



OUTDOOR ECONOMY CONFERENCE

SEPTEMBER 15-18, 2025
CHEROKEE, NC

INVESTING IN THE ECOSYSTEM

CONFERENCE TRACKS



PEOPLE



COMMUNITIES



BUSINESSES



THE NATURAL WORLD

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#OUTDOORECONOMY

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We're back!

The 2025 Outdoor Economy Conference is here and we're thrilled you've joined us. As we approach the one year anniversary of Hurricane Helene, we want to acknowledge and extend our sincere thanks to you for being flexible with us through 2024's cancellation, and your continued support and enthusiasm for this year's conference. The past year has shown us the strength, grit, and character of our friends and neighbors, and the true power of community.

We also want to extend a special thank you to the Eastern Band of Cherokee Indians, acknowledging our gracious hosts as we gather, learn, and recreate on their homelands.

This year's conference theme dives into just how much Investing in the Ecosystem is vital to the outdoor economy. We must work together to ensure that our outdoor recreation businesses, people, communities, lands, and waters are resilient and well-resourced, and that the necessary infrastructure is built and maintained so that America's outdoors can continue to serve as sources of revitalization, well-being, and economic opportunity for all.

What makes this conference unique is the broad variety of people, from many different places and sectors of the outdoor economy, who have gathered here under one roof to talk about this crucial work, connect with one another, and find ways to move it forward together.

This isn't just an economic development conference. It's not just about parks, trails, education, public health, or outdoor businesses. This is the Outdoor Economy Conference—because a thriving future depends on the health of the entire outdoor ecosystem.

Thank you for joining us! Whether around the tables, in the conference halls, out on excursions, or at evening socials and meetups, we look forward to the inspiring ideas, meaningful connections, and memorable moments shared – and the amazing collaborations and initiatives that will result.

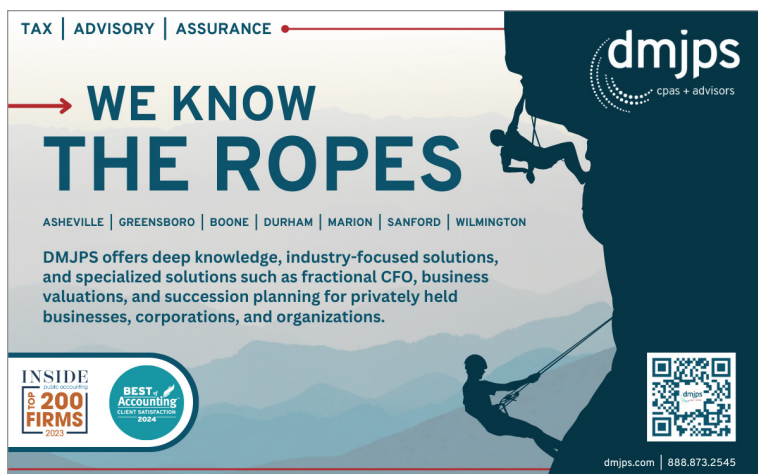
With gratitude, on behalf of the Outdoor Economy Conference team,

Amy Allison

Director, NC Outdoor Economy Office - North Carolina Department of Commerce
Co-Director, Outdoor Economy Conference

Noah Wilson

Director of Sector Development, Mountain BizWorks
Co-Director, Outdoor Economy Conference



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Welcome



Welcome to the 2025 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.

INVESTING IN THE ECOSYSTEM

2025 CONFERENCE TRACKS



PEOPLE

presented by:
NC State Parks



COMMUNITIES

presented by:
Explore Brevard



BUSINESSES

presented by:
Western Carolina University



THE NATURAL WORLD

presented by:
Outdoor NC

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

- Community Engagement
- Long-Term Planning & Adaptability
- Funding
- Public Access
- Workforce Development
- Participation Growth & Retention
- Leadership
- Policy
- Data & Emerging Trends

MADE X MTNS Partnership Advisory Council

Amy Allison

NC Department of Commerce / NC Outdoor Economy Office

Dorene O'Malley

Cane Creek Cycling Components / Outdoor Business Alliance of WNC

Hanni Muerdter

Southern Appalachian Highlands Conservancy

Heather Murphy

The Health Foundation, Inc.

Matt Raker

Mountain BizWorks

Matt Godfrey

Asheville Area Chamber of Commerce / Venture Asheville

Shane Prisby

Foothills Conservancy of NC

John Whitehead

Appalachian State University

Madalyn Gaito

McDowell Technical Community College

Carolyn Callaghan

Western Carolina University

David H. McRae

NC Department of Commerce / Appalachian Regional Commission

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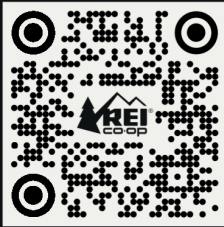
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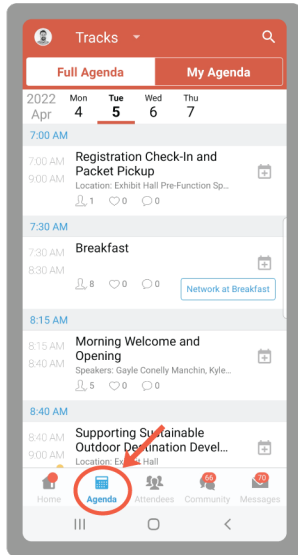
GO OUTDOORS
NORTH CAROLINA

WHOVA: THE CONFERENCE APP

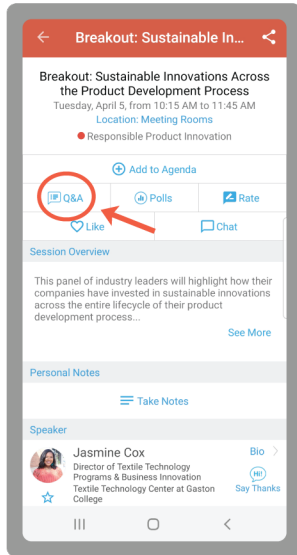
How to maximize your Outdoor Economy Conference Experience

- Quick Start:**
- 1 Download the 'Whova' app in your phone's app store
 - 2 Sign in using the email address you registered with & make your profile
 - 3 Start connecting & engaging
 - ? Have Questions? Visit the registration desk for assistance

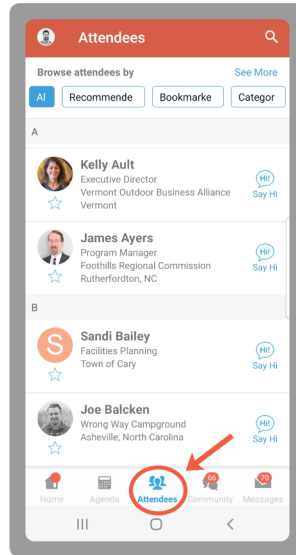
View the agenda & plan your schedule



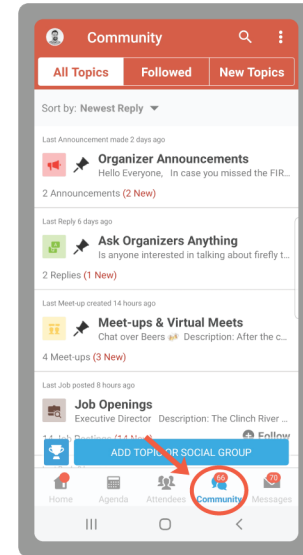
Ask questions via the session Q&A



See who is attending and connect



Join community discussions, meet-ups



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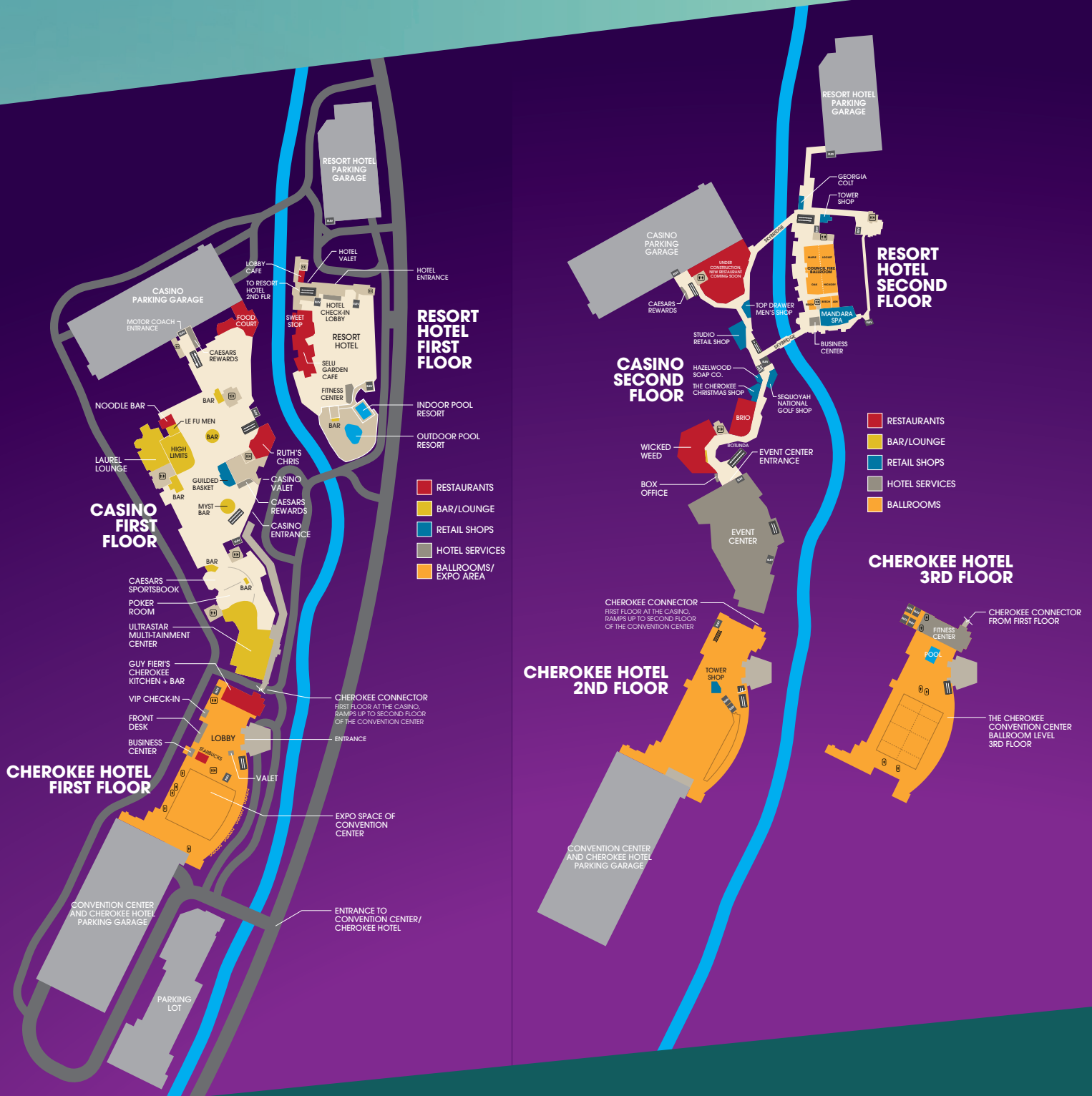
Western North Carolina is the outdoor industry hub of the east!

Our local gear makers, retailers and outfitters embody the spirit of our mountains with innovative designs and an unwavering commitment to people and planet.

Love WNC like a local when you shop with outdoor brands that support the organizations working hard to restore the vibrant communities and natural beauty of our home.



CONFERENCE MAP





Unforgettable memories start here

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ncparks.gov/stmo/reservations

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Book a cabin at Gorges State Park
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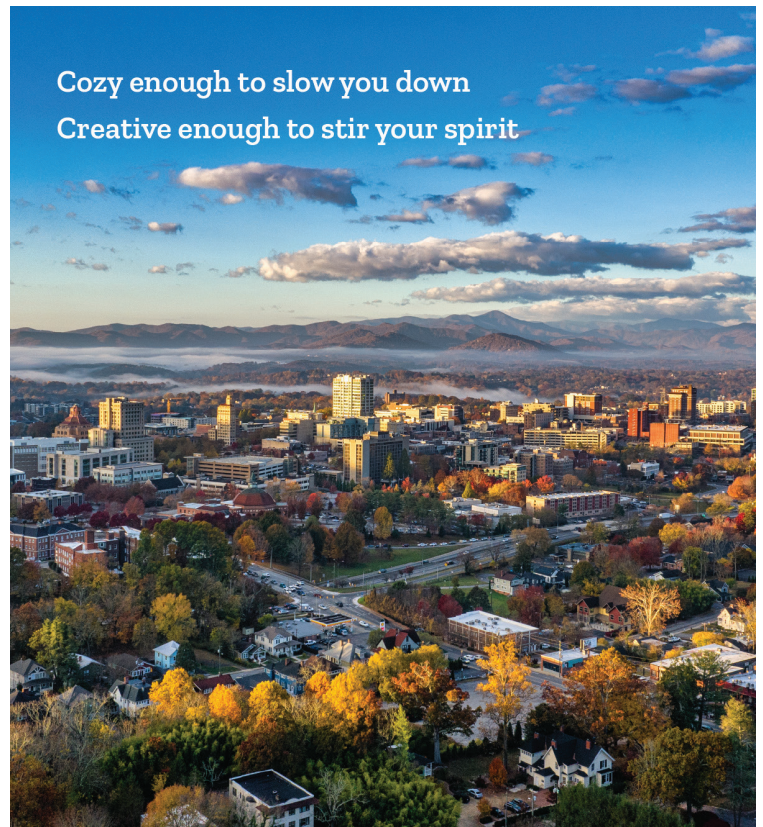
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MONDAY, SEPTEMBER 15

9:00 am – 4:00 pm: Expo Load-In/Set-Up

EXPO HALL

9:00 am – 12:00 pm: Exhibitor Registration and Packet Pickup

EXPO HALL - PRE-FUNCTION SPACE

12:00 pm – 1:30 pm: Pre-Workshop Attendee Registration

EXPO HALL - PRE-FUNCTION SPACE

1:00 – 4:00 pm: Accessible Outdoor Recreation & Adaptive Sports: Overcoming Obstacles for a more Inclusive Industry

 **PEOPLE** [REGISTRATION REQUIRED FOR THIS EVENT]

BREAKOUT ROOM 1

Bobby Chappell, Principle, Tourism Impact Services; Andrew (Drew) Pollak-Bruce, Founder & Principal, CRO Planning; Jeff Alexander, Director of Strategic Partnerships, Vermont Adaptive Ski and Sports; Matt Kirby, Director of Adaptive Mountain Biking, Catalyst Sports; Adam Combs, Director, Waypoint Adventure

1:00 – 4:00 pm: A Systems Approach to Integrating Health and the Outdoors: Using Health Quality Improvement Methods in Outdoor Recreation

 **THE NATURAL WORLD** [REGISTRATION REQUIRED FOR THIS EVENT]

BREAKOUT ROOM 2

Speakers: Katie Fenn, CEO, British Columbia Recreation and Parks Association

2:45 pm – 3:00 pm: Break for Pre-Conference Workshop Attendees

BREAKOUT - PRE-FUNCTION SPACE

4:00 – 7:00 pm: Conference Registration Open

EXPO HALL - PRE-FUNCTION SPACE

5:30 – 7:30 pm: Conference Opening & Kickoff Reception

EXPO HALL

8:00 - 11:00pm: Monday Night Bowling/Arcade Night Afterparty

ULTRASTAR MULTI-TAINMENT CENTER - 2ND FLOOR

TUESDAY, SEPTEMBER 16

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

EXPO HALL - PRE-FUNCTION SPACE

7:00 – 8:30 am: Breakfast

EXPO HALL

8:15 – 8:30 am: Opening Remarks: Investing in the Outdoor Economy

EXPO HALL

Amy Allison, Director, North Carolina Outdoor Economy Office

8:30 – 9:00 am: **KEYNOTE** Thrive Outside: Advancing Health, Access, and Belonging Through the Outdoors

EXPO HALL |  **PEOPLE**

Lesford Duncan, Executive Director, Outdoor Foundation

TUESDAY, SEPTEMBER 16 - CONTINUED

9:00 – 9:30 am: Panel: Thrive Outside: Advancing Health, Access, and Belonging Through the Outdoors

EXPO HALL | PEOPLE

Lesford Duncan, Executive Director, Outdoor Foundation; **Amy Allison**, Director, North Carolina Outdoor Economy Office; **Kelly Davis**, Research Director, Outdoor Industry Association; **Marcus Shoffner**, President & CEO, Outdoor Inclusion Coalition

9:30-9:40am: Greetings from North Carolina Leaders

EXPO HALL

Pam Cashwell, Secretary, North Carolina Department of Natural & Cultural Resources

9:40 – 10:00 am: Facilitated Networking

EXPO HALL

10-10:30am: Coffee Break

BREAKOUT - PRE-FUNCTION SPACE

BREAKOUT SESSIONS

10:30 – 11:45 am: Who's Getting Outside—and Why It Matters: Emerging Trends in Outdoor Recreation

BREAKOUT ROOM 4 | BUSINESS

Lesford Duncan, Executive Director, Outdoor Foundation, **Kelly Davis**, Research Director, Outdoor Industry Association;

10:30 – 11:45 am: Creating Community and Impact Through Outdoor Destinations

BREAKOUT ROOM 3 | COMMUNITIES

Speakers: **Wes Soward**, Urban Wilderness Coordinator, City of Knoxville; **Kimberly Williams**, Senior Designer and Planner, Alta Planning + Design; **Nick Scheuer**, Town of Canton Recovery and Resiliency Manager, Blue Ridge Planning; **Dr. Ryan Zwart**, Assistant Professor, University of Tennessee at Chattanooga

10:30 – 11:45 am: Scaling Resilience: Building Stronger & Safer Communities Through Outdoor Recreation

BREAKOUT ROOM 5 | THE NATURAL WORLD

Speakers: **Bradley Spiegel**, Community Planner, Equinox Environmental Consultation & Design Inc.; **Julie Judkins**, Co-Founder - Consultant, Just Trails; **Dr. Megan Lawson**, Economist, Headwaters Economics; **Melanie Parvey**, Water Works Director, City of Grand Forks

10:30 – 11:45 am: Guides as Gateways: Elevating Outfitters as Community Ambassadors and Storytellers

BREAKOUT ROOM 2 | BUSINESS

Speakers: **Nate Jordan**, Co-Founder & Creative Director, Uproar Concept; **Derek DiLuzio**, Chief Visual Officer, Uproar Concept; **Laura Blythe**, Program Director & Founder, Cherokee Historical Association & 7 Moons MTB; **Lee Trebotich**, Owner, Head Chef, and Lead Forager, Food for Adventures; **Forrest Stavish** Co-Owner, Fox Mountain Guides; **David Stelling**, Owner, High Country Guide Service

10:30 – 11:45 am: Integrating Health & The Outdoors: Quick Tips for Outdoor Professionals

BREAKOUT ROOM 1 | PEOPLE

Speakers: **Katie Fenn**, CEO, BC Recreation and Parks Association

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

EXPO HALL

TUESDAY, SEPTEMBER 16 - CONTINUED

1:00 – 4:30 pm: **OFF-SITE EXCURSION** - Kuwohi Days at Kuwohi

 **THE NATURAL WORLD**

Kimberly Smith, The Wilderness Society; Trevor Brown, Jackson County Parks and Recreation

1:00 – 4:30 pm: **OFF-SITE EXCURSION** - Crafting a World-Class Disc Golf Course: Playthrough and Shop Talk at Fire Mountain Disc Golf Course

 **PEOPLE**

Dr. Justin Menickelli, Co-Owner/Course Architect; Disc Golf Design Group, LLC

1:00 – 4:30 pm: **OFF-SITE EXCURSION** - Botanical Hike with Lee Trebotich (Food For Adventures) and AllTrails in Great Smoky Mountains National Park

 **THE NATURAL WORLD**

Lee Trebotich, Owner, Head Chef, and Lead Forager, Food for Adventures

1:00 – 4:30 pm: **OFF-SITE EXCURSION** - Cherokee Cultural Ride with Cherokee Historical Association and 7MoonsMTB at Fire Mountain Trails

 **THE NATURAL WORLD**

Laura Blythe, Program Director & Founder, Cherokee Historical Association & 7 Moons MTB

1:00 – 5:00 pm: **OFF-SITE EXCURSION** - Tie One On in Sylva

 **BUSINESS**

Bernadette Peters, Economic Development Director, Town of Sylva

1:00 – 4:30 pm: **OFF-SITE EXCURSION** - Longperson Rights of Nature Discussion and Cleanup with NAIWA Daughters & Earthkeepers on the the Oconaluftee

 **PEOPLE**

Mary Thompson, Juanita Wilson, Avery Guy

1:00 – 4:30 pm: **OFF-SITE EXCURSION** - Fire Mountain Shred: Advanced MTB Ride and Trail Design Discussion at Fire Mountain Trails

 **THE NATURAL WORLD**

Andy Williamson, Director of Outdoor Economic & Community Development, Brad and Alys Smith Outdoor Economic Development Collaborative; Annette Saunooke Clapsaddle, Author

1:00 – 4:30 pm: **OFF-SITE EXCURSION** - Museum of the Cherokee People - Guided Tour

 **PEOPLE**

Shana Bushyhead Condill, Executive Director, Museum of the Cherokee People

1:00 – 4:30 pm: **OFF-SITE EXCURSION** - Raft the Nantahala River with Nantahala Outdoor Center

 **BUSINESS**

Stephen Foy, Director of Outpost Operations, Nantahala Outdoor Center

1:00 – 4:30 pm: **WORKSHOP** - Catalyzing Recreation Funding and Finance Campaigns

BREAKOUT ROOM 4 |  **BUSINESS**

Laura Belleville, Sr. Director of Conservation Programs, National Forest Foundation; Rachel Blackburn J.D., Southern Appalachians Program Coordinator, National Forest Foundation

DETAILED AGENDA

1:00 – 4:30 pm: WORKSHOP - Activating Regenerative Tourism to Get Travelers Involved in Local Restoration and Support
BREAKOUT ROOM 8 | COMMUNITIES

Dr. Carol Kline, Professor, Director of the Hospitality and Tourism Management, Appalachian State University; Simon Jones, Founder / Director, NatureScapes / UPLIFT NC

2:30 – 3:00 pm: PM Break for Workshop Attendees
BREAKOUT - PRE-FUNCTION SPACE

5:00 – 6:30 pm: Thrive Outside Networking Social
EXPO HALL

6:30 – 8:30 pm: VIP Reception
BREAKOUT - PRE-FUNCTION SPACE

6:30 – 8:30 pm: Dinner on Your Own

8:30 – 11:00 pm: Pool Deck Afterparty
3RD FLOOR POOL DECK NEXT TO BREAKOUT ROOMS - OPEN TO EVERYONE

WEDNESDAY, SEPTEMBER 17

7:00 – 8:30 am: Breakfast
EXPO HALL

8:15 – 8:30 am: Opening Remarks & Welcome
EXPO HALL

Amy Allison, Director, North Carolina Outdoor Economy Office

8:30 – 9:00 am: Keynote: Future-Proofing the Outdoor Recreation Economy
EXPO HALL | BUSINESS

Dr. Megan Lawson, Economist, Headwaters Economics

9:00 – 9:30 am: Keynote: Impact Isn't Optional: How LifeStraw Built A Brand Based On Safe Water For All
EXPO HALL | BUSINESS

Alison Hill, CEO, LifeStraw

9:00 – 9:30 am: KEYNOTE Events Bring Crowds, Urbanism Keeps Them
EXPO HALL | COMMUNITIES

Jon Jon Wesolowski, Founder, The Happy Urbanist

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

BREAKOUT SESSIONS

10:30 – 11:45 am: Healthcare and Outdoor Recreation: a Hometown Prescription to End the Adventure Gap
BREAKOUT ROOM 1 | PEOPLE

Darre Josey, Founder & CEO, First Seed Sown; Paul Jahnige, Director, MA Office of Outdoor Recreation, EEA

WEDNESDAY, SEPTEMBER 17 - CONTINUED

BREAKOUT SESSIONS

10:30 – 11:45 am: From Wreckage to Recreation: Healing Our Rivers Together

BREAKOUT ROOM 5 |  THE NATURAL WORLD

Hartwell Carson, French Broad Riverkeeper, MountainTrue; **Anna Alsobrook**, French Broad Riverkeeper, MountainTrue; **Fritz Johnson**, Member/Manager, Blue Heron Whitewater; **Jon Stamper**, River Clean-up Operations Manager, MountainTrue

10:30 – 11:45 am: Many Voices, One Vision to Build an Outdoor Economy

BREAKOUT ROOM 8 |  COMMUNITIES

Heather Murphy, Executive Director, The Health Foundation; **Jenn Wages MSW**, Assistant Director, The Health Foundation, Inc.; **Andrew Carlton**, Planning & Community Development Director, Town of Wilkesboro

10:30 – 11:45 am: Building Trust: Welcoming More Seats to the Table

BREAKOUT ROOM 4 |  PEOPLE

Laura Flores, Coalition Manager, Outdoor Opportunity Coalition; **Niconda Garcia**, Founder, Change the Rubric; **Andrea White**, Member, Executive Committee, ACA Regional Activity Council; **Simone Adams**, Founding Executive Director, Color My Outdoors

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

EXPO HALL

12:00 – 12:45 pm: Lunch and Learn: NC Outdoors for All Fund

BREAKOUT ROOM 3

Vivianette Ortiz Caraballo, Director and Co-Founder, Latinos Aventureros; **Stephanie Swepson-Twitty**, CEO, Eagle Market Streets Development Corporation; **Ron Griswell**, Executive Director, HBCUs Outside

BREAKOUT SESSIONS

1:00 – 2:15 pm: Balancing Growth and Stewardship with Impact Partnerships

BREAKOUT ROOM 5 |  THE NATURAL WORLD

Katie Dunn, Director, High Knob Destination Center/City of Norton; **Walter Smith**, Professor of Biology and Chair, Department of Natural Sciences, The University of Virginia's College at Wise

1:00 – 2:15 pm: Next-Gen Leadership: Harnessing the Power of Gen Z in Your Organization

BREAKOUT ROOM 1 |  PEOPLE

Dr. Joy James, Professor of Recreation Management, Appalachian State University; **Sarah Paul**, Recreation Management Student, Appalachian State University; **Athena Sexton**, Recreation Management Student, Appalachian State University; **Conner Borkowski**, Consultant, Duckfoot Sustainability; **Micah Rushin**, Student, Appalachian State

1:00 – 2:15 pm: Gravel Cycling Tourism: A New Pillar of U.S. Rural Economic and Community Development

BREAKOUT ROOM 8 |  COMMUNITIES

Juan DelaRoca, Founder, Gravel Adventure Field Guide; **Scarlet Batchelor**, Chief Growth Officer, Appalachian Mountain Club; **Kristine McCormick**, Owner, Just the Right Gear Bike Shop; **David Land**, Landscape Architect, Ayres Associates; **Jeff McCabe**, Director, Maine Office of Outdoor Recreation

DETAILED AGENDA



BREAKOUT SESSIONS

1:00 – 2:15 pm: The Balancing Act: How Outdoor Brands Gain and Retain Audiences

BREAKOUT ROOM 4 | BUSINESS

Anna Rawlins, Chief Marketing Officer, Eagles Nest Outfitters, Inc; **Jenna Toney**, Director of Marketing, Cane Creek Cycling Components; **Amy Allison**, Director, North Carolina Outdoor Economy Office

2:15 – 2:45 pm: PM Break

BREAKOUT - PRE-FUNCTION SPACE

BREAKOUT SESSIONS

2:45 – 4:00 pm: The Power of Place: How Shared Identity Fuels a Powerful Regional Brand Story

BREAKOUT ROOM 4 | BUSINESS

Nate Jordan, Creative Director/Founder, Uproar Concept; **Derek DiLuzio**, Creative Visual Officer, Uproar Concept; **Brian Smith**, Marketing Director, City of Chattanooga; **Daniel Sapp**, President/Founder, The Backslope; **Joanna Brown** Brand and Communications Manager, MADE X MTNS

2:45 – 4:00 pm: The Tennessee Outdoor Partnership (TOP): The Whole is Greater Than the Sum of its Parts.

BREAKOUT ROOM 5 | THE NATURAL WORLD

Brian Clifford, Outdoor Recreation Director, TDEC; **Chief Dennis Tumlin**, Chief Customer Officer, Tennessee Dept. Of Tourist Development; **Dr. Ryan Sharp**, Associate Professor, University of Tennessee

2:45 – 4:00 pm: What Funders Wish Applicants Knew (But You're Too Scared to Ask)

BREAKOUT ROOM 1 | PEOPLE

Blake Covington, Recreation Consultant, Recreation Resources Service, NC State University, **David McRae**, ARC and SCRC Assistant Program Manager, NC Department of Commerce; **Simone Adams**, Founding Executive Director, Color My Outdoors; **Rachele Lopez**, Grantmaking & Program Manager of Federal Grants, Justice Outside

2:45 – 4:00 pm: Shared Paths Forward: Economic Recovery Corps Perspectives on Community-Driven Outdoor Economies

BREAKOUT ROOM 8 | COMMUNITIES

Allison Smith, Community Economic Development Planner, NC Department of Commerce; **Carissa Patrone-Maikuri** Fellow / Owner, Economic Recovery Corps / CMPM Consulting LLC; **Elyse Oliver**, Fellow, Economic Recovery Corps; **Frances Weiner**, Economic Recovery Corps Fellow, International Economic Development Council

4:30 – 5:00 pm: Closing Reception

EXPO HALL

5:00 – 6:30 pm: Creekside BBQ Social

CREEKSCAPE

7:00 – 900 pm: The World Trails Film Festival - Sponsored by Mast General Store - with Dessert Buffet!

BREAKOUT ROOM 4 - SEE AD ON PAGE 17 FOR MORE DETAILS



The Outdoor Economy Conference would like to extend a special thank you to our Gold Level Sponsor of the 2025 Conference, The Eastern Band of Cherokee Indians.

MONDAY - SEPTEMBER 15TH

A Systems Approach to Integrating Health and the Outdoors: Using Health Quality Improvement Methods in Outdoor Recreation

1:00 PM – 4:00 PM • BREAKOUT ROOM 2

This session is meant to teach principles of quality improvement that can be used in any setting to understand, scope, iterate and improve the daily work you do to achieve broader social and community value based outcomes.

Accessible Outdoor Recreation & Adaptive Sports: Overcoming Obstacles for a more Inclusive Industry

1:00 PM – 4:00 PM • BREAKOUT ROOM 1

This topic covers the three key ingredients — infrastructure, information and invitation — that bring a healthy adaptive outdoor recreation ecosystem to fruition.

Monday Night After Party

Monday, September 15th: 8-11pm

Ultrastar Multi-tainment Center 2nd Floor in the On-Site Bowling Alley - Take the Stairs or Elevator to the 2nd Floor
Kick off the week at the private video game arcade & bowling alley

TUESDAY - SEPTEMBER 16TH

EXCURSIONS

All Excursions have a limited number of spaces. Please RSVP and find meetup information in the Agenda section of Whova.

Kuwohi Days

Meet with Cherokee elders, community leaders, and National Park Service staff who will all be on the mountain celebrating Kuwohi Days, and will share their insights and efforts in the journey to Kuwohi's restoration.

Crafting a World-Class Disc Golf Course: Playthrough and Shop Talk

Join Justin Menickelli, former Chair of the Professional Disc Golf Association (PDGA) and author of "The Definitive Guide to Disc Golf", for a playthrough and design discussion at the Fire Mountain Disc Golf Course.

Botanical Hike with Lee Trebotich (Food For Adventures) and AllTrails

Meet at the AllTrails Booth in the Expo Hall to Arrange Carpooling

Cherokee Cultural Ride with Cherokee Historical Association and 7MoonsMTB

Join Cherokee Historical Association Program Manager and 7MoonsMTB Founder, Laura Blythe, for a "no drop" mountain bike ride at Fire Mountain Trails

Tie One On in Sylva

Hop on the bus, get a free Social District Cup and spend the afternoon and early evening in Downtown Sylva

Longperson Rights of Nature Discussion and Cleanup with NAIWA Daughters & Earthkeepers

Join youth leaders and tribal elders as we learn about local placekeeping efforts, and help to care for the Oconaluftee, known to the Cherokee as "Long Person (Ga-na-hi-da A-si-yv-wi)."

Fire Mountain Shred: Advanced MTB Ride and Trail Design Discussion

The Fire Mountain Trails have been a game-changing investment for the Eastern Band of Cherokee Indians. Purpose-built for mountain biking, these trails are both improving the health of local people, and driving a new sector of the outdoor economy in Cherokee.

Museum of the Cherokee People - Guided Tour

Take a tour with Executive Director, Shana Bushyhead Condill, and learn about new developments and programming at the museum.

Raft the Nantahala River with NOC

Get on the Nanty, y'all! Join NOC Operations Director, Stephen Foy, and key staff for a rafting trip on a section of the scenic Nantahala River

Tuesday Night After Party

Tuesday, September 19th 8:30-11:00pm

3rd floor pool deck near breakout session rooms.

Enjoy some time under the stars, socializing with fellow attendees as we get ready for an awesome Wednesday

WEDNESDAY - SEPTEMBER 17TH

World Trails Film Festival - Sponsored by Mast General Store

Join us for an evening of cinematic storytelling that illuminates how trails weave through our lives, ecologies, communities, and more.



EXHIBITORS



- 7 Moons MTB
- ♥ **AllTrails**
Areté Structures LLC
Blue Ridge Outdoors Magazine
Conservation Corps North Carolina
- ♥ **Destination by Design (DBD)**
- ♥ **Devil's Foot Beverage**
- ♥ **DMJPS CPAs + Advisors**
- ♥ **Eastern Band of Cherokee Indians (EBCI)**
EcoForesters
- ♥ **Equinox Environmental**
- ♥ **Explore Asheville**
- ♥ **Fontana Village Resort**
- ♥ **Franklin & Nantahala TDC**
- ♥ **French Broad River Partnership (Land of Sky)**
- ♥ **Frostburg State University - Outdoor Recreation Economy Institute (FOREI)**
Great Trails State Coalition (NC Year of the Trail)
Granite Insurance
- Green Goat Maps
- ♥ **Jackson County TDA**
Juniper Grant Consulting
Lucky Crow Hat Company
Marietta-Washington County CVB
McDowell Tech Trail School
- ♥ **Mountain BizWorks**
- ♥ **NC Youth Outdoor Engagement Commission**
- ♥ **N.C. Wildlife Resources Commission**
Nearby Nearby
North Carolina Interscholastic Cycling League
- ♥ **North Carolina State Parks**
North Carolina State University
- ♥ **Outdoor NC (Visit NC)**
- ♥ **Partner Community Capital Inc.**
- ♥ **SBTDC**
SE Group
- ♥ **Transylvania TDA (Explore Brevard)**
- ♥ **UPLIFT NC**
- ♥ **Uproar Concept**
US Department of Agriculture Farm
- ♥ **Virginia Coalfield Economic Development Authority (VCEDA)**
Visit Smokies
Waypoint Adventure
- ♥ **Western Carolina University (WCU)**
- ♥ **The Wilderness Society**
Wilkes Economic Development Corporation

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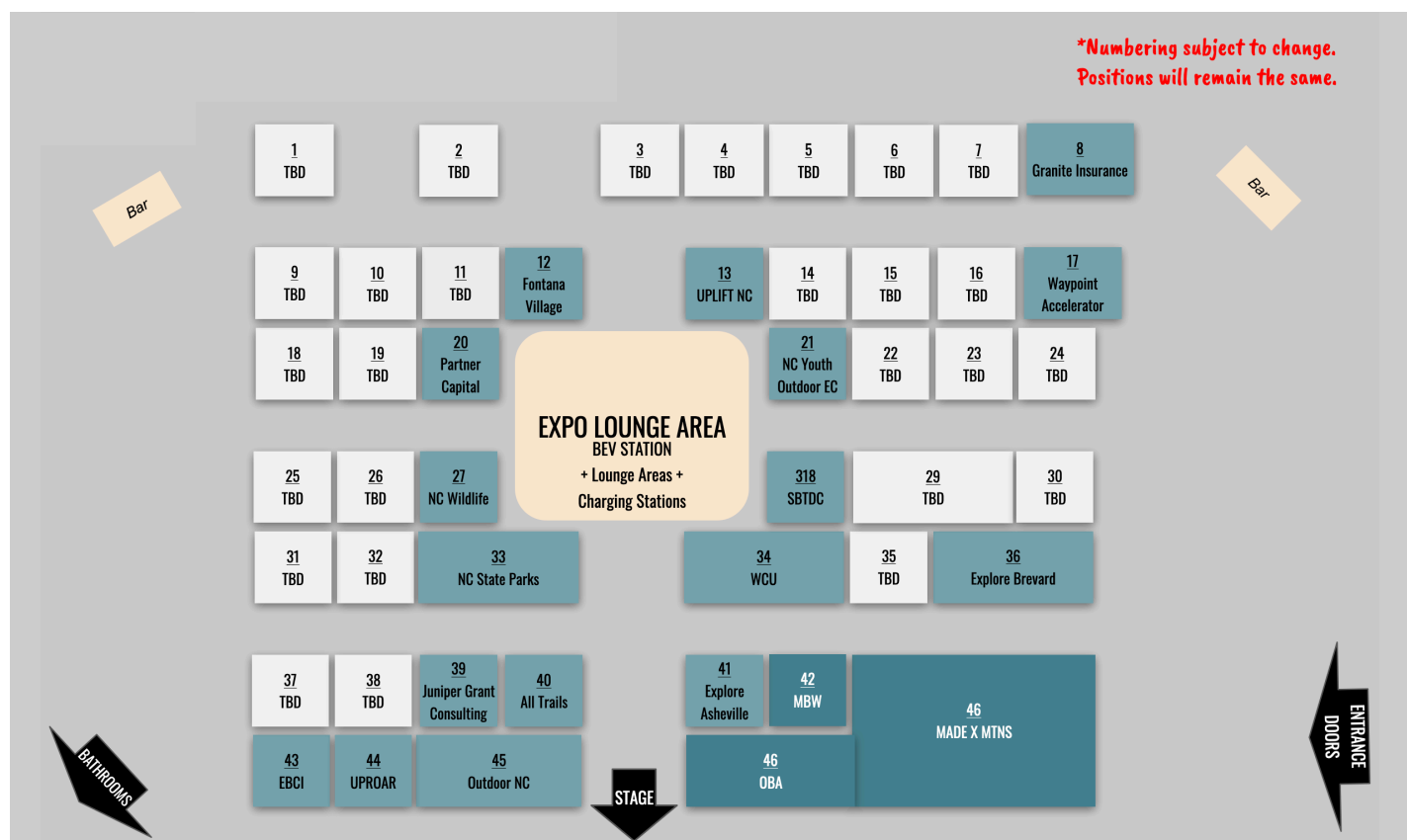
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FROSTBURG OUTDOOR RECREATION ECONOMY INSTITUTE

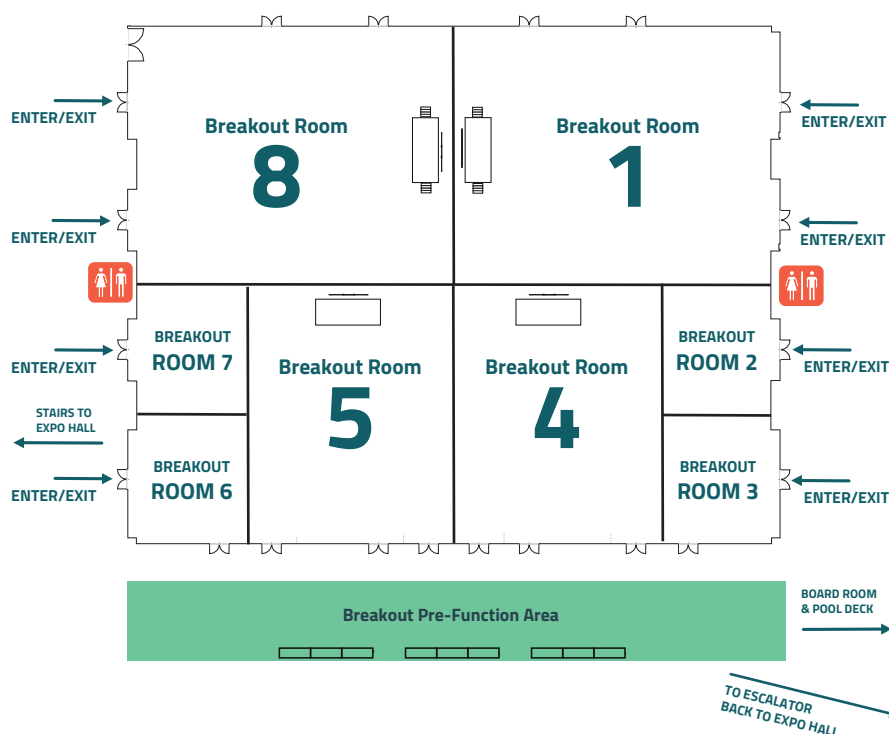
FROSTBURG STATE UNIVERSITY

EXHIBIT HALL & BREAKOUT SESSION MAPS

EXHIBIT HALL



BREAKOUT ROOMS



SPONSORS



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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YESTERDAY, TODAY & *Forever*

Through our *Transylvania Always* initiative, we are working to preserve our extraordinary natural environment. From building trails and enhancing river access to waterfall safety education and our Leave It Better campaign, we're committed to protecting our public lands for future generations.

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AGENDA AT A GLANCE

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

		MONDAY 9/15	TUESDAY 9/16	WEDNESDAY 9/17	THURSDAY 9/18
AM	7:00 - 7:15		Breakfast (EXPO HALL)	Breakfast (EXPO HALL)	Breakfast & Coffee Talk (BREAKOUT PRE-FUNCTION SPACE)
	7:15 - 7:30		Conference Registration (EXPO HALL PRE-FUNCTION SPACE)	Conference Registration (EXPO HALL PRE-FUNCTION SPACE)	
8	8:00 - 8:15				
	8:15 - 8:30				
9	9:00 - 9:15		Tuesday Morning Keynotes + Plenary Panel (EXPO HALL)	Wednesday Morning Keynotes (EXPO HALL)	
	9:15 - 9:30				
10	10:00 - 10:15		Facilitated Networking		
	10:15 - 10:30		Morning Break	Morning Break	
11	11:00 - 11:15	Expo Booth Staff and Pre-Conference Attendees Registration & Packet Pick Up (EXPO HALL HALLWAY)	Breakout Sessions (BREAKOUT ROOMS)	Breakout Sessions (BREAKOUT ROOMS)	
	11:15 - 11:30				
PM	12:00 - 12:15		Networking Lunch (EXPO HALL)	Networking Lunch (EXPO HALL)	
	12:15 - 12:30				
1	1:00 - 1:15				
	1:15 - 1:30	Pre-Conference Workshops	Conference Workshops	Breakout Sessions (BREAKOUT ROOMS)	
2	2:00 - 2:15				
	2:15 - 2:30	Break	Break	Break	
3	3:00 - 3:15				
	3:15 - 3:30	Pre-Conference Workshops	Conference Workshops	Breakout Sessions (BREAKOUT ROOMS)	
4	4:00 - 4:15				
	4:15 - 4:30			Closing Ceremony (EXPO HALL)	
5	5:00 - 5:15			Stroll to Creekside Social	
	5:15 - 5:30				
6	6:00 - 6:15		Thrive Outside Networking Social (EXPO HALL)	Creekside BBQ Social (CREEKSCAPE)	
	6:15 - 6:30	Conference Opening & Kickoff Reception (EXPO HALL)			
7	7:00 - 7:15				
	7:15 - 7:30		Dinner On Your Own	Stroll Back to Breakouts	
8	8:00 - 8:15		VIP/Sponsor/ Speaker Reception		
	8:15 - 8:30			World Trails Film Festival + Dessert (BREAKOUT ROOM 4)	
9	9:00 - 9:15				
	9:15 - 9:30	Bowling & Arcade Night Afterparty (ULTRASTAR MULTI-TAINMENT CENTER)	Tuesday Night Pool Deck Afterparty (POOL DECK)		
10	10:00 - 10:15				
	10:15 - 10:30				