



Oregon Outdoor Recreation Summit

Building Connections, Inspiring Action

— MAY 13–14, 2019 —

RIVERHOUSE ON THE DESCHUTES – BEND, OREGON



**Governor Kate Brown &
First Gentleman Dan Little**



Greetings Outdoor Recreationists!

It is our pleasure to join you in celebrating Oregon's outdoors in Bend, Oregon at the 2019 Oregon Outdoor Recreation Summit. Oregonians share a special connection to the outdoors, whether it's kayaking the Willamette River, hiking the Little North Santiam Trail, or skiing at Mt. Bachelor, it is core to who we are.

For many of us, nature provides the physical, mental, and spiritual opportunities to keep our lives in balance. But in Oregon, it is so much more. Outdoor recreation is an economic driver for the state. Tourists come from around the world to experience iconic natural places like the Oregon coast, Mount Hood, Crater Lake, and the John Day Fossil Beds. Outdoor recreation provides 172,000 direct jobs across the state, supporting everything from global outdoor industry brands that manufacture outdoor clothing and footwear, to small locally owned retail shops and outfitter guides, providing a wide range of outdoor experiences. This is why it is critical we continue to protect the valuable assets nature provides, including our ocean beaches, clean air and fresh water, and guard against the increasing challenges brought on by climate change.

On August 8, 2017, the state's first ever Office of Outdoor Recreation was created to coordinate outdoor recreation policy across state and federal agencies. The new Director, Cailin O'Brien-Feeney, has now created an advisory committee and the office will work with public agencies, outdoor recreation retailers, companies, and tour operators to help Oregon's outdoor recreation sector reach its fullest potential.

We are also proud of Dan's work over the last several years on the Roadmap to the Outdoors Initiative to re-connect Oregon's youth to nature and create a more welcoming and inclusive space for all Oregonians, especially those who typically don't venture out to Oregon's stunning beaches, trails, mountains, and sand dunes. We are truly excited about the bright future ahead of us for Oregon Outdoor Recreation.

Sincerely,

Governor Kate Brown

Dan Little
First Gentleman of Oregon

Welcome to the 2019 Oregon Outdoor Recreation Summit in Bend!

For Oregonians, a strong connection to the outdoors is in our DNA and an important part of our identity. Many of us rely on Oregon's bountiful natural resources not only for recreation, but for our livelihoods. These natural resources are the cornerstone of our legacy, our identity and our economy. Over the next two days, we encourage you to join the conversation to help **ensure access to world-class outdoor recreation experiences for all Oregonians.**

In 2016, Travel Oregon launched the Oregon Outdoor Recreation Initiative with several goals in mind: to build capacity and synergy to expand outdoor recreation opportunities for residents and visitors; to create economic vitality for Oregon's communities; and to make Oregon a world-class outdoor recreation destination for all. From June 2016 to February 2017, the leadership team worked to develop a 15-year vision, critical five-year outcomes and two-year strategies for expanding access to outdoor recreation and increasing the economic impact and sustainability of Oregon's outdoor recreation industry. This work has been summarized in a Phase I report for the initiative.

In September 2017, the Initiative leadership team concluded its planning by selecting seven priority two-year strategies and designing seven action teams to move projects of statewide significance forward. The work that has transpired through the action teams has been summarized in a Phase II report, available here at the Oregon Outdoor Recreation Summit.

The shared purpose of the network is ensuring access to world-class outdoor recreation experiences for everyone. We envision the Oregon Outdoor Recreation Summit as an opportunity for people working in outdoor recreation from across the state to network, share best practices and insights, and be inspired by the amazing work taking place in every corner of Oregon.

Thank you for joining us in beautiful Central Oregon for these two days. We're glad you're here and hope you're able to find some time to get outside and enjoy the public lands, waters and communities that make Oregon so beautiful.

Onward,

The Oregon Outdoor Recreation Network Core Team

Bonnie Lippitt, U.S. Forest Service & Bureau of Land Management

Cailin O'Brien-Feeney, Oregon Office of Outdoor Recreation

Dan Little, First Gentleman of Oregon

Erin Gaines, KEEN Footwear & Oregon Outdoors

Kristin Dahl, Travel Oregon

Lee Davis, Oregon State University Outdoor Economy Initiative

Stephen Hatfield, Travel Oregon (Network Manager)

Hilary Sager, Travel Oregon (Network Coordinator)

AGENDA

MONDAY, MAY 13, 2019

- 10 a.m. **Registration Open**
- 11:30 a.m. – 1:45 p.m. **Lunch Plenary**
Exhibit Hall (Downstairs)
- 12:15 p.m. **Welcome**
Kristin Dahl, Travel Oregon
Jefferson Greene, Confederate Tribes of Warm Springs
Mayor Sally Russell, City of Bend
Cailin O'Brien-Feeney, Oregon Office of Outdoor Recreation
- 12:50 p.m. **Keynote**
Rue Mapp, Outdoor Afro
- 1:45 – 2 p.m. **Break**
- 2 – 3:15 p.m. **Breakout Sessions**
Prescribing the Outdoors (Mind, Body and Soul)
Cascade A
The 2019 Outdoor Recreation Policy Agenda
Cascade B
Long Term Stewardship Strategies for Signature Trails
Cascade C
Developing & Diversifying the Outdoor Industry Workforce
Cascade D
- 3:15 – 3:45 p.m. **Networking Break**
- 3:45 – 5 p.m. **Breakout Sessions**
Social Media: Creating Connections
Cascade A
Bend Outdoor Worx: Catalyzing Innovation in the Outdoor Economy
Cascade B
The Hut-to-Hut Experience
Cascade C
Educational Opportunities to Encourage Responsible Recreation
Cascade D
- 5 – 6:30 p.m. **Reception**
Deschutes Room, Riverhouse on the Deschutes
- 6:30 p.m. Dine Around Bend

TUESDAY, MAY 14, 2019

- 7:30 a.m. **Registration Open**
- 7:30 – 9:15 a.m. **Breakfast Plenary**
Exhibit Hall (Downstairs)
- 8 a.m. **Welcome**
Bonnie Lippitt, U.S. Forest Service/BLM
Todd Davidson, Travel Oregon
- 8:15 a.m. **Governor's Address**
Governor Kate Brown and First Gentleman Dan Little
- 8:25 a.m. **Plenary Panel**
Achieving Gender Equality in the Outdoors
Holly Van Fleet, REI Portland
Lauren Fleshman, Picky Bars
Mona West, Mona West LLC
Serilda Summers-McGee, Workplace Change LLC
- 9:15 – 9:30 a.m. **Break**
- 9:30 – 10:45 a.m. **Breakout Sessions**
The Outdoors: Everyone is Doing It!
Cascade A
Building Partnerships, Growing Networks
Cascade B
Innovative Regional Collaboration Models
Cascade C
Ensuring Success in Statewide Communications Strategies
Cascade D
- 10:45 – 11 a.m. **Break**
- 11 a.m. – 12 p.m. **General Session**
Stronger Together: Building a Statewide Outdoor Recreation Network
Exhibit Hall (Downstairs)
- 12 – 2 p.m. **Lunch Plenary**
Exhibit Hall (Downstairs)
- 12:45 p.m. **Introduction**
Stephen Hatfield, Travel Oregon
- 12:55 p.m. **Keynote**
It Takes a Team: Harnessing Leadership and Collaboration
Colin O'Brady, Endurance Athlete
- 1:50 p.m. **Closing Remarks**
Kristin Dahl, Travel Oregon
- 2 p.m. **Adjourn**

KEYNOTE SPEAKERS



Rue Mapp

Founder and CEO, Outdoor Afro

Rue Mapp is the Founder and CEO of Outdoor Afro, a national not-for-profit organization with offices in Oakland, California and Washington, D.C. Rue oversees a carefully selected and trained national volunteer leadership team of 80 men and women who represent 30 states around the U.S., and shares opportunities to build a broader community and leaders in the outdoor space.

Since Outdoor Afro's inception as a blog in 2009, Rue has captured the attention and support of millions through a multimedia approach that is grounded in personal connections and community organizing. From its grassroots beginning, Outdoor Afro now receives national sponsorship and is recognized by major organizations for its role in addressing the ongoing need for greater diversity in the outdoors. In 2010, Mapp was invited to the White House to participate in the America's Great Outdoors Conference, and subsequently to take part in a think-tank to inform the launch of the First Lady's "Let's Move" initiative. She was appointed program officer for the Stewardship Council's Foundation for Youth Investment to oversee its grant program from 2010-2012. Since that time, Mapp's work and op-eds have been featured in publications including The Wall Street Journal, Backpacker Magazine, Seattle Times, Los Angeles Times, Ebony Magazine, Sunset Magazine, NPR and many others.

Mapp remains in high demand to speak about her innovative approach that has successfully connected thousands, especially from the African American community, to nature and the benefits of spending more time outdoors. She is proud to serve on the Outdoor Industry Association Board and was appointed to the California State Parks Commission by Governor Jerry Brown in 2014. An art history major and graduate of UC Berkeley Rue's skills and background make her a unique voice for the leadership and programs she has instituted through Outdoor Afro, enlightening a diverse community to the wonders and benefits of the outdoors.



Colin O'Brady

Endurance Athlete

Colin O'Brady is a professional endurance athlete who has set four world records. He grew up exploring the mountains of the Pacific Northwest and cultivated a passion for outdoor adventure. His success swimming in Oregon led him to Yale University. After years as a professional triathlete, he returned to his first love: the mountains. In 2016 Colin conquered the speed records for the Explorers Grand Slam and Seven Summits, a global mountaineering challenge to climb the tallest mountain on every continent including Mt. Everest and ski the North and South Poles. In 2018 Colin shattered the speed record for the 50 High Points Challenge when he summited the highest point in each of the 50 states in just 21 days. On December 26, 2018 he became the first person to cross the landmass of Antarctica solo, unaided by kites or resupplies. He accomplished the feat in 54 days, covering more than 930 miles along the way, including more than 77 miles in the final 32-hour window where he went without sleep. Throughout the nearly two-month journey, O'Brady never took a full day off.

Colin uses his athletic pursuits to fuel his charitable work. His non-profit, Beyond 7/2, works to inspire others to lead active, healthy lives and pursue their biggest dreams. As one of America's most experienced endurance athletes and a savvy entrepreneur, O'Brady embodies what it means to overcome obstacles, unlock potential, dream big, set goals and never give up. Colin has been featured in HBO Real Sports, the New York Times and Outside Magazine, among others.

PLENARY PANEL:

ACHIEVING GENDER EQUALITY IN THE OUTDOORS

From the mountains to the boardrooms, there exists a wide and evident gender gap in the outdoor industry. This breakfast panel will dive into the issue and discuss the causes and symptoms of the gender gap in the outdoor industry, the importance of women in outdoor industry leadership roles, how men can be champions for their female colleagues, and much more.



MODERATOR

Holly Van Fleet
Store Manager, REI Portland

PANELISTS



Lauren Fleshman

Entrepreneur, Picky Bars and Wilder Running and Writing Retreat

During her 12 years of professional Track and Field Racing around the world, Lauren won USA Championships and made strides for American distance runners internationally, but not entirely in the way she planned. Lauren has helped redefine how professional athletes' stories can be told and communities can be built, receiving recognition for her sports writing and a Shorty Award for Sportswoman of the year.

Lauren co-founded an energy bar business, Picky Bars. She published a Training Journal aimed at women and girls, now in its 5th year of publication. Lauren left Nike after nearly 10 years in order to partner with a small Seattle based women's brand, Oiselle, determined to influence policies and conversations affecting women in the running industry. In the five years since, Lauren has put her body and ideas in places where they have been traditionally absent or excluded influencing changes in how women's bodies are portrayed in marketing, advocating for less exploitative athlete practices, fighting for clean sport, pregnant athletes, and amplifying female voices in the outdoor industry.



Mona West

Principal, Mona West LLC

Mona is a marketing, sales and product management executive with more than 20 years of experience building global consumer brands. For the past 10 years she has chosen to focus on brands that enable people to have transformational experiences outdoors – from established brands like Thermarest, Mountain Safety Research, The Mountaineers, and The National Park Service, to startups like Cairn and Heroclip. She's a board member of Oregon Outdoor Alliance, a mentor for Camber Outdoors and Bend Outdoor Worx and runs a consulting business that advises outdoor industry startups on go-to-market strategy.



Serilda Summers-McGee

Principal, Workplace Change, LLC

Serilda Summers-McGee is the owner of Workplace Change, LLC, a company that exists to help organizations realize workplace excellence. She is also author of the book *Change the WorkGame: Building and Sustaining a Diverse Workforce*, which instructs readers on the best and worst practices of recruiting and retaining a diverse workforce using case studies from Serilda's consulting experiences.

Prior to launching her company, Ms. Summers-McGee held roles as the Human Resources and Workforce Development Director for the Portland Development Commission, Human Resources Director for the Oregon Department of Education, Talent Planning Manager at Kaiser Permanente Northwest and she was the first Executive Director for Partners in Diversity where she worked with human resources departments on strategies to recruit and retain executives of color. Ms. Summers-McGee received a Bachelor of Science degree from Grand Valley State University, a Master of Arts in Student Affairs Administration from Ball State University and a Master of Business Administration from Willamette University. In 2018 she received the Portland Business Journal's Women of Influence Award.

GENERAL SESSION:

STRONGER TOGETHER: BUILDING A STATEWIDE OUTDOOR RECREATION NETWORK

The Oregon Outdoor Recreation Network is focused on ensuring access to world-class outdoor recreation experiences for everyone. How can tapping into regional networks help unlock greater communication and collaboration across the state?



Kristin Dahl
Vice President, Destination
Development, Travel Oregon

Kristin leads the Destination Development team at Travel Oregon which fosters sustainable tourism development in Oregon. Kristin directs the Oregon Tourism Studio program and oversees the state's outdoor recreation, bicycle tourism and agritourism development initiatives as well as destination management programming. Originally from Juneau, Alaska, Kristin began her career in tourism as a glacier guide atop the Mendenhall Glacier, an experience that opened her eyes to the need for balancing economic growth with environmental stewardship. As a whitewater guide and expedition leader, Kristin has worked in Oregon, Utah, Mexico, Costa Rica, Laos and Cambodia.

With a masters in Urban and Regional Planning, she has spent the past fifteen years leading community-based economic development initiatives in the Pacific Northwest. She currently makes her home in Hood River, Oregon with her husband, Jake, four-year old daughter, Piper Mae, one-year-old son, Booker and Cash the dog.



Garrett Brennan
Founder and CEO
Three Pin Strategy+Design

Garrett Brennan is a strategist, designer and social entrepreneur. With Three Pin Strategy+Design, Garrett works with a range of clients in the climate change, education, conservation, outdoor recreation and sustainability space. Three Pin's approach is rooted in leveraging insights from the web of relationships in client's partner networks, employee bases, stakeholder and customer communities to design tools and engagement campaigns that maximize impact. Current and past clients include: Nike, NASA, Surfrider Foundation, US Forest Service, Oregon State University, North American Forest Partnership, David & Lucile Packard Foundation, Travel Oregon, NextGen Climate America, Clif Bar.



Stephen Hatfield
Outdoor Recreation Specialist
Travel Oregon

Stephen Hatfield is the Outdoor Recreation Specialist at Travel Oregon, a member of the Destination Development department. Prior to Travel Oregon, Stephen managed outdoor programs and partnerships for REI Co-Op in Oregon, and has also worked as a stewardship director, natural science teacher, environmental educator, naturalist, guide and sustainability consultant. The common through line is a passion for connecting people to the outdoors and inspiring stewardship of our natural resources.

Stephen has a MS in Environmental Education from Lesley University, and a MBA in Sustainability from the Bainbridge Graduate Institute. An avid trail runner, backcountry skier and cyclist, Stephen lives in Portland with his wife, two daughters, and Labrador retriever, Tilly Jane.

PEOPLE & ACCESS TRACK

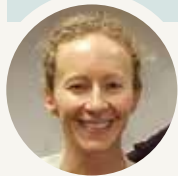
BREAKOUT SESSIONS – CASCADE A

PRESCRIBING THE OUTDOORS (MIND, BODY AND SOUL)

Imagine a world where the outdoors is not just a space for recreation but a prescription for your mental, physical and spiritual health. What are the benefits and how can we embrace the Oregon outdoors as a health care asset?

MON, 2 p.m. – 3:15 p.m.

MODERATOR



Rebeckah Berry
Grants & Metrics
Manager, Central
Oregon Health Council

PANELISTS



Barton Robinson
Co-Leader, Oregon
Health & Outdoors
Initiative



Chad Brown
Founder & President,
Soul River, Inc



Leticia Valle
Community Program
Manager, Blue Zones
Project The Dalles



West Livaudais
Program Coordinator
and Senior Research
Assistant, OHSU
Oregon Office on
Disability and Health

SOCIAL MEDIA: CREATING CONNECTIONS

Social media and other marketing tools provide information, connections and inspiration to users of the outdoors. How do we use these tools to make everyone feel welcome in nature and promote safe, responsible and sustainable use of the outdoors?

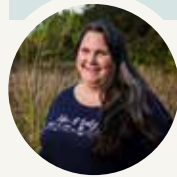
MON, 3:45 p.m. – 5 p.m.

MODERATOR



Damian Radcliffe
Carolyn S. Chambers
Professor in Journalism,
University of Oregon

PANELISTS



Jessica Carrillo Alatorre
Interim Executive
Director, Hike it Baby



Jorge Guzman
Executive Director
and Founder, Vive NW



Mo Sherifdeen
Director, Global
Integrated Marketing,
Travel Oregon



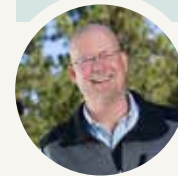
Zach Urness
Outdoors Writer,
Reporter and Producer,
Statesman Journal

THE OUTDOORS: EVERYONE IS DOING IT!

No matter your age, physical ability, culture background, race, sexual orientation or where you live, the Oregon outdoors should be available for everyone. Learn how to attract new and underrepresented communities to the outdoors and foster a lifelong interest in outdoor recreation.

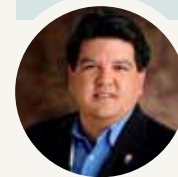
TUES, 9:30 a.m. – 10:45 a.m.

MODERATOR



Kreg Lindberg
Professor, Oregon
State University
Cascades Campus

PANELISTS



Chuck Sams
Communications
Director, Confederated
Tribes of the Umatilla
Indian Reservation



Dr. Spirit Brooks
Research Assessment and
Evaluation Coordinator,
Oregon State University
Extension Service -
Outdoor School



Yesenia Castro
Early Life Community
Programs Coordinator,
Oregon Community
Health Worker
Association

BUSINESS & POLICY TRACK

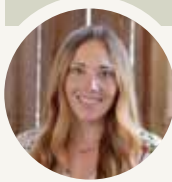
BREAKOUT SESSIONS – CASCADE B

THE 2019 OUTDOOR RECREATION POLICY AGENDA

Hear from the experts about the federal and state policy issues currently being debated in Congress and in the Oregon Legislature that could shape the future of outdoor recreation in Oregon.

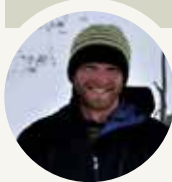
MON, 2 p.m. – 3:15 p.m.

MODERATOR



Erin Gaines
Advocacy Manager,
KEEN Footwear

PANELISTS



Louis Geltman
Policy Director,
Outdoor Alliance



Priscilla Macy
Principal, ReCREATE
Consulting, LLC



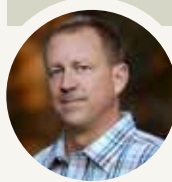
Sara Morrissey
Public Affairs Manager,
Travel Oregon

BEND OUTDOOR WORX: CATALYZING INNOVATION IN THE OUTDOOR ECONOMY

As the country's first outdoor product accelerator, Bend Outdoor Worx industry entrepreneur program demonstrates how industry veterans can help newcomers succeed. In this session you will learn more about this innovative program and how it can be a model for other regions in Oregon.

MON, 3:45 p.m. – 5 p.m.

PRESENTERS



Eric Meade
Co-Founder, Bend
Outdoor Worx & Board
Member, Oregon
Outdoor Alliance



Gary Bracelin
Founder, Bend
Outdoor Worx &
Co-Founder, Oregon
Outdoor Alliance

BUILDING PARTNERSHIPS, GROWING NETWORKS

Whether you're an outdoor brand, conservation non-profit or community organization focused on increasing participation in the outdoors, building partnerships across the outdoor sector is a win-win. This session will explore how to begin building relationships with outdoor industry businesses or NGOs, why these partnerships are so important and how building strong networks can help achieve common goals.

TUES, 9:30 a.m. – 10:45 a.m.

MODERATOR



Cailin O'Brien-Feeney
Director, Oregon
Office of Outdoor
Recreation

PANELISTS



Indigo Teiwes
Senior Corporate
Social Responsibility
Manager, Hydro Flask



Jorge Guzman
Executive Director
and Founder, Vive NW



Mark Steinbuck
Grants and Community
Specialist, KEEN
Footwear



Sarah Bradham
Acting Executive
Director, Mazamas

PLACE & INFRASTRUCTURE TRACK

BREAKOUT SESSIONS – CASCADE C

LONG TERM STEWARDSHIP STRATEGIES FOR SIGNATURE TRAILS

Learn from four case studies across Oregon about how long-distance hiking, equestrian, biking and water trails are currently being maintained and how stewardship is being built into long term trail visions for the future.

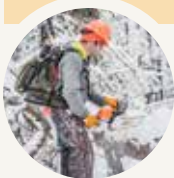
MON, 2 p.m. – 3:15 p.m.

MODERATOR



Robin Wilcox
Recreation Trails Planner, Oregon Parks and Recreation Department

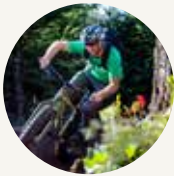
PANELISTS



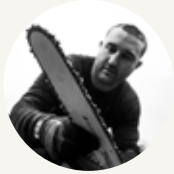
Ben McCormack
Board Member/Stewardship Coordinator, Oregon Timber Trail Alliance



Bill Carpenter
Volunteer Coordinator, Mid Oregon PCTA



Dave Lacey
Destination Coordinator, Oregon Coast Visitors Association



Nathan Frechen
Stewardship Coordinator, Oregon Timber Trail Alliance



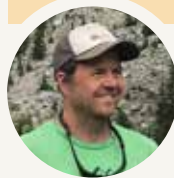
Travis Williams
Riverkeeper & Executive Director, Willamette Riverkeeper

THE HUT-TO-HUT EXPERIENCE

Hut-to-hut systems have been an instrumental component of signature trail systems in Europe, New Zealand and even parts of North America. Do they have a future in Oregon? We will look at several case studies and learn more about how these systems evolved.

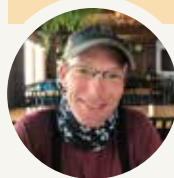
MON, 3:45 p.m. – 5 p.m.

MODERATOR



Stephen Hatfield
Outdoor Recreation Specialist, Travel Oregon

PANELISTS



Ben Dodge
Executive Director, Tenth Mountain Division Hut Association



Connelly Brown
Owner/Operator/Guide, Wallowa Alpine Huts



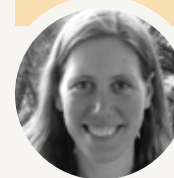
Sam Demas
Editor, www.hut2hut.info

INNOVATIVE REGIONAL COLLABORATION MODELS

Across Oregon, trail enthusiasts and land managers are moving outside of traditional silos to collaborate on planning, land management and trail restoration for the benefit of all. Learn from three innovative examples across the state.

TUES, 9:30 a.m. – 10:45 a.m.

MODERATOR

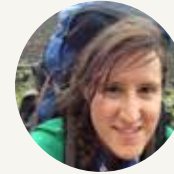


Steph Noll
Director, Oregon Trails Coalition

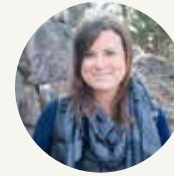
PANELISTS



Jim Akenson
Board Chair, Wallowa Mountain Hells Canyon Trails Association



Natalie Ferraro,
Trailhead Ambassador Coordinator, Friends of the Columbia Gorge



Rika Ayotte
Executive Director, Discover Your Forest, Deschutes Trails Coalition



Steve Kruger
Executive Director, Trailkeepers of Oregon

COMMUNICATION & EDUCATION TRACK

BREAKOUT SESSIONS – CASCADE D

DEVELOPING & DIVERSIFYING THE OUTDOOR INDUSTRY WORKFORCE

The future of Oregon’s outdoor economy workforce will be intentionally diverse, inclusive and reflective of the demographics all across Oregon. Learn how organizations and institutions are collaborating through workforce development to help our industries be “future ready” through building better awareness, trainings and toolkits. Learn how you and your organization can engage in these initiatives.

MON, 2 p.m. – 3:15 p.m.

MODERATOR



Meredith Morrice
Strategic Engagement Manager, OSU Outdoor Economy Initiative

PANELISTS



Ana Lucia Fonseca Tapia
Assistant Director, Diversity, Equity and Inclusion, University Outreach and Engagement, Oregon State University



Heather McKendry
Director of Organizational Development, Ruffwear



Keith Thomajan
Chief of Staff, Dutch Bros



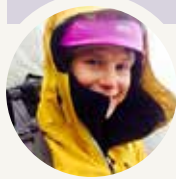
Ladan Ghahramani
Research Manager, Travel Oregon

EDUCATIONAL OPPORTUNITIES TO ENCOURAGE RESPONSIBLE RECREATION

A conversation with regional guides, outfitters, tour operators and educators about how we can work together to better prepare everyone to recreate responsibly on our public lands and waters, and how our education organizations and agencies can support these efforts going forward.

MON, 3:45 p.m. – 5 p.m.

MODERATOR



Claire Nelson
Youth and Outreach Program Manager, Mazamas

PANELISTS



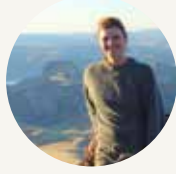
Dave Nissen
CEO, Wanderlust Tours



Kieron Weidner
Founder, First Nature Tours



Lee Davis
Executive Director, OSU Outdoor Economy Initiative



Sara Gregory
Wildlife Habitat Biologist, Oregon Department of Fish & Wildlife

ENSURING SUCCESS IN STATEWIDE COMMUNICATIONS STRATEGIES

More people than ever are recreating and visiting public lands, waters and parks across Oregon, and all of us are both concerned about the various related impacts of heavy visitation and use while we want to ensure that everyone feels welcome in the outdoors. Learn how positive and principle based messaging can be used to improve participant behaviors and raise awareness that our actions in the outdoors have a variety of environmental, cultural and experiential impacts.

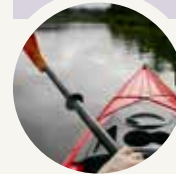
TUES, 9:30 a.m. – 10:45 a.m.

MODERATOR



Bonnie Lippitt
Regional Visitor Services and Tourism Program Manager, U.S. Forest Service/Bureau of Land Management

PANELISTS



Chris Havel
Associate Director, Oregon Parks and Recreation Department



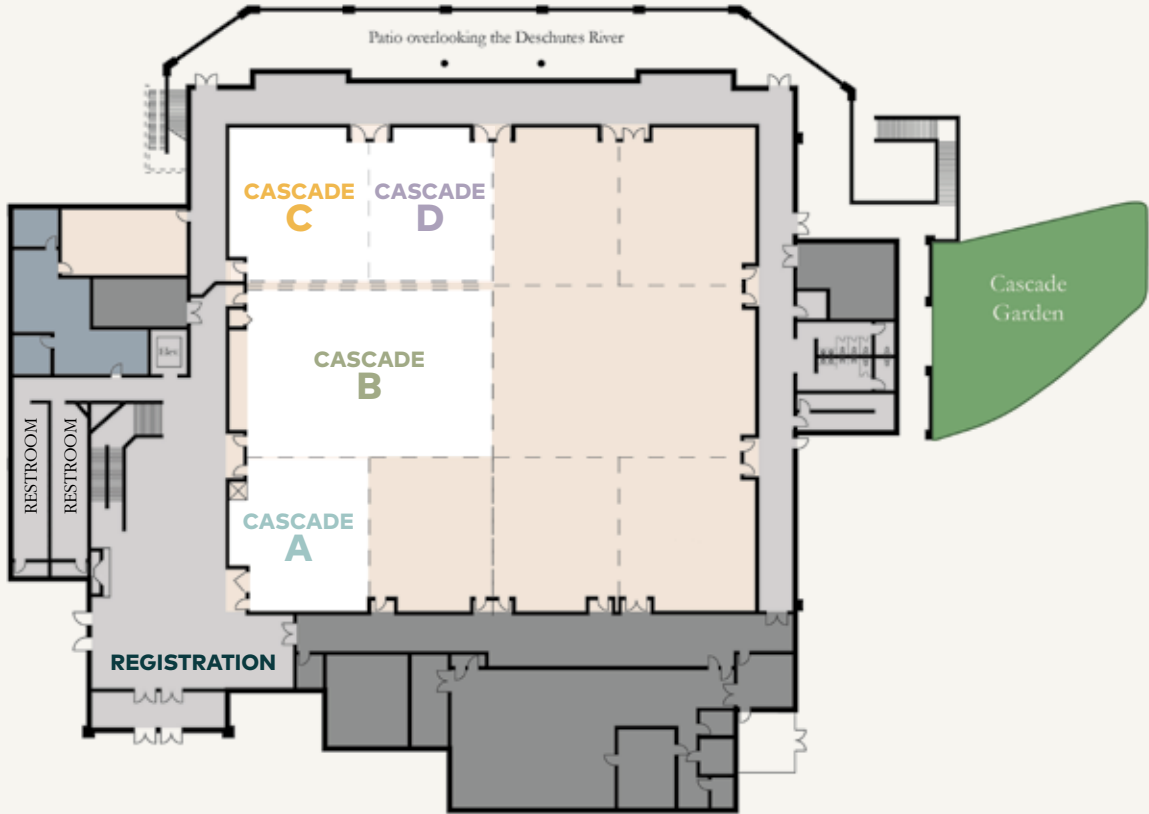
Janet Schmidt
Coordinator, REI Outdoor Programs and Experiences



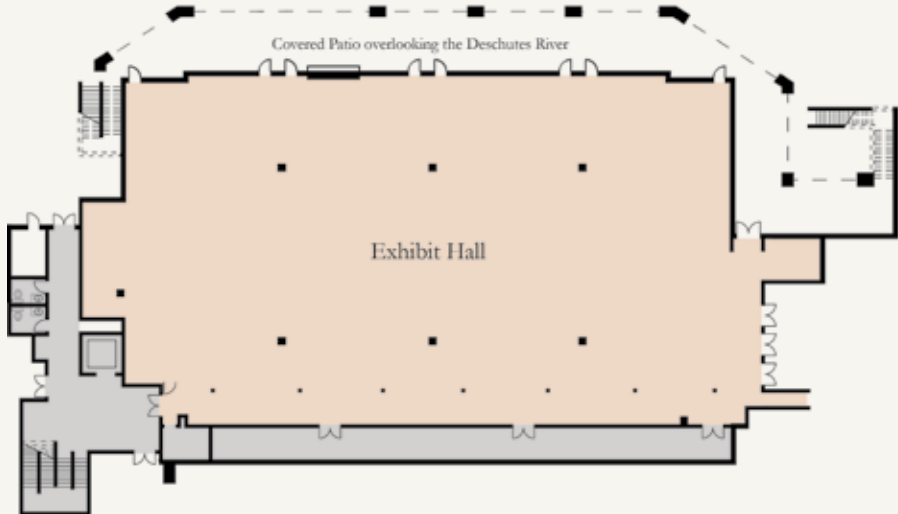
Linea Gagliano
Director, Global Communications, Travel Oregon

RIVERHOUSE ON THE DESCHUTES CONVENTION CENTER

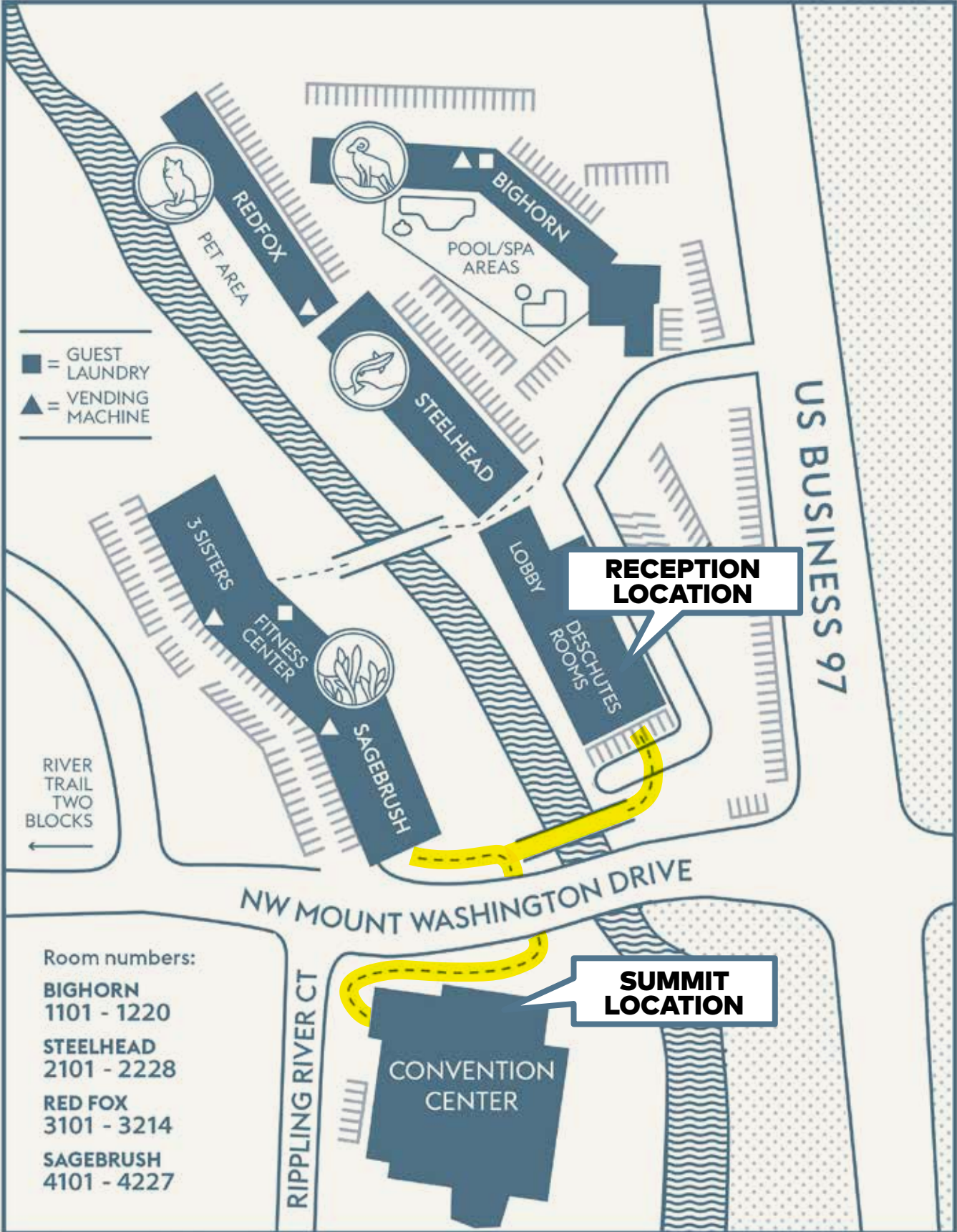
BREAKOUT SESSIONS UPPER LEVEL



GENERAL SESSIONS LOWER LEVEL



RIVERHOUSE ON THE DESCHUTES PROPERTY MAP



NOTES

SUMMIT COMMITTEES AND PARTNERS

Thank you to the following individuals and organizations for helping to organize the 2019 Oregon Outdoor Recreation Summit.

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Thank you to the many organizations and partners that supported and spread the word about the summit, including: Travel Oregon, REI, OPRD, OSU, OREC, ODFW, The Governor's Office, Hydro Flask, KEEN, Oregon's Healthiest State, Cycle Oregon, GearFix, Bunk+Brew, Durham & Bates Insurance, the Outdoor Industry Association, Wyeast Wolfpack and the Oregon Outdoor Alliance.

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