



Conference Program

May 1, 2019

Any additional changes to the conference program will only be recognized in the conference app.



American Institute of Certified Planners (AICP) members can earn Certification Maintenance (CM) credits for select sessions at the 2019 National Outdoor Recreation Conference. When CM credits are available, they are noted in the presentation duration column (CM | x.x). More information about AICP's CM program can be found at www.planning.org/cm.

MONDAY, May 6, 2019

8:00 am to 12:00 pm Extended Professional Development Sessions

IVUMC Training: Introduction to the Visitor Use Management Framework Aleks Pitt , Visitor Use Management Specialist, National Park Service Rachel Collins , Visitor Use Management Specialist, National Park Service		Breakout 1 8:00am – 12:00pm
Storytelling and Tourism Management: How tourism planning can help maintain the character of an area while telling its own unique story Abe Medina (Moderator), Recreation Program Manager, Colorado State Land Board + SORP Board Member Kristin Dahl , President of Destination Development, Travel Oregon Flint Timmins , Destination Development Specialist, Utah Office of Tourism Kirk Hulstein , Industry Outreach & Development Director, SD Department of Tourism		Breakout 2 8:00am – 12:00pm CM 3.0
SORP Diversity and Inclusion Roundtable Rachel Franchina , Mountain Resorts Team Lead, USDA Forest Service + SORP President Kyung Koh Willis , Regional Recreation Planner, USDA Forest Service + At-Large SORP Board Member Colmore Christian , Professor, Alabama A&M University + At-Large SORP Board Member Shonto Greyeyes , Challenge Course Fellow, Teton Science School Rena Payan , Program Manager, Youth Outside		Breakout 3 8:30am – 12:00pm
Embracing Digital: Basic Tips for Dominating with Online Marketing Laura Mitchell , Vice President of Digital, Lawrence & Schiller Erin Weinzettel , Travel and Tourism Group Director, Lawrence & Schiller		Breakout 4 10:00am – 12:00pm
Innovations in Outdoor Recreation Research Jordan Smith (Moderator) , Assistant Professor, Utah State University		Black Hills Ballroom 8:00am – 12:00pm
Lee Cerveny , Research Social Scientist, US Forest Service, Pacific Northwest Research Station Monika Derrien , Research Social Scientist, USDA Forest Service, Pacific Northwest Research Station	Healing Spaces: Veterans, Nature Therapy, and Public Lands	20 min



<p>David Havlick, Professor, Department of Geography and Environmental Studies, University of Colorado – Colorado Springs</p>		
<p>Katie Koster, Resource Assistance, Mobilizegreen</p>	<p>One Friendship-Everlasting Impressions</p>	<p>20 min</p>
<p>Chase Lamborn, Research Associate/Ph.D. Student, Utah State University, Institute of Outdoor Recreation and Tourism</p>	<p>Impacts of Drought and the Outbreak of Proliferative Kidney Disease on Recreational Angling in the Yellowstone River Watershed</p>	<p>20 min</p>
<p>Michael Brunson, PhD Student, Kansas State University Ryan Sharp, Assistant Professor, Kansas State University Nathan Reigner, Consultant, Recreation & Tourism Science</p>	<p>Managing for the Long Run: Managing Trail Runners in Grand Canyon National Park</p>	<p>20 min</p>
<p>Clark Zealand, Associate Professor, Liberty University</p>	<p>Racing ecologies: Narratives of place, non-place, and placelessness in running 100 miles</p>	<p>20 min</p>
<p>Tyler Cribbs, Lab Coordinator, Kansas State University</p>	<p>How Important is Solitude in Wilderness? A Case study of Wilderness and Non-Wilderness River Users on a National River</p>	<p>20 min</p>
<p>Kristen Sikorsky, Graduate Research Assistant, Kansas State University, Department of Horticulture and Natural Resources</p>	<p>If You Build It, Will they Come? - The Development of a Visitor Monitoring Protocol for a New State Park</p>	<p>20 min</p>
<p>Emily Wilkins, PhD student, Institute of Outdoor Recreation and Tourism, Department of Environment and Society, Utah State University Jordan Smith, Assistant Professor, Utah State University Spencer Wood, University of Washington, School of Environment and Forest Sciences Adam Milnor, National Park Service, Rivers, Trails & Conservation Assistance Program</p>	<p>Estimating park visitation using social media data</p>	<p>20 min</p>
<p>Derek Van Berkel, ORISE Fellowship Participant, US EPA, Office of Research and Development Koen Tieskens, Environmental Geography Group, Faculty of Earth and Life Sciences, VU University Amsterdam Jordan Smith, Assistant Professor, Utah State University</p>	<p>Leveraging social media to map America’s recreational areas</p>	<p>20 min</p>



<p>Anne Neale, Institute of Outdoor Recreation and Tourism, Utah State University</p> <p>Megan Mehaffey, US EPA, Office of Research and Development, National Exposure Research Laboratory</p>		
<p>Dani Dagan, Graduate Student, Kansas State University</p> <p>Ryan Sharp, Assistant Professor, Kansas State University</p>	<p>Can Social Media be Used to Understand Backcountry Visitors?</p>	<p>20 min</p>

12:00 to 1:30 pm Lunch (On your own)

- SORP Scholarship Lunch

1:30 to 3:00 pm Welcome Plenary (Dakota Ballroom)

Welcome to the Society of Outdoor Recreation Professionals’ 2019 National Outdoor Recreation Conference! This exciting effort brings together outdoor recreation and conservation professionals for several incredible days of learning, sharing, and networking.

Introduction: **Rachel Franchina**, President, Society of Outdoor Recreation Professionals

Welcome to Rapid City: **Whitney Rencountre**, Ateyapi Youth Program Director and Chairman of Visit Rapid City

Conference Overview and Introductions: Co-chairs, **Abe Medina**, SORP Board Member, **Kobee Stalder**, South Dakota Game, Fish, and Parks

South Dakota’s Recreation Story: **Kelly Hepler**, Department Secretary, South Dakota Game, Fish, and Parks

Opening Speaker: **Dustin Martin**, Executive Director, Wings of America

For more than a century, American Indians have been widely regarded as some of the most talented long distance runners in the world. But why is their ability so often portrayed as a vestige of their “primitive” past when their movement has been used to earn college scholarships, advance preventative healthcare models and advocate for the protection of public lands?

3:00 to 3:30 pm Break

3:30 to 5:00 pm Opening Plenary (Dakota Ballroom)

Introduction: **Laurel Harkness**, Executive Director, Society of Outdoor Recreation Professionals

USFS Recreation Story: **Michiko Martin**, Director Recreation, Heritage and Volunteer Resources, USDS Forest Service



Speaker: Jeremy Collins

Artist Jeremy Collins' work is instantly recognizable- curvilinear parallel lines inspired by a lifetime spent in nature chasing adventures. Often imitated but never replicated, his work has been featured in over 200 magazines, including the cover of National Geographic. His award winning films and books tell of a life spent in pursuit of story and ascent as a climber. He has travelled around the world with his sketchbook and climbing gear in hand with a bent towards altruistic missions.

5:00 to 6:00 pm BREAK

5:15 to 6:00 PM Understanding eBikes: Test Ride and Q&A

eBikes are the fastest growing segment within the bicycle market. Come try one out and see for yourself why eBikes are becoming more and more popular and why and how land managers are looking to integrate eBikes into their programs. Meet in Lobby of hotel for this on-eBike learning session.

6:00 to 8:00 pm Welcome Reception and Poster Session (Journey Museum)

Please join SORP for an engaging evening of networking and learning at our opening reception and poster session at the Journey Museum. SORP will also recognize this year's scholarship recipients and conference sponsors during the reception. Included in Full and One Day conference registration.

- Introduction and Recognition of Scholarship Recipients
- Welcome Remarks by Secretary Hagen, SD Department of Tourism

Thanks to the South Dakota Department of Tourism for their support and sponsorship of the Welcome Reception!



Author(s)	Poster Title
Dakota Anderson , Education and Outreach Coordinator, City of Boulder Open Space and Mountain Parks	Engaging an Urban Community in a Wild Space
Victoria Arling , Masters of the Environment Candidate, University of Colorado - Boulder Katrina Pickering , Masters of the Environment Candidate, University of Colorado - Boulder Christine Zenel , Masters of the Environment Candidate, University of Colorado - Boulder	Planning for Resiliency in Jefferson County Open Space, Colorado
Noelle Bovio , Outdoor Recreation Planner, Bureau of Land Management	Wyoming Historic Trails Map
Yun Chang , Assistant Professor, Illinois State University	Final Expedition: How Autonomous Student Experiences Contribute to Positive Youth Development



<p>Elizabeth Clark, Recreation and Conservation Advisor, Pennsylvania Department of Conservation and Natural Resources</p>	<p>PA DCNR Bureau of Recreation and Conservation</p>
<p>Jeffrey Hallo, Associate Professor, Graduate Coordinator & Director of the PRTM Departmental Honors Program, Clemson University – Department of Parks, Recreation and Tourism Management</p>	<p>Seeing polar bears at the edge of the world: Examining pro-environmental outcomes of a last chance tourism experience in Kaktovik, Alaska</p>
<p>Patrick Harbert, Signs and Graphics Display Program Assistant, City of Boulder Open Space and Mountain Parks</p>	<p>Welcome to the City of Boulder’s Voice and Sight Program</p>
<p>Sarah Jackson, Graduate Student, Park Management and Conservation Program at Kansas State University Ryan Sharp, Assistant Professor, Park Management and Conservation Program at Kansas State University</p>	<p>The Captivating Wonder of the Natural World: How Faith Influences Connections to Nature</p>
<p>Ann McDonel, Economic Content Specialist, U.S. Bureau of Economic Analysis</p>	<p>Measuring the Economic Impact of Outdoor Recreation</p>
<p>Ashley Napier, PhD Candidate, Edinburgh Napier University</p>	<p>Outdoor Recreation and Conservation Volunteering in Scotland</p>
<p>Patrick Neuber, Project Manager, Goodwin Mills & Cawood</p>	<p>The collaborative approach to story telling</p>
<p>Andrew Rogers, MS Student and Graduate Assistant, North Carolina State University, Department of Parks, Recreation, and Tourism Management Yu-Fai Leung, Professor and Director of Graduate Programs, North Carolina State University, Department of Parks, Recreation, and Tourism Management</p>	<p>Long-Distance Hiking in the Digital Age: Where are we going?</p>
<p>Ingrid Schneider, Professor, UMN Ami Choi, Graduate Research Asst, UMN</p>	<p>Differentiating displacement: Visitor’s onsite & intended actions</p>
<p>Andrew Schwartz, Managing Principal, Environmental Planning and Design, LLC</p>	<p>The Confluence of Paths, Cultures and Time: A Master Plan for Columbia River Park</p>
<p>Jonah Seifer, Masters of the Environment Candidate, University of Colorado – Boulder & National Oceanic and Atmospheric Administration Noelle Crowley, Masters of the Environment Candidate, University of Colorado – Boulder & National Oceanic and Atmospheric Administration Carly Doolittle, Masters of the Environment Candidate, University of Colorado – Boulder & National Oceanic and Atmospheric Administration</p>	<p>Drought Impacts on the Outdoor Recreation Industry</p>



<p>Josh King, Masters of the Environment Candidate, University of Colorado – Boulder & National Oceanic and Atmospheric Administration</p> <p>Rebecca Mace, Masters of the Environment Candidate, University of Colorado – Boulder & National Oceanic and Atmospheric Administration</p>	
<p>Ryan Sharp, Assistant Professor, Kansas State University</p> <p>Tyler Cribbs, Research Assistant, Kansas State University</p> <p>Michael Brunson, PhD Student, Kansas State University</p> <p>Sarah Jackson, PhD Student, Kansas State University</p> <p>Kristen Sikorsky, MS Student, Kansas State University</p>	Don't forget about your Grasslands and Trails! An examination of visitor use at Cimarron National Grassland and the Santa Fe National Historic Trail
<p>Steven Sheffield, Strategic Marketing Manager, Bosch eBike Systems</p>	eBikes: A Growing Trend in Mountain Tourism
<p>Fatemeh (Tannaz) Soltani, Visiting Assistant Professor, Western Kentucky University</p> <p>Lowell Caneday, Regents Professor Emeritus, Oklahoma State University</p>	Carrying Capacity and Crowding at the Illinois River
<p>Elena Tsakakis, Graduate Student, University of Minnesota</p> <p>Ingrid Schneider, Professor, University of Minnesota</p>	Optimizing Social Media Engagement – Prioritizing Social Media Platform Use Among Visitors
<p>Dan Williams, Senior Landscape Architect, MSA Professional Services, Inc.</p>	Ellen Kort Peace Park

TUESDAY, May 7, 2019

8:00 to 9:00am

Concurrent 1 – People (Breakout 1)		
<p>Krista Sherwood, Recreation Program Lead, National Park Service</p>	Advancing Outdoor Recreation in the National Park Service	30 min
<p>Monika Derrien, Research Social Scientist, USDA Forest Service, Pacific Northwest Research Station</p> <p>Lee Cerveny, Research Social Scientist, USDA Forest Service, Pacific Northwest Research Station</p> <p>Anna Miller, Post-doctoral Research Fellow, USDA Forest Service, Pacific Northwest Research Station</p>	A new strategic agenda to “ignite” the science of outdoor recreation	30 min



Concurrent 2 – Places (Breakout 2)		
Matt Arnn , Chief Landscape Architect, US Forest Service	Iconic Places of the US Forest Service	30 min
George Lindemann , Philanthropist, Environmentalist, and Developer	One man’s quest to protect Tennessee’s waterways	30 min
Concurrent 3 – Landscapes (Breakout 3)		
Travis Beck , Director of Environmental Services, SE Group Rachel Franchina , Mountain Resorts Team Lead, U.S. Forest Service / SORP Maura Olivos , Director Alta Environmental Center, Alta Ski Area	Strategic Planning, Permitting and Design... A Few Pages from the Ski Industry Playbook	60 min CM 1.0
Concurrent 4 – Cultures (Breakout 4)		
Mike Repyak , Trail Solutions Director of Planning and Design, International Mountain Biking Association	IMBA’s Focus – More Trails Close to Home	30 min
Hans Johnson , Director of Recreational Lands, Minnesota Land Trust Sam Werle , Director Youth Outdoors Duluth	Youth Outdoors Duluth: If you build it (Recreation infrastructure) they "Won't" come	30 min
Concurrent 5 – Stories (Black Hills Ballroom)		
Kevin Hamilton , Vice President for Communications, Student Conservation Association	Signature Stories and the 3 Biggest Mistakes We Make in Telling Them	30 min
Jennifer Dubois , Visitor Experience Infrastructure Advisor, Parks Canada	For the love of camping: Parks Canada’s diversified accommodation program is restoring relevance and connecting new audiences to Canada’s national parks, national historic sites and canals	30 min

9:00 to 9:30 am Break

9:30 to 10:30 am

Concurrent 1 – People (Breakout 1)		
Todd Davis , Asst. Professor & Director, Rec. Admin & Outdoor Ed., Delta State University	Lack of Early Exposure: The key barrier to outdoor recreation participation among diverse groups in Mississippi	30 min



<p>Katie Gennarelli, Graduate Assistant & Coordinator, Outdoor Recreation Education, Delta State University</p> <p>Britnee Smith, HPER Instructor & Physical Education Teacher Prep Coordinator, Delta State University</p> <p>Todd Davis, Assistant Professor & Director Recreation Administration & Outdoor Education, Delta State University</p>	<p>Perceived Benefits to and Perceptions of an All-Female Multi-Day Grand Canyon Backpacking Expedition using Leisure-Time Physical Activity (LTPA) as a Training Motivation</p>	<p>30 min</p>
<p>Concurrent 2 – Places (Breakout 2)</p>		
<p>Dan Williams, Senior Landscape Architect, MSA Professional Services, Inc.</p>	<p>Indigenous Influences on Park Design and Planning</p>	<p>30 min</p>
<p>Christine R. Goepfert, Associate Director, Midwest Region, National Parks Conservation Association</p>	<p>100 Years of Advocacy: How storytelling helps protect our national parks</p>	<p>30 min</p>
<p>Concurrent 3 – Landscapes (Breakout 3)</p>		
<p>Debbie Caffin, Trails Program Leader, USDA Forest Service, Southern Region, USDA Forest Service Southern Region</p> <p>Margaret Bailey, Sr. Vice President, CHM Government Services</p>	<p>Landscapes: Developing Strategies to Manage Mountain Bike Culture and Demand</p>	<p>30 min</p> <p>CM 0.5</p>
<p>Sarah Fioravanti, Client Consultant, Eco-Counter</p>	<p>Counting People: Collecting Insightful Data for Improved Conservation, Planning, and Maintenance</p>	<p>30 min</p> <p>CM 0.5</p>
<p>Concurrent 4 – Cultures (Breakout 4)</p>		
<p>Jennifer Brandt, Deputy Director of Conservation Programs, Hispanic Access Foundation</p>	<p>Latino Conservation Week - Engaging Latinos in Outdoor Recreation and Stewardship</p>	<p>30 min</p>
<p>Rena Payan, Program Manager, Youth Outside</p>	<p>Equitable and Inclusive Workforce Development</p>	<p>30 min</p>
<p>Concurrent 5 – Stories (Black Hills Ballroom)</p>		
<p>Mary Clark, CEO, Agents of Discovery</p> <p>Susan Liston, Vice President Growth, Leisure, Aramark</p> <p>Alex Frenkel, Managing Partner, American Park Network</p>	<p>Agents of Discovery: Engaging Youth with the Outdoors in a Digital Age</p>	<p>60 min</p>



10:30 to 11:00 am Break

11:00 am to 12:00 pm

Concurrent 1 – People (Breakout 1)		
Robert Chandler , Vice President, NIC Inc.	Give the (Outdoor Recreation) People What They Want	30 min
Rick DeLappe , Program Director, Recreation One Stop/Recreation.gov Janelle Smith , Public Affairs Specialist, US Forest Service/Recreation.gov	The Recreation Journey	30 min
Concurrent 2 – Places (Breakout 2)		
Christian Crowley , Economist, Office of Policy Analysis, US Department of the Interior Emmi Lia , Research Scientist, University of Washington Spencer Wood , Senior Research Scientist, University of Washington Monika Derrien , Research Social Scientist, US Forest Service Rachel Collins , Visitor Use Management Specialist, National Park Service	Recreation Insights from the Social Media Crowd	60 min
Concurrent 3 – Landscapes (Breakout 3)		
Nicole Hill , Landscape Architect, USDA Forest Service, Enterprise Program	Recreation Opportunity Spectrum and Sustainable Recreation	30 min
Bill Bryan , Vice President-North America, US eDirect, Inc. Jay Wohlschlaeger , Partner, SWT Design	How to be a good neighbor: Building Echo Bluff State Park	30 min CM 0.5
Concurrent 4 – Cultures (Breakout 4)		
Justin Mercer , Outdoor Recreation Program Coordinator, Forest Preserves of Cook County Kristen Taylor , Outdoor Recreation Program Specialist, Forest Preserves of Cook County	Connecting Communities through Gear Lending Libraries	30 min
Scott Bahr , President, Cairn Consulting Group	Survey of Campers in North America 2015 to 2018: What it can tell us about creating opportunities for Camping Experiences	30 min
Concurrent 5 – Stories – NORC Talks (Black Hills Ballroom)		
Kayla Carter , Outdoor Development Manager, Northeast TN, Northeast Tennessee Regional Economic Partnership	Trail Stories Worth Attention	12 min



Shonto Greyeyes , Doug Walker Challenge Course Fellow, Teton Science School	Re-creation; Rendering Reciprocity- Our relationship with recreation and how we exchange gratitude with the land.	12 min
Patrick Neuber , Project Manager, Goodwin Mills & Cawood	The collaborative approach to story telling	12 min

12:00 to 1:30 pm Lunch (On your own)

- SCORP Luncheon – location TBA
- Networking Lunches (TBA)

1:30 to 3:00 pm

Concurrent 1 – People (Breakout 1)		
Gina Konechne , Director of Sales & Marketing, Custer State Park Resort; Regional Director of Sales, Regency Hotel Management Lydia Austin , Interpretive Programs Manager, Custer State Park	Public + Private: Custer State Park’s Balanced Approach	45 min
Kristine Komar	Focus on Philanthropy: A Conversation & Discussion	45 min
Concurrent 2 – Places (Breakout 2)		
Matthew Chaussee , CEO, Be More Colorful Shannon Duerr , Executive Director, Cavalier County Job Development Authority	Creating Interactive Narratives for Your Places with 360° Imagery and Virtual Reality	45 min
Fred Lochner , Senior Development Specialist, MSA Professional Services Inc. Raine Gardner , Senior Project Engineer, MSA Professional Services Inc.	Leveraging new media technologies for location-based storytelling	45 min
Concurrent 3 – Landscapes (Breakout 3)		
Sheena Pate , Project Coordinator, Crown of the Continent Geotourism Council	Geotourism: Sustainable Tourism Without Sacrificing Community Value or Identity	45 min CM 0.75
Mike Quist Kautz , Recreation Manager, American Prairie Reserve	Building Recreation on the Great Plains; harnessing recreation infrastructure for conservation	45 min CM 0.75



Concurrent 4 – Cultures (Breakout 4)		
<p>Taylor Willow, Continental Divide National Scenic Trail Resource Assistant, US Forest Service & Southwest Conservation Corps</p> <p>Slide Kelly, GIS & Mapping Specialist, Continental Divide Trail Coalition</p>	Visual Storytelling for the Continental Divide Trail	45 min
<p>Matt Powell, Director Communications & Place Branding, Destination by Design</p>	Galvanizing Trail Advocates through Multimedia Storytelling	45 min
Concurrent 5 – Stories (Black Hills Ballroom)		
<p>Jonathan Marcotte, Director of Operations and Development, National Geographic Night Sky Odyssey</p>	Night Sky Odyssey - Using technology to explore the night sky and create a new experience outdoors	45 min
<p>Andy Northrop, Statewide Sustainable Tourism and Community Vitality Educator, Michigan State University Extension</p>	Driving Outdoor Recreation and Community-Tourism via Visitor "First Impressions"	45 min

3:00 to 3:30 pm Break

3:30 to 5:00 pm

Concurrent 1 – People (Breakout 2)		
<p>Scott Babcock, Project Manager, National Park Service</p> <p>Aleksandra Pitt, Visitor Use Management Specialist, National Park Service</p>	Application of the VUM Framework: NPS Case Studies from Zion National Park and Ozark National Scenic Riverways.	45 min CM 0.75
<p>Ericka Pilcher, Senior Planner, City of Boulder Open Space and Mountain Parks</p>	Responsible Recreation, Stewardship, and Enjoyment: A Focus Area of the OSMP Master Plan	45 min CM 0.75
Concurrent 2 – Places (Breakout 3)		
<p>Laura Bolyard, Landscape Architect, National Park Service - RTCA</p> <p>Annie Rempe, Certified Orientation and Mobility Specialist (COMS), Arizona School for the Deaf and Blind</p>	Collaborative Design Process for an Accessible Outdoor Cultural History Park for Blind and Deaf	45 min
<p>Anna Cholo, Visitor Experience Infrastructure Advisor, Parks Canada Agency</p> <p>Andrea Tovell, Visitor Experience Infrastructure Officer, Parks Canada Agency</p>	Parks Canada's Best Practices for Inclusive Washrooms - a conversation	45 min



Concurrent 3 – Landscapes (Breakout 4)		
Donald Meeker , Principal, Terrabilt, Inc.	Signing Parks & Trails: Techniques that enhance the visitor experience	45 min
Lisa Nichols , GIS Manager - Data Acquisition, onX	Landlocked: Policy, Technology, and America's Inaccessible Public Land	45 min
Concurrent 4 – Cultures (Black Hills Ballroom)		
Kelly Walsh , Vermont Adaptive Ski and Sports/Program Coordinator, Vermont Adaptive Ski and Sports Cayla Hammaker , Training and Education Program Specialist, Disabled Sports USA	The art of listening; benefits and barriers of outdoor recreation for people with disabilities as told through storytelling	45 min
Jenn Smith , Foundation Specialist, Strider Education Foundation	Imagine a Nation Where All Kids Bike	45 min

6:00 to 9:00 pm NORC Auction and Awards Dinner (Dakota Ballroom)

The NORC Silent Auction is one way SORP gives back to the Next Generation of Outdoor Recreation Professionals. The Silent Auction supports our scholarship fund and permits us to expand our outreach to students and young professionals. Lots of cool local merchandise, outdoor recreation gear and books and/or periodicals. Bring something from your organization for sharing! Included in Full and One Day conference registration.

Aramark's Recreation Story: **Susan Liston**, Vice President Growth, Aramark

NIC's Recreation Story: **Chris Neff**, Vice President of Marketing, NIC

Presentation of the Annual SORP Awards: Chad Schneckenburger, SORP Board Member

WEDNESDAY, May 8, 2019

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.

Field Workshops

Rock Climbing in the Black Hills

Learn about the history of Rock Climbing in the Black Hills with Sylvan Rocks Climbing School and learn the basics of rock climbing in the Spires around Sylvan Lake.



Spearfish Canyon Nature Area – Hike the Falls and learn about one of the newest Nature Areas in the Black Hills

Join District Park Supervisor to learn about the history of Roughlock Falls, Spearfish Falls and Savoy Pond. Hike to sites and learn about the new trail implementations, the interpretation, and how South Dakota State Parks came to manage the sites.

Custer State Park: Resource Management of one of the largest State Parks in the United States

Join Custer State Park Resource Management staff as they discuss how they protect and preserve 71,000 acres of land and thousands of wildlife to help sustain South Dakota's Largest and Oldest State Park. Hike into the prairie and discuss bison herd management and other wildlife, and the control of invasive weed species, walk into the Legion Lake Fire burned area to learn about how the park has managed the resource after suffering from the third largest fire in the Black Hills in 2017, finally, enjoy the most popular hike in the park, "Lover's Leap" and discuss forestry management techniques from Custer State Park Staff Foresters

Mickelson Trail: History of Rails to Trails in South Dakota and the creation of the 109 multi-use trail

Take a bike ride on the Mickelson Trail from the Rochford Trailhead to Hill City (22 miles) and discuss the history of the Burlington Railroad, learn about the implementation of the Mickelson Trail and the unique opportunity it provides bike riders, horseback riders and hikers in South Dakota. Learn about trail maintenance and management of one of South Dakota's longest trails.

History of Mount Rushmore and meeting the visitor needs of over 3 million people each year

Discuss the history of Mount Rushmore, one of the United States' most famous icons. Learn about the building of the monument, the vision of Gutzon Borglum and how the Park Service preserves those ideals. Take a hike around the monument and discuss maintenance and upkeep, and growing the monument to meet the needs of the visitor. Visit the actual studio of Borglum himself and learn about the role the CCC played in the creation of the National Memorial.

Badlands National Park

The rugged beauty of the Badlands draws visitors from around the world. These striking geologic deposits contain one of the world's richest fossil beds. Learn about the ancient mammals such as the rhino, horse, and saber-toothed cat once roamed here. The park's 244,000 acres protect an expanse of mixed-grass prairie where bison, bighorn sheep, prairie dogs, and black-footed ferrets live today. Discuss new herd management tools that will grow the Bison herd at Badlands National Park, learn about the newly created Friends Group that will help support the park, and take a hike into one of the most scenic areas of the park and learn about the unique resource management of the park.

Wind Cave National Park

Join Park Rangers and a cave tour to learn the history of the cave and the rich in honeycomb-shaped calcite formations known as box work. In addition to seeing the cave, you will also get a behind-the-scenes look at wildlife management on the prairie and the new work done with Wind Cave partners to open a recently acquired portion of the park.

Black Hills National Forest

Black Hills National Forest, the 1.2 million acre backdrop for all of the Black Hills Icons, hosts a wide variety of recreation opportunities and adventures. Join Forest professionals for a trip through the rugged rock formations, canyons, streams and lakes that make up the forest. We will tour areas including Norbeck National Scenic Byway with stops at some of its amazing vistas, lake complexes, Pactola Visitor Center and get a glimpse of the 690 mile UTV friendly motorized trail



system. We will discuss options of dealing with large numbers of visitors in a short time period each year, managing a forest in two states (SD and WY), and opportunities for stewardship for our invested communities.

6:00 to 7:00 pm SORP Member Meeting

Join the SORP Board of Directors to hear updates and provide input about the future of the organization. We will do a focus group to help shape the upcoming member survey. Drinks and light snacks will be provided! All (SORP members and non-members) are welcome to participate. Draft agenda available at: [Annual Meeting Draft Agenda](#)

THURSDAY, May 9, 2019

8:00 to 9:30 am

Concurrent 1 – People (Breakout 1)		
Tara McKee , Program Manager, Utah Office of Outdoor Recreation	Show Me the Money: Utah's Story of Funding and Founding a Recreation Infrastructure Grant Program	45 min CM 0.75
Matt Hammer , Consumer Insights Strategist, Lawrence & Schiller Tara Locke , Creative Director, Lawrence & Schiller	South Dakota Outdoors – Using Data to Inspire Visitor Travel	45 min
Concurrent 2 – Places (Breakout 2)		
M.G. Devereux , Deputy Director, Oregon Parks and Recreation Department	Bummer Dude...Trail is Closed: Creating a narrative approach to risk management	45 min
Justin Ellis , Associate, RC Strategies + PERC	Revitalizing Camping Experiences through Comfort: Tools to Help Enhance Comfort Camping in Alberta, Canada	45 min
Concurrent 3 – Landscapes (Breakout 3)		
Saara Snow , Travel Initiatives Coordinator, Adventure Cycling Association Pat Doyle , Marketing and Communications Manager, Montana State Parks/Montana Fish, Wildlife and Parks Jeff Smith , Assistant Manager, Hells Gate State Park, Idaho Department of Parks and Recreation Morgan Lommele , State + Local Policy Director, PeopleForBikes Joe Jacobs , Manager of Marketing and Revenue, Arkansas State Parks	Making the Case for Bike Tourism in Parks and Public Lands	90 min



Concurrent 4 – Cultures (Breakout 4)		
Rob Southwick , President, Southwick Associates	Why People Hunt and Fish, Why They Quit and What We Can Do	45 min
Chad Tussing , Director - The Outdoor Campus-West, South Dakota Game, Fish and Parks	Outdoor Campus West	45 min

9:30 to 10:00 am Break

10:00 to 11:30 am

Concurrent 1 – People (Breakout 1)		
Andy Williamson , Principal, Active Strategies Greg Brumitt , Principal, Active Strategies	Culture Catalyst - building an outdoor culture in your community	45 min
Kristen Swanberg , Director of Education and Public Programming, The Trustees of Reservations	How Public Programming Elevated our Stories and Got our Visitors Engaged	45 min
Concurrent 2 – Places (Breakout 2)		
Joshua Waggener , Park Manager, Sgt Alvin C. York State Historic Park, Tennessee State Parks Hobart Akin , Cultural Resource and Exhibits Specialist, TN State Parks, Tennessee State Parks	Reframing Stories and Landscape: Sgt. Alvin York State Park	45 min CM 0.75
Jennifer Cross , Landscape Architect, RDG Planning & Design	We're not in Kansas Anymore! – Signage and Storytelling in Kansas' State Parks	45 min
Concurrent 3 – Landscapes (Breakout 3)		
Bob Ratcliffe , Chief, Conservation and Outdoor Recreation, National Park Service Andy Tenney , Chief – Recreation and Visitor Services, Bureau of Land Management Linda Walker , Chief – Visitor Services and Communications, US Fish and Wildlife Service Michiko Martin , Director – Recreation, Heritage, and Volunteer Services, US Forest Service Jerome Jackson , Recreation Program Manager, Bureau of Reclamation	Future of Recreation and Visitor Use Management in National Parks and Federal lands	90 min



Concurrent 4 – Stories (Breakout 4)		
Andrew Schwartz , Managing Principal, Environmental Planning and Design, LLC Davitt Woodwell , President and Chief Executive Officer, Pennsylvania Environmental Council Amy Camp , Owner, Cycle Forward	The Story Behind Our Story: The Industrial Heartland Trail Coalition and Its People, Places and Landscapes	45 min
Amy Camp , Owner, Cycle Forward	Rebel Rebel Float Trip: Weird Enough to Work	45 min

11:30 am to 1:00 pm Lunch (On your own.)

- Networking Lunches (TBD)

1:00 to 2:30 pm Closing Plenary (Dakota Ballroom)

What have we learned and how should it inform our strategies to continue to support and change the Outdoor Recreation landscape? Ideas on methods to translate knowledge to Action.

2019 NORC Retrospective: **Rachael Franchina**, President, SORP

Speaker Introduction: **Laurel Harkness**, ED, SORP

Speakers: **Dan O’Brien**, Founder Wild Idea Buffalo Co., South Dakota

NORC 2020: 2020 Team

- **Abe Medina** and **Kobee Stalder**, 2019 Conference Co-chairs, introduction and handoff to 2020 team
- **2020 Team Chairs**

2:30 to 3:00 pm Break

3:00 to 9:00 pm Closing Celebration at Custer State Park

Join us for one last celebration and opportunity to network with the community of outdoor recreation professionals at the 2019 National Outdoor Recreation Conference while enjoying the scenic beauty of Custer State Park. Dinner will be provided.

Thanks to U.S. Hotel and Resort Management for their support and sponsorship of the Closing Celebration at Custer State Park!

