



OUTDOOR ECONOMY CONFERENCE

SEPTEMBER 18-21, 2023
CHEROKEE, NC



CONNECTING THE ECOSYSTEM



2023 CONFERENCE TRACKS



BUILDING VIBRANT
OUTDOOR COMMUNITIES



LEVELING UP
OUTDOOR BUSINESSES



ADVANCING INCLUSIVE
& EFFECTIVE COALITIONS



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Siyo Nigada,

It is once again my deep honor to welcome each of you to the sacred homelands of the Cherokee as we host the 2024 Outdoor Economy Conference. The Eastern Band of Cherokee are the direct descendants of those Cherokees who resisted forced removal by the federal government during the infamous Trail of Tears. Prior to European contact, the Cherokee were one of the largest tribes in what is today the southeastern United States. The Cherokee had towns and hunting grounds spanning 7 states. Today, because of Federal Indian removal policies, there are now three distinct sovereign Cherokee tribes; The United Keetoowah Band of Cherokee (Oklahoma), The Cherokee Nation (Oklahoma) and the Eastern Band of Cherokee Indians.

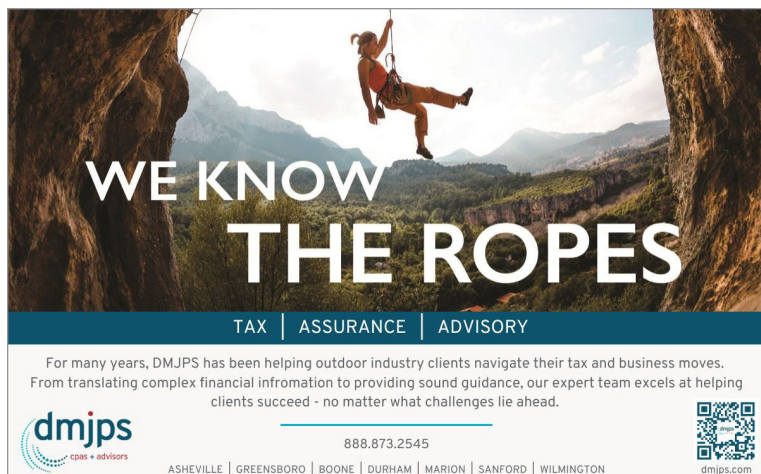
While each tribe is now a sovereign nation within these United States, all Cherokee can trace their lineage back to this place, the majestic Great Smoky Mountains. Specifically, to the most sacred place to all Cherokee, Kituwah, the Mothertown and birth place of the Cherokee people. It is in this place that for over 10,000 years our people have lived, worked, played, and raised generations of our families.

Today, the proud tradition of being connected to the land continues through our robust Environmental and Natural Resources Division of the Tribe, where we continue to be stewards of the land and its resources, just as our ancestors did from time immemorial. We have further expanded this connection to the land through our economic development priorities that continue to connect our own people and our visitors to our land and natural resources.

Today, visitors to Cherokee can enjoy award winning trout fishing waters, best in class mountain biking at Fire Mountain Trails, hiking trails, the championship caliber Fire Mountain Disc Golf Sanctuary, and soon to be, \$2.5 million Fire Mountain Ignitor Park that will include two asphalt pump tracks, bicycle playground, skills area and two gravity lines. These projects represent our continued commitment to developing our outdoor recreation offerings, and with many others in the pipeline, we are confident that this will further solidify the Eastern Band as a leader in the region in Outdoor Recreation and helping to drive the Outdoor Economy.

We are honored that you are here in our beautiful homelands for the Outdoor Economy Conference and look forward to working together and building partnerships that will help strengthen the region's economy and continue to make Western North Carolina a destination for outdoor enthusiasts from all over the world.

Sgi,
Richard Sneed
Principal Chief, EBCI

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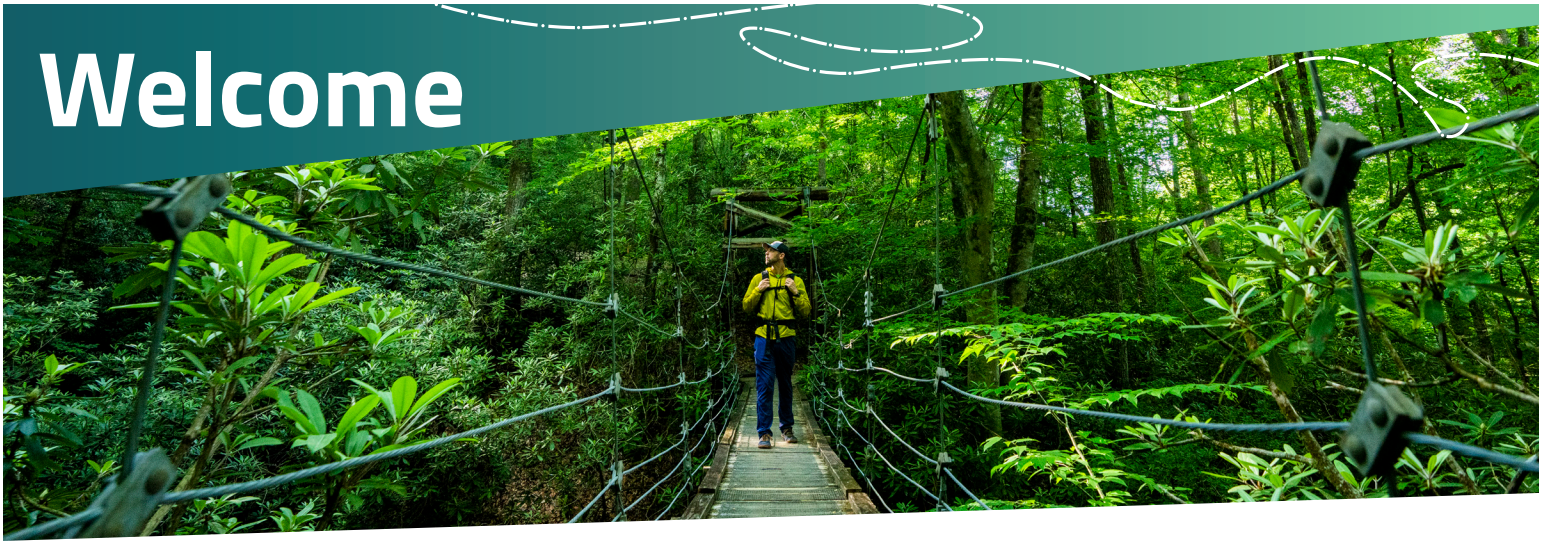
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Welcome



Welcome to the 2023 Outdoor Economy Conference, where we connect, educate, and inspire leaders and doers working together to ensure a vibrant future for the outdoor economy and our outdoor communities.

CONNECTING THE ECOSYSTEM 2023 CONFERENCE TRACKS



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NC PATH

All tracks and sessions are all organized around the greater conference theme of Connecting the Ecosystem. Woven throughout these core Program Tracks are common threads, including:

- Equity
- Sustainability & Resiliency
- Funding
- Accessibility & Inclusivity
- Workforce
- Leadership
- User Retention & Growth
- Policy
- Data & Trends

MADE X MTNS Partnership Advisory Council

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NC Department of Commerce / Appalachian
Regional Commission

Erika McGilley
Partner Community Capital

Jeremy Hyatt
Eastern Band of Cherokee Indians

Anna Rawlins
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AGENDA AT A GLANCE

See following pages for the detailed agenda plus additional conference activities.

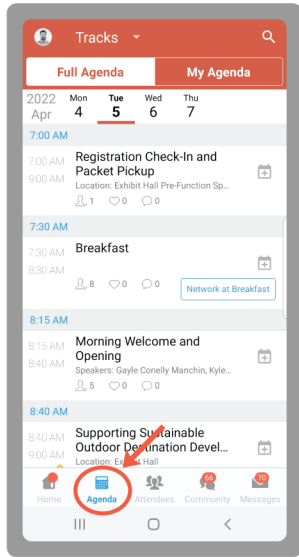
	MONDAY 9/18	TUESDAY 9/19	WEDNESDAY 9/20	THURSDAY 9/21
AM 7:00 - 7:15		Breakfast (EXHIBIT HALL)	Breakfast (EXHIBIT HALL)	Breakfast (BREAKOUT ROOMS & BREAKOUT PRE-FUNCTION SPACE)
7:15 - 7:30		Conference Registration Open (EXHIBIT HALL HALLWAY)	Conference Registration Open (EXHIBIT HALL HALLWAY)	
7:30 - 7:45				
7:45 - 8:00				
8:00 - 8:15				
8:15 - 8:30				
8:30 - 8:45				
8:45 - 9:00				
9:00 - 9:15		Tuesday Morning Keynotes + Plenary Panel (EXHIBIT HALL)	Wednesday Morning Keynotes + Plenary Panel (EXHIBIT HALL)	
9:15 - 9:30				
9:30 - 9:45				
9:45 - 10:00				
10:00 - 10:15	Expo Booth Staff and Pre-Conference attendees registration & packet pick up (EXHIBIT HALL HALLWAY)	Coffee/Networking Break	Coffee/Networking Break	Post-Conference Meet-ups and Networking (BREAKOUT ROOMS & BREAKOUT PRE-FUNCTION SPACE)
10:15 - 10:30				
10:30 - 10:45				
10:45 - 11:00		Breakout Sessions (X4) (BREAKOUT ROOMS)	Breakout Sessions (X4) (BREAKOUT ROOMS)	
11:00 - 11:15				
11:15 - 11:30				
11:30 - 11:45				
11:45 - 12:00				
12:00 - 12:15		Networking Lunch (EXHIBIT HALL)	Networking Lunch (EXHIBIT HALL)	
12:15 - 12:30				
12:30 - 12:45				
12:45 - 1:00				
1:00 - 1:15	Pre-Conference Workshops, Field Visits & Summits	Conference Workshops	Breakout Sessions (X4) (BREAKOUT ROOMS)	
1:15 - 1:30		Excursions		
1:30 - 1:45				
1:45 - 2:00				
2:00 - 2:15				
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4:15 - 4:30				
4:30 - 4:45				
4:45 - 5:00				
5:00 - 5:15	Happy Hour in Expo (EXHIBIT HALL)	Happy Hour Networking (EXHIBIT HALL)	Closing Ceremony (EXHIBIT HALL)	
5:15 - 5:30			WNC Craft Food & Beverage Tasting	
5:30 - 5:45				
5:45 - 6:00				
6:00 - 6:15	Opening Address + Networking Reception (EXHIBIT HALL)	Dinner On Your Own	Dinner On Your Own	
6:15 - 6:30		VIP/Sponsor/ Speaker Reception		
6:30 - 6:45				
6:45 - 7:00				
7:00 - 7:15				
7:15 - 7:30				
7:30 - 7:45				
7:45 - 8:00				
8:00 - 8:15				
8:15 - 8:30				
8:30 - 8:45				
8:45 - 9:00	Monday Night Afterparty Sponsored by REI's Path Ahead Ventures & Founded Outdoors (ULTRASTAR MULTI-TAINMENT CENTER)	Tuesday Night Afterparty Sponsored by NC PATH (POOL DECK)		
9:00 - 9:15				
9:15 - 9:30				
9:30 - 9:45				
9:45 - 10:00				
10:00 - 10:15				
10:15 - 10:30				

WHOVA: THE CONFERENCE APP

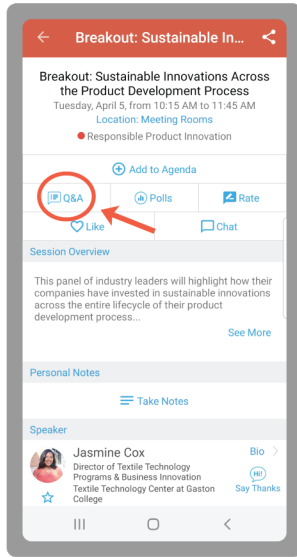
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- Quick Start:**
- 1 Download the 'Whova' app in your phone's app store
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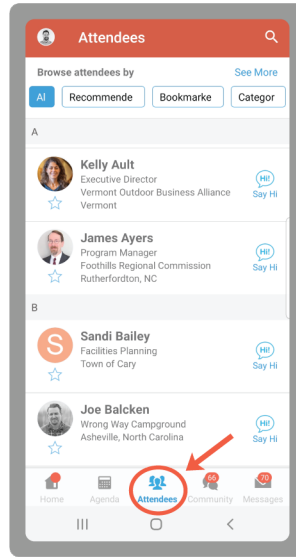
View the agenda & plan your schedule



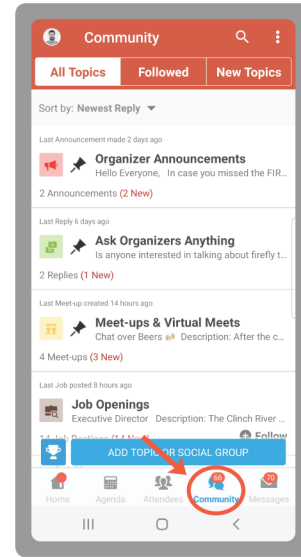
Ask questions via the session Q&A



See who is attending and connect



Join community discussions, meet-ups



Explore the Whova User Guide for more tips & tricks...




SCAN ME



MONDAY, SEPTEMBER 18

9:00 am – 12:00 pm: Expo Load In/Set Up
EXPO HALL

9:00 am – 12:00 pm: Registration for Monday afternoon workshop attendees
EXPO HALL - PRE-FUNCTION SPACE

1:00 – 4:30 pm: International Mountain Biking Association (IMBA) Trail Planning and Development Workshop
 **Building Vibrant Outdoor Recreation Communities** [REGISTRATION REQUIRED FOR THIS EVENT]
BREAKOUT ROOM 1

Speakers: **Mike Repyak**, Director of Planning and Design, IMBA Trail Solutions; **John Cox**, Education Coordinator, IMBA

4:30 – 5:00 pm: Outdoor Economy Conference Orientation - Meet and Greet
BREAKOUT ROOM 2

Informal meet & greet where attendees can connect with Conference organizers and get recommendations for how to find the right connections, workshops, and sessions for their needs

4:30 – 8:00 pm: Conference Registration Open
EXPO HALL - PRE-FUNCTION SPACE

4:30 – 8:00 pm: Expo Hall Open
EXPO HALL

5:00 – 6:00 pm: Happy Hour in Expo Hall
EXPO HALL

6:00 – 8:00 pm: Opening Address and Networking Reception
EXPO HALL

Welcoming Address from EBCI Principal Chief Richard Sneed

8:30 - 11:00pm: Monday Night Afterparty Sponsored by REI's Path Ahead Ventures and Founded Outdoors

TUESDAY, SEPTEMBER 19

7:00 – 9:00 am: Registration and Packet Pickup
EXPO HALL - PRE-FUNCTION SPACE

7:00 – 8:15 am: Breakfast
EXPO HALL

8:15 – 8:30 am: Tuesday Opening Program
EXPO HALL

Speakers: **Annette Saunooke Clapsaddle**, Award Winning Author and EBCI Tribal Citizen; **Secretary D. Reid Wilson**, Secretary, North Carolina Department of Natural and Cultural Resources

8:30 – 9:30 am: Plenary Panel - Identifying and Connecting the Ecosystem | Confluence of State Directors
EXPO HALL

Speakers: **Brad Garmon**, Senior Strategic Advisor & Executive Director, Michigan Outdoor Recreation Industry Office; **Carolann Ouellette**, Director, Maine Office of Outdoor Recreation; **Daryl Anthony**, Executive Director, Maryland Office of Outdoor Recreation; **Jon Snyder**, Senior Policy Advisor, Outdoor Recreation & Economic Development, Gov. Jay Inslee's office (WA); **Amy Allison**, Executive Director, Made X Mtns

TUESDAY, SEPTEMBER 19 - CONTINUED

9:30 – 10:00 am: Facilitated Ecosystem Networking Connections by State and Interest Area
EXPO HALL

10:00 – 10:30 am: Coffee Break
UPSTAIRS BREAKOUT PRE-FUNCTION SPACE


BREAKOUT SESSIONS

10:30 – 11:45 am: Powering Prosperity: The Intersection between Communities and Public Lands

 Building Vibrant Outdoor Recreation Communities
BREAKOUT ROOM 1


Speakers: James Melonas, Forest Supervisor, National Forest in North Carolina; Jeff Michael, Deputy Secretary for Natural Resources, North Carolina; Kimberly Williams, Senior Planning Associate, Alta Planning + Design, Inc.

10:30 – 11:45 am: Maximizing the Benefits of Outdoor Business Alliances: Strategies for Collaboration and Growth

 Advancing Effective and Inclusive Coalitions
BREAKOUT ROOM 2


Speakers: Kelly Ault, Executive Director, Vermont Outdoor Business Alliance; Matt Godfrey, Executive Director, Outdoor Business Alliance of WNC; Jenny Kordick, Director, Maine Outdoor Brands; Marne Hayes, Director, Businesses for Montana's Outdoors

10:30 – 11:45 am: Manufacturing Innovations: Advancing Training and Methodology in Outdoor Gear Sewing & Repair

 Leveling Up Outdoor Businesses
BREAKOUT ROOM 3

Speakers: David Billstrom, Executive Advisor, Flashing Red Light; Jen Guarino, CEO, Industrial Sewing and Innovation Center (ISAIC); Jessie Inglis, Lean Sewing Consultant

10:30 – 11:45 am: The Canary in the Coal Mine: A Litmus Test for Utilizing the Outdoors for Economic & Social Prosperity in Appalachia

 Envisioning Outdoors 2.0
BREAKOUT ROOM 4

Speakers: Dr. Danny Twilley, Assistant Vice President, Smith OEDC at West Virginia University; Andy Williamson, Director, WVU Outdoor Economic & Community Development; Doug Arbogast, Rural Tourism Specialist, West Virginia University



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TUESDAY, SEPTEMBER 19 - CONTINUED

11:45 am – 1:00 pm: **Networking Lunch at Expo Hall**

EXPO HALL

1:00 – 4:30 pm: **OFF-SITE EXCURSION - Connecting Outdoors: Networking in the Woods and Waterways of WNC**
Will include fly fishing on a championship trout stream, a botanical hike in the Smokies, and other adventures

1:00 – 4:30 pm: **WORKSHOP - Advocating for Outdoor Recreation: A How-To Guide for Advancing the Outdoor Economy**
BREAKOUT ROOM 4

Speakers: **Will Morgan**, Manning Fulton, Partner; **Tara Mckee**, Deputy Director, Utah Div. of Outdoor Recreation; **Deans Eatman**, Director of Legislative Affairs & Advisor to the Secretary, North Carolina Department of Natural and Cultural Resources; **Ambreen Tariq**, Senior Program Director, Outdoor Recreation Roundtable; **Representative Kyle Hall**, North Carolina State Representative

1:00 – 4:00 pm: **WORKSHOP - Empowering Businesses to Become Investment Ready**
BREAKOUT ROOM 3

Speakers: **David Billstrom**, Executive Advisor, Flashing Red Light; **Chris Grasinger**, Director, Mountain BizWorks Market Advisors; **Will McGuire**, CEO & Founder, Incolo; **Christine Laucher**, Strategic Partnership Manager, Mountain BizWorks; **Keenan Corrigan**, Senior Program Manager, REI Co-op Path Ahead Ventures; **Jeffrey Kaplan**, Director, Venture Asheville; **Andrew Gibbs-Dabney**, CEO, LIVSN Designs; **Margaret Gifford**, Co-Founder and Chief Investment Office, Abundance Capital; **Anne-Claire Broughton**, Principal, Broughton Consulting

1:00 – 4:00 pm: **OFF-SITE EXCURSION - Botanical Walk**

Adam Bigelow, Bigelow's Botanical Excursions

1:00 – 4:00 pm: **OFF-SITE EXCURSION - Flyfishing on Cherokee Trophy Waters**

Mike LaVoie, Natural Resources Program Coordinator, Fish Cherokee

2:00 – 4:30 pm: **OFF-SITE EXCURSION - Fire Mountain Trails - Mountain Bike Ride**

Laura Blythe, Program Director, Cherokee Historical Association; **Dorene O'Malley**, Director of Advocacy & Outreach, Cane Creek Cycling Components

2:00 – 4:30 pm: **Southern Reflections: Storytelling with David Joy and Annette Saunooke Clapsaddle**

EXPO HALL

An enriching dialogue on land, culture, and native heritage with acclaimed authors **Annette Saunooke Clapsaddle**, Award Winning Author and EBCI Tribal Citizen; **David Joy**, American Novelist and Short-Story Writer

2:30 – 3:00 pm: **Afternoon Break for those in workshops, 1:1s, or group meetings**

UPSTAIRS BREAKOUT PRE-FUNCTION SPACE

5:00 – 6:30 pm: **Expo Happy Hour**

EXPO HALL

6:30 – 8:30 pm: **Dinner On Your Own**

6:30 – 8:30 pm: **VIP Reception**

3RD FLOOR PRE FUNCTION HALLWAY

8:30 – 11:00 pm: **Pool Deck Afterparty - Sponsored by NC PATH**

3RD FLOOR POOL DECK NEXT TO BREAKOUT ROOMS - OPEN TO EVERYONE



WEDNESDAY, SEPTEMBER 20

7:00 – 9:00 am: Registration and Packet Pickup

EXPO HALL PRE-FUNCTION SPACE

7:00 – 8:15 am: Breakfast

EXPO HALL

8:15 – 8:30 am: Opening Program

EXPO HALL

8:30 – 8:50 am: Keynote Speaker: Enock Glidden, Outdoor Accessibility Specialist

EXPO HALL

8:50 – 9:00 am: Outdoor Equity Fund Announcement

EXPO HALL

9:00 – 10:00 am: Plenary Panel - Advancing Key Policies for the Outdoor Economy: A Guide to Success

EXPO HALL

Speakers: **Rich Harper**, Director of Government Affairs, Outdoor Industry Association; **Tom Bugert**, State and Local Government Affairs Manager, REI; **Theresa Mc Kenney**, Director of Sustainability, NEMO; **Lexie Gritlefeld**, Director, California Outdoor Recreation Partnership; **Ángel Peña**, Executive Director, Nuestra Tierra Conservation Project

10:00 – 10:30 am: Coffee Break

UPSTAIRS BREAKOUT PRE-FUNCTION SPACE

BREAKOUT SESSIONS


10:30 – 11:45 am: Avoiding the Amenities Trap: Unleashing the Power of Tourism for Community Wellness, Economic Growth, and Environmental Sustainability

 **Building Vibrant Outdoor Recreation Communities**

BREAKOUT ROOM 1

Speakers: **Chris Estes**, Co-Executive Director - Community Strategies Group, Aspen Institute; **Megan Lawson**, Economist, Headwaters Economics


10:30 – 11:45 am: Partnerships to Support Rural Communities in Outdoor Recreation & Main Street Revitalization

 **Advancing Effective and Inclusive Coalitions**

BREAKOUT ROOM 2

Speakers: **Natalie Ooi**, Teaching Associate Professor, CU Boulder Masters of the Environment Program; **Conor Hall**, Director, Colorado OREC Office; **Steph Bertaina**, Senior Policy Analyst, EPA's Office of Community Revitalization; **Conner Borkowski**, Student, CU Boulder

10:30 – 11:45 am: Breaking Barriers: Investing in DEI to Transform the Outdoor Industry

 **Leveling Up Outdoor Businesses**

BREAKOUT ROOM 3

Speakers: **Micah Pulleyn**, Marketing, Events, & Development Director, Camp Grier; **Sav Sankaran**, Inclusion and Engagement Business Partner,, The Orvis Company; **Dorene O'Malley**, Director of Advocacy & Outreach, Cane Creek Cycling Components; **Matthew Brucker**, Sapphire Solutions, LLC.

CONTINUED ON PAGE 12

WEDNESDAY, SEPTEMBER 20 - CONTINUED

BREAKOUT SESSIONS

10:30 – 11:45 am: Why We Gather: The Undeniable Value of Convening

 **Envisioning Outdoors 2.0**

BREAKOUT ROOM 4

Speakers: **Drew Simmons**, President and Founder, Pale Morning Media; **Chuck Millsaps**, Minister of Culture, Great Outdoor Provisions Co.; **Danielle Del Sordo**, Co-Founder, Pirani Life; **Katie Doherty**, Co-Founder, Founded Outdoors; **Bryan Owen**, Sales Manager, Astral

11:45 am – 1:00 pm: Networking Lunch in the Expo Hall

EXPO HALL


1:00 – 2:15 pm: Think Before you Dig: Ecological Considerations for Recreation Planning

 **Building Vibrant Outdoor Recreation Communities**

BREAKOUT ROOM 1

Speakers: **Owen Carson**, Botanist / Senior Ecologist, Equinox Environmental; **Andrea Leslie**, Mountain Habitat Conservation Coordinator, North Carolina Wildlife Resources Commission; **Shane Prisby**, Trails Program Director, Foothills Conservancy

1:00 – 2:15 pm: Collaborative Change: The Old Fort Trails Project and Community-Driven Development

 **Advancing Effective and Inclusive Coalitions**

BREAKOUT ROOM 2

Speakers: **Brad Spiegel**, Building Outdoor Communities Specialist, MADE X MTNS Partnership; **Lisa Jennings**, Recreation Manager, Grandfather Ranger District of Pisgah National Forest; **Stephanie Swepson Twitty**, CEO, Eagle Market Streets Development Corporation; **Jason McDougald**, Executive Director, Camp Grier

1:00 – 2:15 pm: Product Design of the Future: Clean Chemistry and Sustainable Product Management in the Outdoor Recreation Industry

 **Leveling Up Outdoor Businesses**

BREAKOUT ROOM 3

Speakers: **Ryan Klinger**, Chief Product Officer, Eagles Nest Outfitters, Inc.; **Theresa McKenney**, Director of Sustainability, NEMO; **Lexie Gritlefeld**, Director, California Outdoor Recreation Partnership

1:00 pm – 2:15 pm: Increasing Opportunities for Outdoor Access: Learnings and Best Practices for Outdoor Opportunity Grant Programs

 **Envisioning Outdoors 2.0**

BREAKOUT ROOM 4

Speakers: **Francesca Governali**, Graduate Fellow, University of Michigan; **Jason Swann**, Founder/Executive Director, Rising Routes; Core Member, Outdoor F.U.T.U.R.E Initiative, Rising Routes; **Vivianette Ortiz Caraballo**, Co-Founder, Latinos Aventureros en las Carolinas

2:15 – 2:45 pm: Coffee Break


BREAKOUT PRE-FUNCTION SPACE (UPSTAIRS)

CONTINUED ON PAGE 13

WEDNESDAY, SEPTEMBER 20 - CONTINUED

BREAKOUT SESSIONS

2:45 pm – 4:00 pm: **Building the Great Trails State: How a Coalition Can Lead to BIG Trail Investment**

 **Advancing Effective and Inclusive Coalitions**

BREAKOUT ROOM 2

Speakers: **Palmer McIntyre**, Director, NC Year of the Trail; **Beth Heile**, Founding Member, Great Trails State Coalition

2:45 – 4:00 pm: **Putting Academics to Work: How to Leverage the Unique Capacities of Higher Education to Advance Community Work**

 **Building Vibrant Outdoor Recreation Communities**

BREAKOUT ROOM 1

Speakers: **Melissa Weddell**, Director and Research Faculty, Montana State University; **Dr. Danny Twilley**, Assistant Vice President, Smith OEDC at West Virginia University; **Dr. Dan McCoy**, Director, Wyoming Outdoor Recreation, Tourism, and Hospitality (WORTH) Initiative

2:45 – 4:00 pm: **Pathways to Inclusion: Enhancing Accessibility in Outdoor Recreation**

 **Envisioning Outdoors 2.0**

BREAKOUT ROOM 4

Speakers: **Bobby Chappell**, President/Founder, Tourism Impact Services; **Enock Glidden**, Outdoor Accessibility Specialist; **Lisa Jennings**, Recreation Manager, Grandfather Ranger District of Pisgah National Forest; **Adam Combs, M.ED.**, Co-Founder & North Carolina Director, Waypoint Adventure

2:45 pm - 4:00 pm: **WORKSHOP - Outdoor Equity: Transforming Communities and Boosting Economies** Workshop

Speaker: **Jason Swann**, Founder/Executive Director, Rising Routes; Core Member, Outdoor F.U.T.U.R.E Initiative

BREAKOUT ROOM 3

4:30 – 5:00 pm: **Closing Ceremony**

EXPO HALL

5:00 – 6:30 pm: **Expo Happy Hour & NC Crafted Tasting**

EXPO HALL

6:30 – 7:30 pm: **Dinner On Your Own**

7:30 – 9:00 pm: **Evening Festivities**

BUILDING WNC'S OUTDOOR ECONOMY

LET'S RIDE!



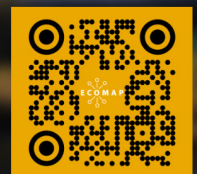
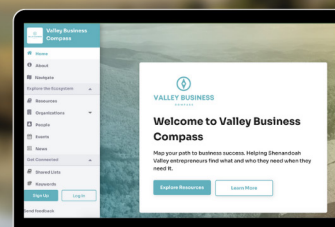
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We Map Ecosystems (Not the Green Kind)

EcoMap helps outdoor-focused economic developers build a more connected and equitable ecosystem by curating resources to support your region's entrepreneurs.



Visit our booth to explore tailored ecosystem solutions or Scan the QR code!

EXHIBITORS

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Farm Bureau Bank ♥ ★

FIND Outdoors ♥ ★

Fontana Village ♥ ★

French Broad River Partnership ★

Great Trails State Coalition ★

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**North Carolina Youth Outdoor
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Oregon State University Center for the
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Outdoor Business Alliance of WNC ♥

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Waypoint Adventure ★

Western Carolina University ♥ ★

Western Women's Business Center

Wilkes Economic Development Corp.



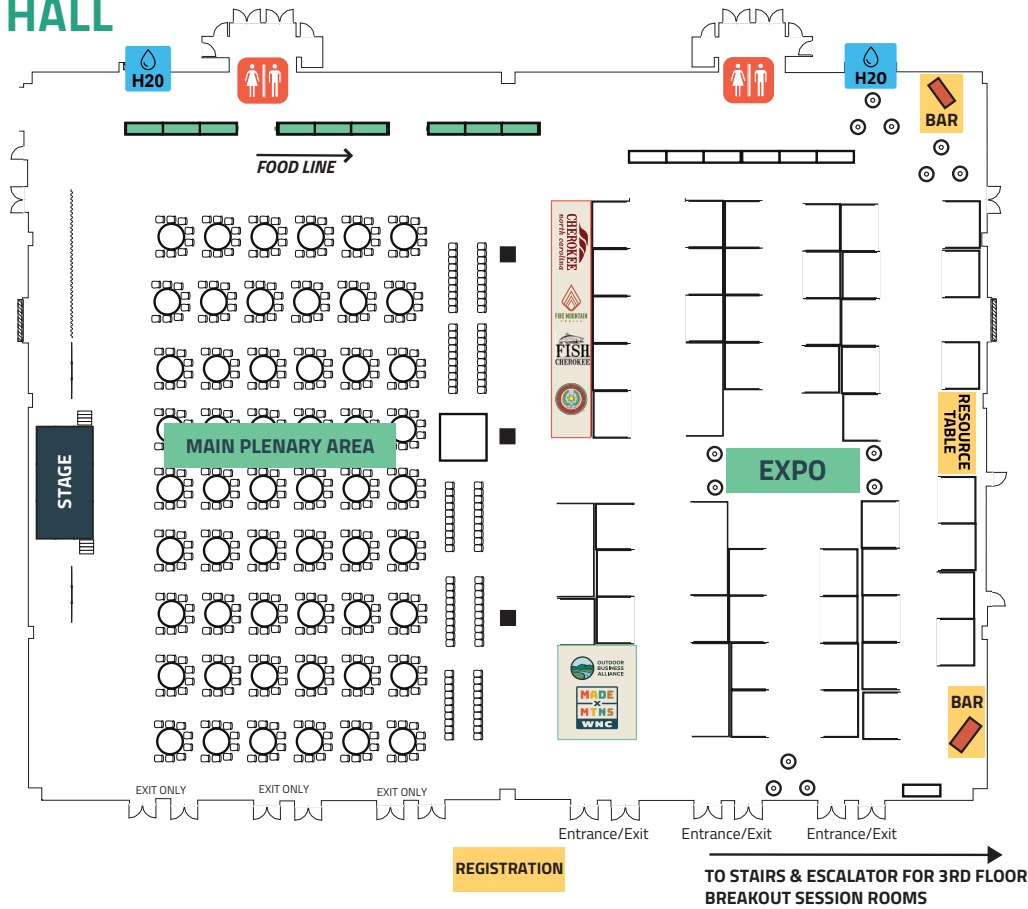
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Through our Transylvania Always initiative, Transylvania County
Tourism works to preserve our extraordinary natural environment.
From trail rehabilitation to waterfall safety education to our "Leave It Better"
initiative, we're committed to protecting our public lands for future generations.
Find out more at explorebrevard.com/sustainability.

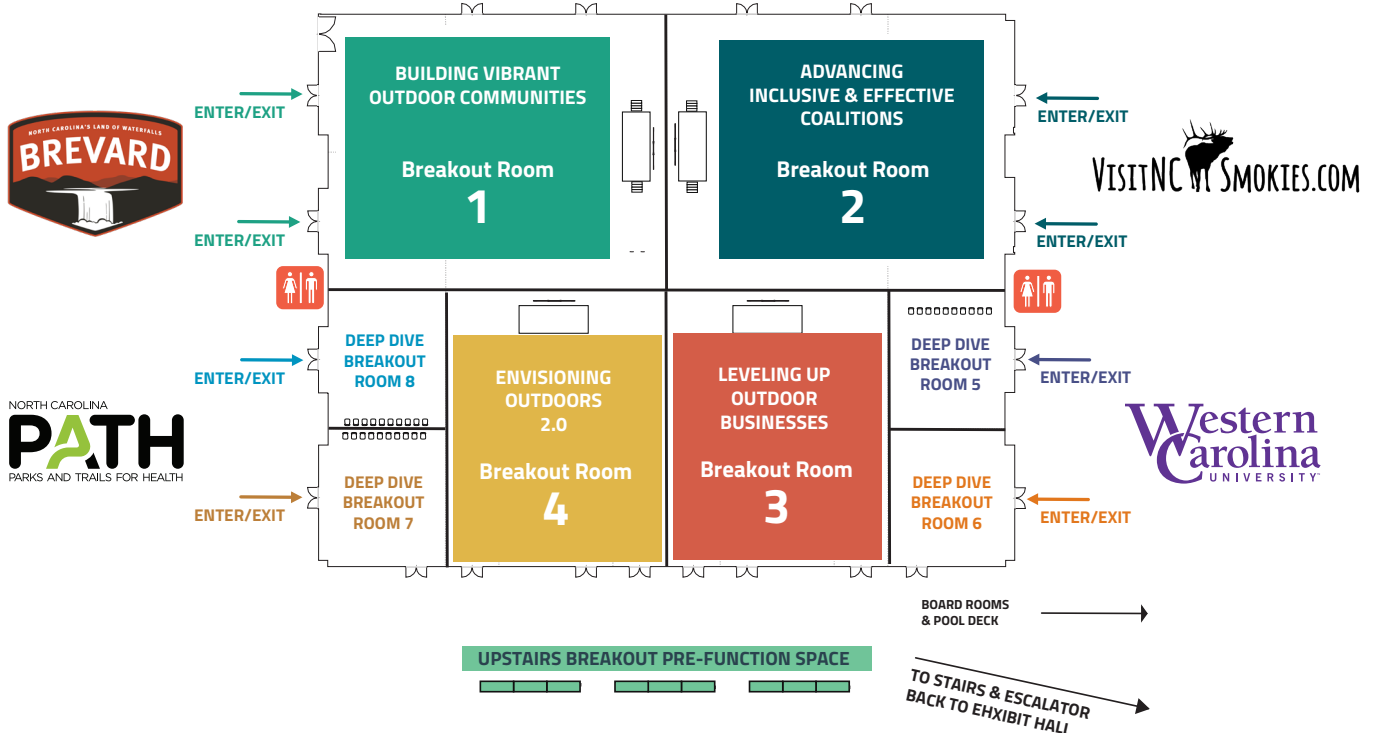


EXHIBIT HALL & BREAKOUT SESSION MAPS

EXHIBIT HALL



BREAKOUT ROOMS



MONDAY - SEPTEMBER 18TH

Trail Development Workshop, Hosted by International Mountain Bicycling Association

Monday, September 18th: 1:00pm-4:30pm

This 2023 Outdoor Economy Conference Trail Planning & Development Workshop is led by IMBA Trail Solutions, and will focus on planning, design, and implementation — guiding attendees through the stages of creating or enhancing a high quality trail system.

Requires Separate Registration.

Monday Night After Party

Sponsored by Founded Outdoors & REI Path Ahead Ventures

Monday, September 18th: 8:30-11:00pm

We heard loud and clear last year that attendees wanted a central gathering spot in the evenings, so we've got options every night to keep the energy and connections flowing until 11:00. We'll be kicking off the week at the private video game arcade & bowling alley (yes, you heard that right) above the **UltraStar Multi-entertainment Center**, just down the hall from the conference hotel towards the casino. We'll have a patio overlooking the Smoky Mountains, tasty snacks and drinks with our own bar, and plenty of chances to establish lasting friendships and rivalries over classic arcade games and sweet, sweet strikes & spares.

TUESDAY - SEPTEMBER 19TH EXCURSIONS

All Excursions have a limited number of spaces. Please RSVP in Meetups section of WhoVa. Registrants will be messaged with important meetup information.

Tuesday, September 19th from 1:00-4:30pm

Grab a breath of fresh air as we connect outdoors to network in the woods and waterways of WNC. Choose your own adventure out of several options. You're

responsible for bringing or renting your own gear, and transporting yourself to the designated meeting areas. Try to carpool if possible, and make some new friends!

BIKE RIDE - Join EBCI tribal citizen and UnSPOKE n Bond Co-Founder, Laura Blythe and Cane Creek Cycling Components Director of Advocacy and Outreach, Dorene O'Malley, on a mountain bike ride for varying skill levels at Fire Mountain Trails.

Bring your own bike or rent one from BC Outdoors:

Book Online: <https://www.brysoncityoutdoors.com/mtn-bike-rentals> use the code MADEXMTNS for 25% OFF Entire Booking from 9/18 until 9/21. All rental bikes are available on a first come first served basis.

Available quantities per frame size vary. E-Mtn Bikes (frame sizes: S, M, L, XL) and Full Suspension Mtn Bikes (S, M, L). All those riders that choose to rent will need to meet at the BCOutdoors shop at least 30 min before the ride to sign waivers and pick up their bikes. E-bike riders will ride from the shop to the trailhead, and non e-bike riders can ride up the hill to the trailhead or they will need to have transportation from the shop to the trailhead.

FISHING - Fly fish Cherokee's trophy waters with EBCI Natural Resources Director, Mike LaVoie. Participants are responsible for transporting themselves to the meeting point. Bring your own gear or rent gear from Rivers Edge Outfitters. Limited to 30 participants. RSVP in Meetups section of WHOVA. Registrants will be messaged with key meet up information. Parking is extremely limited, so carpool if possible.

BOTANICAL WALK - Join Adam Bigelow of Bigelow's Botanical Excursions for a fun guided walk in the woods. Participants are responsible for transporting themselves to the meeting point. Bring your own hiking gear.

Parking is extremely limited, so carpool if possible.

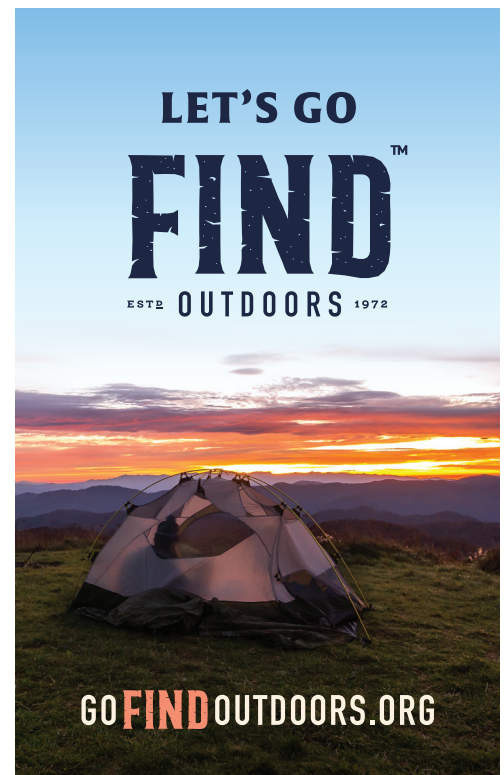
STORYTELLING - Join award winning authors Annette Saunooke Clapsaddle and David Joy in the Expo Hall for a dive into the world of storytelling. Hailing from different cultures, but connected by their deep love of place, and of stories both old and new, these acclaimed writers and speakers will be joining us for a



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BONUS

conversation that will truly move and inspire you, and have you looking at the world through a different lens.

Tuesday Night After Party

Sponsored by NC PATH

Tuesday, September 19th 8:30-11:00pm - 3rd floor pool deck near breakout session rooms.

Join us on the 3rd Floor Pool Deck next to the Breakout Rooms (at the top of the escalator) for a rocking dance party featuring one of the best DJs in WNC, as well as refreshments and plenty of space to spread out both indoors and out, if you want a quieter place to kick it and talk to somebody. After a full day of conferencing, our good friends at PATH helped make sure everyone could shake it out, maybe even splash it out (it is a pool deck after all!), and enjoy some time under the stars as we get ready for an awesome day ahead.

Pirani Cup Customization

Bring a flash drive with an illustrator (.ai) file of your logo to the Pirani Life, LLC booth during the Expo Happy Hour each day and they'll customize your Outdoor Economy Conference cup with your own logo!

You'll need to supply your own flash drive with your logo/graphic on it, and the file HAS to be an .AI (Adobe Illustrator) file!

WEDNESDAY - SEPTEMBER 20TH

NC Crafted Tasting

Wednesday, September 20th • 5:00pm-6:30pm

Enjoy samples of North Carolina's finest craft beverages and find out how outdoors and craft cultures intersect in the breweries of Western North Carolina. Participants must be 21+ to participate in the NC Crafted Tasting.



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Mini Golf - Fishing Pond

The Wilderness Society supports a conservation movement that is diversity-focused, inclusivity-centered, and grounded in tribal-sovereignty and self-determination.

...

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