

Spend the day at the Scottsdale McDowell Sonoran Preserve (City of Scottsdale), a large, permanently protected, sustainable desert habitat. Creating, expanding and enjoying the preserve has been a communitywide, grass-roots movement since day one. Learn about the history, and explore the preserve on foot or by mountain bike.

Come prepared: Lightweight hiking shoes or boots, a hat, sunglasses, sunblock, at least 2 liters of water and a light day pack to carry your gear. Bike helmets will be provided.

South Mountain Park/Preserve – full day

7:00 am to 3:00 pm

At more than 16,000 acres, South Mountain Park/Preserve (City of Phoenix) is one of the largest municipally operated parks in the country, according to the Trust for Public Land. It boasts 51 miles of trails for horseback riding, hiking and mountain biking for all ability levels. From the park's main entrance, you can drive up the Summit Road to Dobbins Lookout and spectacular valley-wide views or you can continue to the Gila Lookout for a view of the Gila River Valley. Explore the preserve on foot or by horseback.

Come prepared: Lightweight hiking shoes or boots, a hat, sunglasses, sunblock, at least 2 liters of water and a light day pack to carry your gear.

Saguaro Lake and Usery Mountain Regional Park – full day

7:00 am to 3:00 pm

Explore Saguaro Lake (U.S. Forest Service), which was the last of the reservoirs to be built on the Salt River, and has 22 miles of shoreline. The lake is named for the saguaro cactus, which stand majestically in the surrounding desert landscape. Then travel to Usery Mountain Regional Park (Maricopa County), which contains the Wind Cave Trail, where water seeps from the roof of the alcove to support hanging gardens of Rock Daisy. There is also a unique nature center, which was designed to be sustainable and energy efficient while minimizing the disturbance to the natural landscape and maximizing the design compatibility with the natural surroundings.

Come prepared: A hat, sunglasses, sunblock, at least 2 liters of water and a light day pack to carry your gear.

Indian Bend Wash and Tempe Town Lake – half day (morning)

7:00 am to 12:00 pm

The Indian Bend Wash Greenbelt (City of Scottsdale) is an oasis of parks, lakes, paths and golf courses traversing 11 miles through the heart of Scottsdale. The greenbelt features more than 24 grade-separated crossings, meaning users can avoid major cross traffic. This project transformed a serious flooding hazard into one of the Valley’s top residential and recreational areas. Discover how a community came together to forge a creative solution to a decades-old problem. Then bike approximately 8-10 miles to Tempe Town Lake (City of Tempe). Tempe Town Lake is a civic masterpiece of open space and habitat blending seamlessly with lakeside residential and commercial development. Two miles in length and found along the traditional banks of the normally dry Salt River, Tempe Town Lake combines innovative design with the wonders of nature into a vibrant mix of outdoor recreation, arts and culture settings, premier retail shops and fine dining.

Come prepared: A hat, sunglasses, sunblock, at least 2 liters of water and a light day pack to carry your gear. Bike helmets will be provided.

Desert Botanical Garden – half day (morning)

7:00 to 11:00 am

Spend the morning at the Desert Botanical Garden, where for more than 70 years, the Garden has been teaching and inspiring visitors from the local community and around the world, providing research, exhibits and more designed to help us understand, protect and preserve the desert’s natural beauty. Learn about the history of its creation, the variety of learning opportunities the Garden offers for all ages, and their research and conservation efforts.

Come prepared: A hat, sunglasses, sunblock, at least 2 liters of water and a light day pack to carry your gear.

Dinner on your own

Thursday May 4, 2017

8:00 to 9:30 am - Concurrent Sessions

Concurrent 1: Diversity of Engagement (Lantana)

Presenters	Title
Meckenzie Helmandollar-Powell and Tim Farris	A partnership approach to developing the Forest Service’s National Strategy for a Sustainable Trail System (CM 0.5)
John Rose and Ken Vonderscher	Community Connectivity. Creating a Regional Trail Network (CM 0.5)
Jeanne Braha	The Outdoors’ Profound Impact on Individual Development

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Concurrent 2: Diversity of Opportunity (Mariposa)

Presenters	Title
Paul Schmidt, Donna Richardson, Dave Bastian, and Lindsay Thalacker	21CSC: Engaging the Next Generation (CM 1.5)

Concurrent 3: Diversity of Profession (Agave East)

Presenters	Title
Kelly Grissman and Amanda Larson	Embrace mistakes: build your relevancy toolkit!
Rena Payan	Creating & Supporting a Diverse and Inclusive Workforce

Concurrent 4: Perspectives and Dialogue (Anchusa I)

Presenters	Title
Francisco Valenzuela and David Flores	Recreation Equity - Diversity and the US Forest Service

9:30 to 10:00 am - Break

10:00 to 11:30 am - Concurrent Sessions

Concurrent 1: Diversity of Engagement (Lantana)

Presenters	Title
Carla Schoof	Listening, Engaging and Connecting People to Parks
Dawn Collins, Andrea Lichterman, Brenda Campbell, Gyan Nyaupane	The Technologically Engaged Millennial Outdoor Recreationist
Patrick Stephens and Lauren Sinnott	Creating the Next Generation of Conservation Leaders: A Program Continuum

Concurrent 2: Diversity of Opportunity (Mariposa)

Presenters	Title
Kristine Komar	Partnering with Philanthropic Foundations for a Relevant and Inclusive Future
Peter Axelson	Developed Outdoor Recreation Assessment Process (DORAP) (CM 0.75)

Concurrent 3: Diversity of Profession (Agave East)

Presenters	Title
David Dickerson and Margaret Bailey	Recreational Boating: Identifying Trends and Assessing Benefits for Long Term Relevance
Mimi Mather	Marketing the Outdoors Like Mad Men

Concurrent 4: Perspectives and Dialogue (Anchusa I)

Presenters	Title
Chas Robles, Aaron Lowden, Julia Bernal, Marshall Masayesva, Aaron Mike, and Lloyd Masayumptewa	Native American Perspectives on the Outdoors

11:30 am to 1:30 pm - Luncheon and Awards Presentation (Anchusa)

Recognizing outstanding professional accomplishments in outdoor recreation is a longstanding tradition for SORP. Please join John Baas as he presents SORP’s annual awards.

Speakers:

John Baas – President, SORP

1:30 to 3:00 pm - Concurrent Sessions

Concurrent 1: Diversity of Engagement (Lantana)

Presenters	Title
Krista Dooley and Brian Arnoldt	Reducing Barriers: Through Outdoor Workshops and Gear Libraries
Carly Klein	Nature Score: A Tool to Inspire Nature Play and Discovery

Concurrent 2: Diversity of Opportunity (Mariposa)

Presenters	Title
Mark Ivy, Tara Perry, Brad Harshman, and John Mintz	Diversifying Recreationists & Opportunities at Hydro Projects

Concurrent 3: Diversity of Profession (Agave East)

Presenters	Title
Anat Gold	Landscape restoration as a tool for creating green infrastructure
Allison Gosselin	Innovation and Excellence in Long term Sustainability: Strategies for Achieving Zero Waste
Margaret Bailey, Arturo Lopez, and Bill Alexander	BLM Long Term Visitor Areas: A Recreational Strategy for Protecting the Public Lands and Serving “Snowbirds” in Arizona

Concurrent 4: Perspectives and Dialogue (Anchusa I)

Presenters	Title
Esmeralda Garcia	Closing the Gap: Innovative solutions for making outdoor recreation accessible to underserved and multicultural communities (CM 1.5)

3:00 to 3:30 pm - Break

3:30 to 4:15 pm - The Next Century Conservation Plan: A Plan to Connect ALL People with Nature in Chicagoland (Anchusa) (CM | 0.75)

The Forest Preserves of Cook County, established over a century ago, is one of the oldest and largest urban conservation district in the United States, managing nearly 70,000 acres of diverse habitat across Cook County and offering recreation and education programs for audiences of all ages and from all walks of life. But preserving nature today in the nation’s second largest county comes with its own particular challenges - shifting demographics, funding, climate change, and an urban population often out of touch with nature. To address these challenges, the Forest Preserves used its centennial milestone to develop the Next Century Conservation Plan (the Plan), an ambitious vision for the future of the Forest Preserves.

The Plan recommends strategies that allows the Forest Preserves to sustain biodiversity, better engage all communities, leverage diverse partnerships and grow public stewardship to forge a strong connection between people and nature. The Forest Preserves is actively working together with its partners to implement the Plan’s key recommendations

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through a variety of projects focused on linking diverse, urban populations with nature, including a Conservation Corps job training program, opening five new campgrounds, and working with community groups to leverage resources and connect their audiences with the Forest Preserves.

Speaker:

Arnold Randall - General Superintendent, Forest Preserves of Cook County

4:15 to 5:00 pm – Outcomes Plenary (Anchusa)

Francisco Valenzuela will wrap up the conference by offering final thoughts, observations, and outcomes from the 2017 National Outdoor Recreation Conference.

Speakers:

Francisco Valenzuela – Southwestern Region Recreation Director, USDA Forest Service

Roxie Trost – Deputy State Director, Renewable Resources and Planning, Bureau of Land Management

5:00 to 5:15 pm – Closing Plenary (Anchusa)

SORP's leadership team will officially bring the conference to a close and provide an exciting teaser for next year's National Outdoor Recreation Conference in Vermont!

Speakers:

John Baas/Rachel Franchina – President/Vice President, SORP