



# 2020 Utah Outdoor Recreation Summit: Outdoors Together

The 2020 theme, "Outdoors Together," is a focus on diversity, equity, inclusion, leadership, collaboration, and partnerships in the outdoors.

## Keynotes

The 2020 keynotes presented to our in-person audience and were also live-streamed on August 26.

<p>Surviving COVID</p> <p><b>Timestamps for "UORS Morning Plenary Session"</b> <b>10:50-1:15:40</b></p>	<p>Theresa Foxley - President &amp; CEO of EDCUtah (moderator)</p> <p>James Toledo - Program Manager at Utah Division of Indian Affairs</p> <p>Bekee Hotze - District Ranger with the USDA Forest Service</p> <p>Alex Porpora - Executive Director of Utah Society for Environmental Education</p> <p>Alex Adema - CEO of DPS Skis</p>	<p>In this keynote, we will hear from leaders about what Utah and the outdoor industry have done well in responding to COVID-19, what we still have ahead of us, the role of nature and the outdoors in health, and how the outdoor industry can continue to support Utahns and recreators. You will hear about responses that have worked well, strategies for helping the community, and innovative ideas for keeping people safe.</p>
<p>Campfire Stories: Tales of Diversity from the Outdoor Industry</p> <p><b>Timestamps for "UORS Morning Plenary Session"</b> <b>1:24:49 -2:35:08</b></p>	<p>Stacy Bare - Adventure United and Adventure United Foundation</p> <p>Ashley Cleveland - Millcreek City</p> <p>Ricky Begaye - Canyon Country Discovery Center/Canyon Country Youth Corps</p> <p>Bob Wassom - Freelance Writer</p> <p>Maria Estrada - The Nature Conservancy</p>	<p>A keynote session of Ted Talk-style stories from Utahns about their experiences in the outdoors in Utah (or around the world!).</p>
<p>Outdoor Summit Awards</p> <p><b>Timestamps for "UORS Afternoon Plenary Session"</b> <b>28:45-1:55:25</b></p>	<p>GOED/OOR presenters</p> <p>Multiple finalists from six categories</p>	<p>The Outdoor Summit Awards recognize five categories: Economic Impact, Stewardship, Every Kid Outdoors, Social Investment, Utah Outdoor Recreation Grant Project of the Year. We will recognize a sixth category for the 2020 Summit: Outdoors Together.</p>
<p>Being Outdoors Together</p>	<p>Lt. Governor Cox (moderator)</p> <p>Jake Palma - Bureau of Land Management</p>	<p>This keynote discussion will focus on actionable steps for folks to go beyond their own "box" and welcome <i>all</i> people to the outdoors. Panelists will</p>

<p><b>Timestamps for “UORS Afternoon Plenary Session”</b> <b>1:56:08-2:54:21</b></p>	<p>Anne Terry - Tracy Aviary</p> <p>Kevin Stickleman - National Ability Center</p> <p>David Robles - Melanin Base Camp and Salt Lake County Search &amp; Rescue</p> <p>Olivia Juarez - Southern Utah Wilderness Alliance</p>	<p>talk about ideas on how to be stewards for helping everyone enjoy natural spaces and how we (individuals, companies and nonprofits, land managers, and more) can be inclusive to: first-time recreators, all races, all ethnicities, all ages, all gender identities, all socioeconomic statuses, all abilities, all body types, and more. Let’s listen, learn, and work to be outdoors together.</p>
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## Recorded Pre-Summit Interactive Sessions

These interactive virtual sessions were presented as virtual kickoff activities on August 25.

<p>Utah At A Climate Crossroads</p> <p>LIVE! Tuesday, August 25, 1:00-2:00 PM MT</p>	<p>Nick Schou, Utah Government Affairs Manager, Western Resource Advocates (moderator)</p> <p>Steve Handy, Utah State Representative</p> <p>Nick Castagnoli, Brand Marketing Director, Groupe Rossignol</p> <p>Chris Steinkamp, Snowsports Industries America (SIA)</p>	<p>A recent study commissioned by Western Resource Advocates found that Utah voters support a speedier transition to clean energy by a margin of 53% to 33%. Join this panel of outdoor industry leaders and decision makers to discuss the economic impacts of climate change on our state’s outdoor recreation industry and how Utah businesses can become advocates for a clean energy future.</p>
<p>A Conversation with Congressman John Curtis and Utah's Outdoor Industry</p> <p>LIVE! Tuesday, August 25, 2:00-3:00 PM MT</p>	<p>Bill Harmon - Goal Zero (moderator)</p> <p>U.S. Representative John Curtis</p> <p>Alex Adema - DPS Skis</p> <p>Lindsey Davis - Outdoor Recreation Roundtable</p> <p>Lisa Leffler - Black Diamond</p>	<p>Join us for a wide-ranging conversation with Rep. John Curtis and leaders from Utah's prominent outdoor companies.</p>

# 2020 Breakout Sessions by Track

The 2020 breakout sessions were pre-recorded and available to anyone with a Summit ticket – in-person ticket, virtual ticket, or watch party ticket! These will be available online for Summit registrants through at least the end of 2020.

## Outdoor Industry and Business

<p>Navigating Permits, Pictures, &amp; Procedures</p>	<p>Nikki McGee - Elevated Mountain Guides (moderator)</p> <p>Ben Kraja - Forest Service</p> <p>Sean Slobadan - Local.Studio</p> <p>Andy Earl - Andy Earl Creative</p>	<p>Sometimes companies and brands need a map and compass to navigate commercial permitting as much as for a trail! This panel will guide you through obtaining permits on federal lands from the expertise of a permits manager and photographers/videographers.</p>
<p>Engaging Your Audience: Brand, Content &amp; Micro-Influencers</p>	<p>Bill Cutting (moderator)</p> <p>Carly Driscoll</p> <p>Brandon Fratto</p> <p>Valerie Reaburn</p>	<p>Looking to learn more about creating captivating and authentic digital content to really engage with your audience? Learn best practices from industry professionals.</p>
<p>I Have an Outdoor Product, How do I Get it to Market?</p>	<p>Nathan Sutherland - spnsrd (moderator)</p> <p>Robert Workman - Barebones Living</p> <p>Andrea Olsen - Outdoor Product Design &amp; Development at Utah State University</p> <p>Landon Smith - Center for Entrepreneurship at Southern Utah University</p>	<p>If you've been wondering how to make your product idea a reality, launch a built product, increase sales, generate leads, build your audience, or raise funds for your outdoor business, this is the session for you!</p>
<p>Prototyping Your Outdoor Product</p>	<p>Michael O'Malley - EDCUtah (moderator)</p> <p>Nicholina Womack - FutureINDesign</p> <p>Theodore Espiritu - Espiritu Design</p>	<p>Turning an idea into a functioning product that is sales-ready can be an exciting, complex process, and prototyping is a critical phase in the effort. Our panel of experts will share their experiences:</p> <ul style="list-style-type: none"> <li>Thinking it through - What are the steps you should take before prototyping begins</li> </ul>

	Taylor Foss - Weber State University	<ul style="list-style-type: none"> <li>• Cautionary tales – Just because you can 3D print it doesn't mean you can manufacture it</li> <li>• Best practices – Maximizing creativity while controlling costs</li> <li>• Options – Low volume prototype tooling vs high volume production tooling, working with higher education, and more</li> </ul>
How COVID-19 is Affecting the Global Outdoor Industry and What You Can Do About It	<p>Jim Porter - World Trade Center Utah</p> <p>Julia Pappas - World Trade Center Utah</p> <p>Christian Stonier - Air and Sea International</p>	Have you felt the effects of the pandemic on your supply chain? You aren't alone and there are steps you can take to move forward.
How SEO Can Proactively Get Your Business Ahead During COVID	Peter Ross - 829 Studios	If a potential-customer searches for anything that has to do with your business, how can you get multiple results that work in your favor? Learn from a marketing pro about search engine optimization (SEO) and to make it work for your business (without spending money).
Business Development Using Outdoor Recreation	<p>Stephanie Pack - EDCUtah (moderator)</p> <p>Holin Wilbanks - Weber County Economic Development Director</p> <p>Wes Swensen - Novva CEO</p> <p>Vance Checketts - Dsco CEO</p> <p>Marin Christensen - Kem C. Gardner Policy Institute</p>	Learn about the economic impact of outdoor recreation, including business recruitment and development, and employee wellbeing. This panel includes perspectives of businesses and employers who use outdoor recreation as recruitment and retention tools, as well as a researcher who worked on a 2018 study about this subject.
The Trends and Economic Changes Ahead for the Outdoor Industry and Utah's Business Sector	<p>Robert Spendlove - Zions Bank and Utah House of Representatives</p> <p>Dirk Sorenson - NPD Group</p>	In this session, learn about outdoor retail trends, the impacts of COVID, and where this leaves the outdoor economy moving forward.

## Healthy & Active Lifestyles

<p>Enhancing the Visitor Experience for People with Disabilities: Park Service Policies for Accessible Public Lands</p>	<p>Colin Heffern - National Park Service (Denver Service Center Planning)</p> <p>India Nielsen - Utah Office of Outdoor Recreation (moderator)</p>	<p>“The Park Service is considered by many to be America’s greatest idea... in order to be America’s greatest idea, you really have to be able to support visitors of all abilities.” What is the National Park Service doing to make parks more inclusive and accessible? Learn about current and future Park Service policies, services, facilities, and programming to enhance the park experience for visitors with disabilities.</p>
<p>Outdoor Recreation’s Role in the Healthcare Continuum</p>	<p>Cassidy Randall - Freeland writer (moderator)</p> <p>Brett McIlff - Utah Department of Health</p> <p>Sarah Kinnison - Salt Lake County Health Department</p> <p>Stacy Bare - Adventure United</p>	<p>Outdoor recreation drives physical activity, mental health, and overall wellness. As a key component of health, how can outdoor recreation play a bigger role in your community’s health care continuum? Learn about existing programs, overcoming barriers to active lifestyles, and activating all types of communities in physical activity through outdoor recreation. You’ll leave with ideas and advice on how to make changes and help your community get healthy and active.</p>
<p>Park Rx: What It Is and How You Can Organize it in Your Community</p>	<p>Sarah Kinnison - Salt Lake County Health Department (moderator)</p> <p>LeeAnn Powell - Utah Recreation &amp; Parks Association</p> <p>Dart Scmultz - University of Utah’s College of Health / Department of Parks, Recreation and Tourism</p> <p>John Henderson - Park Rx America</p>	<p>Did you know some doctors write prescriptions for parks? Learn about the national movement and history of Park Rx, what is happening locally, as well as actionable steps about how you can get involved in Utah!</p>
<p>Every Kid Outdoors</p>	<p>Alex Porpora - Utah Society for Environmental Education (moderator)</p> <p>Matt Mizukawa - Get Outside</p> <p>Locke Ettinger - Rural Health Association of Utah</p>	<p>Learn how the outdoors can be more inclusive and welcoming for kids. This session will talk about barriers that exist and what programs, schools, parents, and governments do to get every kid outdoors. Panelists will discuss best practices and actionable items for getting youth outdoors.</p>

	Hilary Lambert - Wasatch Mountain Institute	
Fitness Training for Outdoor Experiences	Michelle Lockhart - Summit Wellness Aaron Ogden - The Adventure Perspective	Learn the best ways to train and fuel for outdoor adventures.
Extreme Motus Highlight Reel	Ryan Grassley Adam Beesley Sam Durst	Check out an awesome 8-minute highlight reel from Utah-based Extreme Motus - "the ultimate off-road wheelchair."

## Outdoor Recreation Community Development

Urban to Rural Outdoor Recreation: Challenges & Best Practices	Lt. Governor Cox (moderator) Nancy Day - West Valley City Natalie Randall - San Juan County Betsy Byrne - National Park Service (Rivers, Trails and Conservation Assistance Program)	Rural and urban outdoor recreation differ, yet both have benefits and challenges. Learn best practices from experts across the state, how to optimize the benefits for your community, and about opportunities for rural and urban communities to collaborate.
Moab Local Sentiment to Visitor Education and Sustainability - "Do It Like A Moab Local"	Bianca Lyon - Utah Office of Tourism (moderator) Elaine Gizler - Moab Travel Council Jonathan Smithgall - Love Communications	How do you turn concern about over-tourism into communicating with the tourists <i>before</i> they come? Learn about a successful and sustainable communications campaign focused on local sentiment, community needs, and educating visitors.

<p>Using Data in Advocacy and Co-Management of Recreational Outdoor Resources</p>	<p>David Carter - University of Utah Julia Geisler - Salt Lake Climbers Alliance</p>	<p>What outdoor recreation data is out there, and how should you use it? Listen to this presentation about the use of data in the advocacy for and management of recreational outdoor leadership (by user communities, agencies, and co-management arrangements). Data collection efforts are taking place through surveys of rock climbing and winter backcountry communities in Utah, Colorado, Washington, and nationally, in addition to the Salt Lake Climbers Alliance's developing trailcounter program and tracking of organizational outputs (such as bolt replacement). You can learn all about the uses, promises, limitations, and challenges of such data collection -- and even learn about the data collection and use from an operational standpoint.</p>
<p>Economics of Dark Sky Communities</p>	<p>Cassidy Jones - National Parks Conservation Association (moderator) Flint Timmins - Utah Office of Tourism Crystal White - Friends of Arches and Canyonlands Parks</p>	<p>According to the New World Atlas of Artificial Night Sky Brightness, nearly 80 percent of North Americans can no longer see the Milky Way due to light pollution. Places where the night skies are free from artificial light pollution have become increasingly popular tourist destinations. Astronomical tourism, or "astro tourism," is a form of nature-based tourism specifically concerned with the viewing of celestial objects, space and the physical universe. In this session we will explore what it means to be a dark-sky-friendly community, delve into the economic benefits of astro-tourism, and highlight a variety of night sky conservation efforts throughout the state. Watch "Economics of Dark Sky Communities" to dive into a conversation that's out of this world.</p>
<p>Protect Utah's Cultural Heritage!</p>	<p>India Nielsen - Utah Office of Outdoor Recreation (moderator) Elizabeth Hora - Utah's State Historic Preservation Office Max Chang - Spike 150 Foundation Dusty Jansen - Utah Division of Indian Affairs</p>	<p>Utah is home to not only incredible natural landscapes, but significant cultural and historical sites as well. Because this place has been home to people for over 12,000 years, many different cultural groups have left their mark. From Ancestral Puebloan granaries in Bears Ears to the historic mines of Park City, from the sweeping vistas from the Transcontinental Railroad to small painted handprints in a rock alcove - Utah's historic and cultural sites draw people closer to the past. As these sites gain more and more visitors, though, are we at risk of "loving them to death?"</p>

	Bianca Lyon - Utah Office of Tourism	How can we protect these places while honoring those who came before us?
Show me the Money: Funding Resources for Your Outdoor Project	Tara McKee - Utah Office of Outdoor Recreation (moderator) Brandon Stocksdale - National Park Service Patrick Kell - International Mountain Biking Association Chris Haller - Utah Division of Parks and Recreation, OHV coordinator and administers RTP grant	Have an amazing idea for an outdoor recreation or nature-based project but are not sure how to get funding? Come learn about some amazing opportunities and creative solutions that could work for your community.
Affecting Air Quality with Your Recreation Actions	Thom Carter - Utah Clean Air Partnership - UCAIR	Air quality is an issue around the state and affects how, where and when we recreate. Learn about the history and future of the problem as well as what you can do pre, during, and post recreation that can have a positive or negative impact on air quality. This presentation will include information on both summer ozone and winter inversions.

## Policies and People

E-Bikes in the Great Outdoors	Carmen Bailey - Utah's Public Lands Policy Coordination Office (moderator) Jason Curry - Utah Division of Forestry, Fire & State Lands Randy Gibb - Mad Dog Cycle Justin Nichols - Magnum Bikes	In this session you will learn about the history and evolution of e-bikes outdoors: e-bike laws, the different roles e-bikes can play, and the future of e-bikes.
Sexual Harassment & Gender Outdoors	Maria Blevins - Utah Valley University	Hear from one researcher about a multi-year study on how people in the whitewater rafting industry negotiate their gender and deal with sexual harassment in the whitewater industry. The project was inspired during the winter of 2015 when more than a dozen National Park Service employees united together to submit a



		letter to then-Secretary of the Interior Sally Jewel; the letter outlined 15 years of sexual harassment by the River Rangers in Grand Canyon National Park. This research project is investigating the unique culture of the river guiding community and how people negotiate their gender as part of the job. This presentation will introduce strategies for your organization to minimize sexual harassment.
Visitor Management Strategies: Impacts & Inclusivity	<p>Kelly Bricker - University of Utah's Parks, Recreation, &amp; Tourism Program</p> <p>Carl Fisher - Save Our Canyons</p> <p>Olivia Juarez - Southern Utah Wilderness Alliance</p> <p>Will McCarvill - The Sierra Club</p>	Take a deep-dive into visitor use management policies! You can learn from four presentations and listen to a Q&A session with the experts. What informs visitor capacity or when to consider using it? What specific aspects of frontcountry visitation are suited for increasing visitation among Latinx, especially considering the Latino population in Utah and the nation is growing? What is the Bureau of Land Management doing for equitable access?
Making the Connection: Exploring the Relationship Between Walkable Communities, Transportation, & Fair Access to Recreation Opportunities for All	<p>Marc Mortensen - St. George City (moderator)</p> <p>Austin Taylor - BikeWalk Provo</p> <p>Julia Collins - Park City</p> <p>Sarah Hodson - Get Healthy Utah</p>	Explore the relationship between livable, walkable communities, active transit and free transit, and fair access for all to recreation opportunities on public lands. This session gives you ideas on how to make grants, grassroots passion, and solid data work for your community.
The Care & Management of Volunteers	<p>Jordan Smith - Utah State University (moderator)</p> <p>Nate Trauntvein - Utah State University</p> <p>Carmen Valdez - Healthy Environment Alliance of Utah (HEAL Utah)</p> <p>Dianna St John - Ogden Nature Center</p> <p>Blake Cason - Pivot Wellness</p>	How do you attract volunteers and keep them engaged? Dive into research and on-the-ground experience to learn best practices to manage and engage volunteers. This includes takeaways for volunteers working outdoors, volunteers organizing for legislative action, corporate volunteer wellness, and more.

<p>Locals, Tourists, &amp; Different User Groups - How We Can All be Outdoors Together</p>	<p>Heather Hansman - Freelance writer and editor (moderator) Greg Hilbig - Draper City Adriana Chimiras - Emery County</p>	<p>This panel includes perspectives, ideas, and best practices from the Urban Salt Lake Valley to rural East-Central Utah about managing different outdoor user groups from tourists and locals, to mountain bikers and equestrians. (Hint 1: facilitate conversations or events to get "different" groups talking to each other. Hint 2: there is no poop fairy.)</p>
<p>The Impacts of COVID-19 on Outdoor Recreation Participation</p>	<p>Jordan Smith - Utah State University (moderator) Jeremy Shaw - Antelope Island State Park Zach Miller - Utah State University Wayne Freimund - Utah State University Jim Price - Mountainland Association of Governments</p>	<p>The spread of COVID-19 throughout Utah has dramatically altered how the state's residents, as well as visitors, participate in outdoor recreation. This panel discussion provides insights into how outdoor recreation participation within the state has changed throughout the pandemic. We bring together perspectives from a municipal park and trail system, Utah State Parks, and university researchers looking into visitation patterns and behaviors in Arches National Park. The discussion will focus on: (1) How the amount and type of outdoor recreation within the state has changed as a result of the pandemic; (2) What outdoor recreation planners and managers have done to respond to these changes; and (3) The unintended consequences of early policy and planning decisions (e.g., regional or county-wide visitation restrictions, facility closures, etc.).</p>
<p>Managing an Influx of New Backcountry Users</p>	<p>Chad Brackelsberg - Utah Avalanche Center Mark Staples - Utah Avalanche Center</p>	<p>Why should you "Know Before You Go" and how can you find resources to protect yourself from avalanches, especially as more people flock to the backcountry?</p>

## Outdoor Recreation Planning

<p>Por Casualidad &amp; Our Recreation Future - Passing Recreation to the Next Generation</p>	<p>Juan Palma - Retired Land Manager Jake Palma - Bureau of Land Management</p>	<p>If you want to hear a great conversation about land management careers and getting the next generation excited and passionate about the outdoors, tune in to Por Casualidad!</p>
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Utah Corps Programs 101	<p>Dave Bastian - Canyon Country Youth Corps</p> <p>Jake Deslauriers - USU - Utah Conservation Corps</p> <p>Briget Eastep - Intergovernmental Internship Cooperative at SUU</p>	<p>Are you interested in increasing your partnerships for your recreational projects? Wanting to strengthen your grant capacity by including a youth employment aspect? Need some assistance with those grants? Feeling a bit cynical about the younger generation and fully aware you need a reality check? Then listen and learn about Utah's three Corps programs. Find out what Corps programs can do and how we can do it together. Trail building, riparian restoration, monitoring, handiwork, internships, workforce development, you name it, together we can do it!</p>
Multiple-Use Mission & Planning	<p>Ashley Korenblat - Public Lands Solutions (moderator)</p> <p>Matt Blocker - BLM</p> <p>Adriana Chimaras - Emery County</p> <p>Chris Hartman - Forest Service</p>	<p>What is a "multiple-use mission" and does it differ between agencies? Tune in to this session to learn about conservation, preservation, considerations, challenges, opportunities, and best practices when it comes to planning (and managing) lands with a multiple-use mission.</p>
Planning for Recreational Trails	<p>Greg Mazu - Singletrack Trails (moderator)</p> <p>Brandon Stocksdale - National Park Service (Rivers, Trails and Conservation Assistance Program)</p> <p>Kendall Neisess - National Park Service (Glen Canyon NRA and Rainbow Bridge NM)</p> <p>Dan Gunn - Bureau of Land Management (Kanab Field Office)</p>	<p>Recreational planning is more than lugubrious government bureaucracy -- it's a lot of fun (during <i>and</i> after!). Watch this session and you'll agree. You'll learn the "why" behind planning, key lessons for water and land recreation, plus some insight to the future of planning post-COVID (maybe "gym memberships will become trail memberships.")</p>

<p>Dark Sky Community Champions</p>	<p>Devaki Murch - Boulder-area organizer (moderator)</p> <p>Crystal White - Moab-area organizer</p> <p>Mary Bedingfieldsmith - Torrey-area organizer</p> <p>Mayor Lenise Peterman - Helper Mayor and organizer</p> <p>Amanda Podmore - Bluff-area organizer</p>	<p>Community leaders throughout Utah recognize the value of natural darkness. Watch this pre-recorded panel session of the 2020 Utah Outdoor Recreation Summit if you want to better understand the benefits of protecting dark skies, how community leaders can achieve their goals, and important lessons learned.</p>
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