



2019 Utah Outdoor Recreation Summit Agenda

October 22-24, 2019
Dixie Convention Center, St. George, UT

Thanks to our Presenting Sponsor:



(Please note: Content is subject to change)

DAY 1 OVERVIEW

Tuesday 10/22

- 12:00-4:00 pm Registration Open (Dixie Center)
- 1:00-5:00 pm Specialized Workshops (Dixie Center)—see below for more detail
- 1:00-5:00 pm Recreation Activities (various locations)—see below for more detail
- 5:00-6:00 pm Break
- 6:00-6:30 pm Shuttles to Kick-Off Dinner (Dixie Center)(shuttles leave promptly at 6:00—please arrive early)
- 5:30-9:00 pm Registration open at Dinner Location
- 6:30-9:00 pm Summit Kick-Off Dinner (287 E Veyo Resort Road Veyo, UT 84782 (435) 574-2300
www.veyopool.com)

Activities 10/22

Time	Location	Activity Title	Sponsored by
1:00-5:00 PM	Veyo Loop Road Ride (~40 miles)	Road Bike Ride	The Southern Utah Bicycle Alliance and Amp Human
1:00-5:00 PM	Bear Claw Poppy Trail	Mountain Bike Ride (Beginner on Bear Claw Poppy trail)	Discover Utah
1:00-5:00 PM	Green Valley Gap	GREEN VALLEY MOUNTAIN BIKE WORKSHOP 10/22 1-5 PM	GROPromotions
1:00-5:00 PM	Around St. George	Mobile Active Transportation Tour	Southwest Utah Public Health Department
1:00-5:00 PM	Sand Hollow Resort	UTV Ride	Polaris Adventures
1:00-5:00 PM	Sand Hollow State Park	Kayak/Stand Up Paddleboarding	Lifetime Products
1:00-5:00 PM	Snow Canyon State Park	Hike with a Park Manager: Snow Canyon State Park	Snow Canyon State Park
1:00-5:00 PM	Snow Canyon State Park	Granogi Yoga Adventure	Granogi and Snow Canyon State Park

WORKSHOPS 10/22

Time/Room	Title	Description	Speakers
1:00-5:00 PM / Sunbrook A	Workshop 1: Designing, Construction and Maintaining OHV Trail Systems	The art and science of thoughtful and sustainable design and construction for OHV trail systems. How to maintain trail systems, especially those that receive heavy use over the season. Instructors: Chris Haller and Mike Thomas of Utah State Parks' Off-Highway Vehicle Program (Workshop includes both classroom instruction and field tour on OHVs of local trails. OHVs will be provided).	Chris Haller, Mike Thomas (Utah State Parks' Off-Highway Vehicle Program)
1:00-5:00 PM / Sunbrook B	Workshop 2: Building a Better Bike Park	Bike parks, flow trails and pump tracks are an increasing recreation need for communities due to the rise in popularity of mountain biking and cycling leagues. Get an overview of best practices in planning, design and construction as well as risk management and maintenance for bike parks. Workshop includes classroom instruction and field tour to Snake Hollow Bike Park. Detailed information will be e-mailed to you the week before the summit.	Mark Goble, Jeff Peay
1:00-5:00 PM / Sunbrook C	Workshop 3: Introduction to USU Extension Service Program's Master Trail Steward Program	Preview of the new program being developed by Utah State University Extension Service: Utah Master Trail Steward. The new 5-module program will provide a "certification for the care, maintenance, and stewardship of our beloved trails." Workshop will focus on techniques to effectively coordinate and execute ongoing volunteer trails projects and include both classroom and time in the field. The course will also include access to the first 1 hour online course. All workshop participants will be invited to take the course prior to the workshop.	Dayton Crites, Jake Powell (sponsored by 7dtools)
1:00-5:00 PM / Ballroom E	Workshop 4: Marketing Bootcamp: Marketing Strategies to Connect with Your Core Audience	All brands have stories to share and effective storytelling is all about knowing your audience in more detail - what they seek and what they respond to. This workshop focuses on providing the frameworks, insights, and best practices that will help you to optimize your brand storytelling and come to know your end-consumer on a deeper level. You will learn the key elements of storytelling and how digital technologies have influenced the manner in which a story needs to be told today. This workshop will also show you how to use buyer personas to make your stories inspiring. Sponsored by Fluid Advertising.	Sponsored by Fluid Advertising

DAY 2 OVERVIEW

Wednesday 10/23

- 6:00-7:00 am Sunrise Yoga (at the Dixie Center)
- 7:45-12:00 pm Registration open (Dixie Center)
- 7:45-2:30 pm Booths open (Dixie Center)
- 8:00-9:00 Breakfast (Ballroom ABCD)
- 8:30-9:30 Morning General Session (Ballroom ABCD)
- 9:30-10:00 am Morning Break (Visit booths and networking)
- 10:00-11:00 Breakout Session 1A (Sunbrook A, B, C, Ballrooms E, F)
- 11:00-11:15 am Networking Break + refreshments
- 11:15-12:15 pm Breakout Session 1B (Sunbrook A, B, C, Ballrooms E, F)
- 12:15-2:00 pm Lunch General Session + Keynote Speakers (Ballroom ABCD)
- 2:00-2:30 pm Afternoon break (Visit booths and networking)
- 2:30-5:00 pm Service Project with St. George Bicycle Collective and St. George BLM (Meet for shuttles at registration desk—shuttles leave promptly at 2:30—please arrive early)
- 5:00-6:00 pm Break
- 6:00-6:20 pm Shuttles to Awards Dinner (Dixie Center)(shuttles leave promptly at 6:00—please arrive early)
- 6:20-8:30 pm Outdoor Summit Awards + Dinner at Dixie Technical College (610 S Tech Ridge Dr. St. George, UT 84770)
- 8:30-8:50 pm Optional Shuttle back to Dixie Convention Center
- 8:30-9:15 pm Wasatch Mountain Film Festival Special Screening at Dixie Technical College (610 S Tech Ridge Dr. St. George, UT 84770)
- 9:15-9:35 pm Last shuttle back to Dixie Convention Center

Wednesday 10/23: 1A BREAKOUTS

Time/Room	Track	Title	Description	Speakers
10:00-11:00 am / Sunbrook A	Outdoor Industry & Business	Top Trends in the Outdoor Industry	Things move fast around here! Come hear about the latest outdoor industry trends. Whether you are a manufacturer, retailer or industry professional there is always something new and exciting to learn.	Julia Day, NPD Group
10:00-11:00 am / Sunbrook B	Healthy and Active Outdoor Lifestyle	Leading the Route to Inclusivity	Get inspired by Utahns who take charge on issues of inclusivity and address barriers to participation in outdoor recreation in their communities.	Mod: Emily Niehaus, Moab Speakers: Rebecca Chavez-Houck, HECHO; Jennifer Killian, And She's Dope Too; Matt Mizukawa, Get Outside UT
10:00-11:00 am / Sunbrook C	Outdoor Recreation Community Development	Outdoor Recreation as an Economic Development Strategy	Recent reports have shown that Americans spend huge amounts of money on outdoor recreation, resulting in thousands of jobs. Outdoor recreation can also be used as a strategy for recruiting talented workers and for capitalizing on important demographic shifts. Explore how and where outdoor recreation plays an important role beyond tourism with Ray Rasker from Headwaters Economics.	Presenter: Ray Rasker, Headwaters Economics
10:00-11:00 am / Ballroom E	Policies and People	The Successful Route that led to the Natural Resources Management Act	The Natural Resources Management Act protects over one million acres of public land and has become a model for how Utahns can work together to solve public land management issues. Hear how locally directed issues created this win/win solution.	Ashley Korenblat (Public Land Solutions), Lorie Fowlke (Congressman Curtis' Office), Ray Petersen (Emery Co.), Jason Keith (Access Fund)
10:00-11:00 am / Ballroom F	Outdoor Recreation Planning	Guide to Long Distance Trails: Planning and Building Tips	Long distance trails provide economic benefits to communities and provide adventure and challenge for trail users--a challenge to hike, bike or run farther and an opportunity to explore nature. An overview of how to plan, coordinate, build and maintain a long-distance trail as a regional asset.	Mod: Betsy Byrne, NPS RTCA Speakers: Ron West, Ride BDR; Matt Nelson, Arizona Trails Assoc.; Stephanie Tomlin,

Wednesday 10/23: 1B BREAKOUTS

Time/Room	Track	Title	Description	Speakers
11:15-12:15 pm / Sunbrook A	Outdoor Industry & Business	Revealing Resources: State Programs to Help your Outdoor Business	Ever wondered what programs and resources are available to your Utah based business? Come learn about incredible assets available to support your outdoor business, big or small.	Mod: Michael O'Malley, EDCUtah Speakers: Nicole Sherwood, WTC Utah; Don Willie, Dixie State University; Traci Fitzgerald, Dixie Technical College
11:15-12:15 pm / Sunbrook B	Healthy and Active Outdoor Lifestyle	Outdoor Adventures for Active Boomers: The Importance of Recreation	Recreation is a crucial part of our health, happiness and quality of life. Utah's median age is projected to rise in the next few years, learn about the importance of staying active, and how communities can provide recreation resources for those active boomers.	Mod: Kyle Case, Huntsman Senior Games Speakers: Dr. Max Testa, Intermountain Healthcare; Erwin Tan, AARP; Ben Rae, Utah Recreation & Parks Assoc.
11:15-12:15 pm / Sunbrook C	Outdoor Recreation Community Development	Show Me the Money: 2019 Funding Sources for Outdoor Recreation	Have an amazing idea for an outdoor recreation infrastructure project, but are not sure how to get funding? Come learn about some amazing opportunities and creative solutions that could work for your community.	Mod: Tara McKee, OOR Speakers: Evan Curtis, GOMB; Michiko Martin, USFS; Chris Haller, Utah State Parks
11:15-12:15 pm / Ballroom E	Policies and People	Collaboration Not Conflict: Managing Great Experiences for All Types of Recreation	How can public land agencies and organizations representing user groups work together to ensure that everyone can enjoy their recreation experiences?	Mod: Jacey Skinner, Ballard Spahr Speakers: Phil Rawlings, UORUA; Abbie Jossie, BLM; Billy Shott, NPS
11:15-12:15 pm / Ballroom F	Outdoor Recreation Planning	Designing and Building Adaptive Mountain Bike Trails	What design aspects does a mountain bike trail need to have to be usable for individuals using hand cycles? This session, led by Steph Meyer from the National Ability Center, and Aaron Averett from Sunrise Engineering, will take you through the basics of adaptive mountain bike trail design.	Stephanie Meyer (National Ability Center), Aaron Averett (Sunrise Engineering)

DAY 3 OVERVIEW

Thursday 10/24 Overview

- 6:00-7:00 am Sunrise Yoga (at the Dixie Center)
- 7:45-12:00 pm Registration open (Dixie Center)
- 7:45-2:30 pm Booths open (Dixie Center)
- 8:00-9:00 Breakfast (Ballroom ABCD)
- 8:30-9:30 Morning General Session (Ballroom ABCD)
- 9:30-10:00 am Morning Break (Visit booths and networking)
- 10:00-11:00 Breakout Session 2A (Sunbrook A, B, C, Ballrooms E, F)
- 11:00-11:15 am Networking Break + refreshments
- 11:15-12:15 pm Breakout Session 2B (Sunbrook A, B, C, Ballrooms E, F)
- 12:15-2:00 pm Lunch General Session + Keynote Speakers (Ballroom ABCD)
- 2:00-2:30 pm Conference Closing + Gear Opportunity Drawing

Thursday 10/24: 2A BREAKOUTS

Time/Room	Track	Title	Description	Speakers
10:00-11:00 am / Sunbrook A	Outdoor Industry & Business	How much is the outdoor recreation economy worth?	How much does recreation move the U.S. economy and how does Utah compare to other states? The U.S. Bureau of Economic Analysis will unpack their recent report on a state-by-state basis showing how outdoor recreation affects state and local economies.	Thomas Howells and Dirk Van Duym, Bureau of Economic Analysis
10:00-11:00 am / Sunbrook B	Healthy and Active Outdoor Lifestyle	Parks Prescriptions: Best Practices & How to Get Involved	Hear about local progress on the national trend of Parks Rx programs. Get inspired by the Salt Lake County Health pilot program, learn best practices from around the country, how doctors and professionals are getting involved and how the University of Utah's plan for an exciting new study. Get ideas and advice on how to implement parks prescriptions in your community and help your residents get healthy and active.	Sarah Kinnison, Salt Lake Co. Health; Dart Schmaltz, U of U; Laurie Stringham, Kearns Oquirrh Park Fitness Center; Dr. Liz Joy, Intermountain Healthcare
10:00-11:00 am / Sunbrook C	Outdoor Recreation Community Development	Successful Tools for Rural Recreation Communities	Most rural communities have amazing outdoor recreation amenities. Did you know there are also amazing resources to help with managing them? Come hear success stories, get inspired and learn from recreation leaders in your community.	Mod: Cameron Diehl; ULCT Speakers: Lenise Peterman, Helper City; Keith Heaton, Utah HCD_DWS; Nan Groves Anderson, GOED Rural Development
10:00-11:00 am / Ballroom E	Policies and People	What's the big IDEA? Authentic Inclusion in the Outdoors	How can organizations, local and public land agencies best work together to promote diversity in outdoor recreation and make our public spaces be welcoming places?	Mod: Rebecca Chavez-Houck, HECHO Speakers: Nailah Blades, Color Outside; Angie Bullets, Dixie National Forest; Justina Parsons-Bernstein, Utah State Parks
10:00-11:00 am / Ballroom F	Outdoor Recreation Planning	Regional Trail and Amenity Inventory Process	This session covers aspects of establishing partnerships, developing a comprehensive process and addressing common concerns and needs with the trail inventory process. Hear about the lessons learned from Utah communities who have completed the process.	Presenters: Brandon Stocksdale, NPS RTCA; Flint Timmons, Utah Office of Tourism

Thursday 10/24: 2A BREAKOUTS

Time/Room	Track	Title	Description	Speakers
11:15-12:15 pm / Sunbrook A	Outdoor Industry & Business	A New Breed of Hunters: Trends in Shooting Sports	Hunting has been an American pastime for decades, but the trending hunting population might surprise you. Learn about the current trends of diverse populations in age and background and what the future of the sport might look like.	Mod: Cheston Davis, Phone Skope Speakers: Tayson Whittaker, Outdoor Vitals; Matt Bartley, DWR; Lindsey Davis, Wylder
11:15-12:15 pm / Sunbrook B	Healthy and Active Outdoor Lifestyle	Clean Air on our Public Lands	Air quality is a statewide issue and impacts how, where and when we recreate. Join the discussion about how it affects our public lands and how agencies are tackling it head on.	Mod: Dr. Liz Joy, Intermountain Healthcare Speakers: Carol McCoy, NPS; Tammie Bostick, Utah Clean Cities; Bryce Bird, Utah Department of Environmental Quality
11:15-12:15 pm / Sunbrook C	Outdoor Recreation Community Development	Discovering the Undiscovered: Promoting your Recreation Amenities through Digital Media	So you have an amazing recreation amenity in your community? Learn how to promote your recreation amenity responsibly, how to tell your story, how to prepare for the impacts of promotion and how social media is affecting Utah's outdoor recreation.	Mod: Jordan Smith, USU Speakers: Monique Beeley, Discover Utah Media; Pitt Grewe, Bivy; Andrew Gillman, Utah Office of Tourism
11:15-12:15 pm / Ballroom E	Policies and People	Creating Legislation that Brings Children into the Outdoors	What can be done to help fund programs that encourage kids to spend more time in the outdoors and teach them about nature? Expert panelists include Rep. Patrice Arent, Cailin O'Brien-Feeney (OR OREC), Jon Snyder (WA OREC) and Sue Gander (NGA).	Mod: Sue Gander, National Governors Assoc. Speakers: Cailin O'Brien-Feeney, OR OREC; Jon Snyder, WA OREC; Rep. Patrice Arent, Utah House of Representatives
11:15-12:15 pm / Ballroom F	Outdoor Recreation Planning	The New Trends in Camping	What are the demographics of today's campers? One hint: #MillenialsLoveCamping Presenter Scott Behr from Cairn Consulting Group conducted an extensive <i>Survey of Campers in North America</i> , released earlier this year. Come to this session to learn what he found.	Presenter: Scott Bahr, Cairn Consulting Group