



**PUBLIC LANDS ALLIANCE
2023 CONVENTION
AND TRADE SHOW**

PORTLAND, OR | FEB. 26 – MAR. 2

Portland Land Acknowledgment

The Portland metro area rests on traditional village sites of the Multnomah, Kathlamet, Clackamas, Chinook, Tualatin Kalapuya, Molalla and many other tribes and bands. These groups created communities and summer encampments along the Columbia and Willamette rivers and harvested and used the plentiful natural resources of the area for thousands of years.

We want to recognize that Portland today is a community of many diverse Native peoples who continue to live and work here. We respectfully acknowledge and honor all Indigenous communities—past, present, future—and are grateful for their ongoing and vibrant presence.

We also acknowledge the systemic policies of genocide, relocation, and assimilation that still impact many Indigenous/Native American families today. As settlers and guests on these lands, we respect the work of Indigenous leaders and families, and pledge to make ongoing efforts to recognize their knowledge, creativity, and resilience.

Visit www.travelportland.com/culture/native-american to learn more about Portland's Native American community, the ninth largest urban population in the United States.

- Land acknowledgment provided by Travel Portland.

It's a shared responsibility to ensure that everyone is safe, healthy, and comfortable.

PLA has worked with our event partners to create an environment that provides practical safeguards for participants, but we also need your help.

Please help prevent the spread of germs and infection. If you start to feel ill, experience flu or COVID-like symptoms, please do not attend PLA 2023 events and follow CDC guidelines. PLA will not provide masks for participants but respects individual preferences to be masked during PLA 2023. We encourage you to use COVID self-tests should you become symptomatic onsite.

A CVS vending machine with over-the-counter medicines and small personal needs items is located at the Oregon Convention Center MLK Lobby near the Welcome Desk.

A staffed Portland Information Desk will be open near the PLA Registration Desk at the OCC—stop by for maps, brochures and Portland-area recommendations (see pg 24 for hours). We recommend walking in pairs or groups and using the same caution as when traveling to any metropolitan destination.

Important Phone Numbers

Police, Fire and Medical Emergency: 911

Non-Emergency: 211

Mental Health Crisis Line (24 hours): (503) 988-4888

CONVENTION PROGRAM COMMITTEE

Laurel Alyn-Forest, Sales Manager, Lantern Press

Bonnie Anderson, Executive Director, Friends of Tualatin River National Wildlife Refuge Complex

Amanda Boston, Education and Outreach Director, Glen Canyon Conservancy

Andy Hall, Executive Director, Alaska Geographic

Courtney Lyons-Garcia, Executive Director, Public Lands Foundation

Lauren Mooney, Director of Retail, Western National Parks Association

David Poteet, President, New City

Mary Rose, Executive Director, Friends of Fort Vancouver National Historic Site



1835 7th St. NW #242, Washington, DC 20001

Phone: (301) 946-9475 | www.publiclandsalliance.org

The Public Lands Alliance builds and elevates effective nonprofit organizations and exceptional public-nonprofit partnerships for the benefit of public lands and their users.



Welcome to Portland, OR!

It's been seven years since PLA has brought its annual convention and trade show to the Pacific Northwest, and a decade since we've been to Portland, OR, a major metropolitan hub infused with and surrounded by about 300 miles of rivers and streams and 9,400 acres of public lands. A home to diverse peoples, including many Native American communities, the Portland areas, forests, and wildlife refuges offer exceptional models for strategic community engagement.

On behalf of the PLA Board of Directors and staff, thank you for prioritizing this learning experience, trade show, and networking opportunity. In our increasingly virtual age, we know you value connecting to people and places in the real world. We're thrilled to share this moment in Portland with you.

- Dan Puskar, President and CEO, Public Lands Alliance

Oregon Convention Center (OCC)

All events for PLA 2023 will take place at the OCC, except for field trips.

Oregon Convention Center

777 NE Martin Luther King, Jr. Blvd, Portland, OR 97232
(503) 235-7575

Complimentary Wi-Fi Network: OCC Free WiFi

Complimentary Wi-Fi is available in all lobbies and meeting rooms (excludes ballrooms and exhibit halls). For higher bandwidth, individual pay-as-you-go Wi-Fi may be purchased (provides service throughout entire OCC including the exhibit hall). To purchase pay-as-you-go Wi-Fi, select "OCC WiFi" from the choice of available networks (a sign-up / sign in page will appear, choose Basic (3Mbps @ \$12/day) or Business (10Mbps @ \$50/day), enter an email address, create a password and submit credit card payment).

PLA Registration & Information Desk

Location: Oregon Convention Center, Pre-Function A (Level 1)

Check-in at the PLA Registration Desk to receive your name badge and convention materials. Name badges are required for admission to all convention activities. Check the desk for messages, lost-and-found items, and other assistance. Visitor information can also be found here including points of interest, restaurant lists, and maps. PLA Staff can be reached at (301) 946-9475 ext. 3.

Sunday, Feb. 26	12:00 pm – 7:30 pm
Monday, Feb. 27	7:30 am – 6:30 pm
Tuesday, Feb. 28	7:30 am – 6:30 pm
Wednesday, March 1	7:30 am – 4:30 pm

INFORMATION

Accessibility

All of the OCC grounds are in compliance with the Americans with Disabilities Act. If you need mobility assistance to make your visit easier or more comfortable at the OCC, stop by the Welcome Desk on the Lobby Level to checkout a wheelchair or electric scooter. Equipment is available on a first come, first served basis. Notify staff at the PLA 2023 Registration Desk or by calling (301) 946-9475 x3 if you need assistance with accessibility.

Consent to Use of Photographic Images

Registration and attendance at PLA 2023 constitutes an agreement by the registrant to PLA's use and distribution (both now and in the future) of the registrant's image or voice in photographs, videos and electronic reproductions of such events and activities.

Follow PLA and Tag #PLA2023

Facebook: Public Lands Alliance
Instagram: @publiclandsalliance
Twitter: @publiclands4all

PLA 2023 Online Community

Engage with fellow participants before, during and after the event at www.publiclandsalliance.org/pla2023/community. Click on the green "Sign In" button in the upper right corner of the screen to log in (click the link "Having trouble logging in?" if you need help logging into your account).

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*This program is accurate as of press time.
Check schedule posters displayed by the
Registration Desk area or online for updates:
www.publiclandsalliance.org/pla2023/schedule.*

SUNDAY, FEBRUARY 26, 2023

8:00 am - 1:00 pm	Tualatin National Wildlife Refuge Field Trip (<i>ticketed event</i>)
5:00 pm - 6:15 pm	PROJECT 562: Changing the Way We See Native America, Matika Wilbur OCC, Oregon Ballroom 201-203
6:30 pm - 8:30 pm	Opening Reception (<i>ticketed event</i>) OCC, Oregon Ballroom Lobby <i>Co-sponsored by Discover Your Northwest and Wild Tribute</i>

MONDAY, FEBRUARY 27, 2023

Session 1 8:15 am - 9:00 am	Revitalization of El Portal OCC, B110-B112	Show, Don't Tell: The Power of Visuals in Communications <i>Sponsored by Great Smoky Mtns. Assoc.</i> OCC, B113-B114	Problem Solving through Diverse Partnerships OCC, B115-B116	The Public Lands Buyer Vendor Universe: Hot Topics and Takes - Part 1 OCC, B117-B119
9:00 am - 9:30 am	Beverage Break OCC, Pre-Function A Lobby <i>Sponsored by Deneen Pottery</i>			
Session 2 9:30 am - 10:15 am	Cooperative Federal/ Nonprofit Partnerships: The Legacy Trails Grant Program OCC, B110-B112	Caver Quest Academy: Engaging Future Cave Stewards by Video Game OCC, B113-B114	Combining Culture and Science: Best Practices From Arctic Village, Alaska OCC, B115-B116	The Public Lands Buyer Vendor Universe: Hot Topics and Takes - Part 2 OCC, B117-B119
10:15 am - 10:45 am	Beverage Break OCC, Oregon Ballroom Lobby <i>Sponsored by Sticker Pack</i>			
10:45 am - 12:15 pm	General Session: Equity and Access in Outdoor Recreation OCC, Oregon Ballroom 201-203 <i>Sponsored by Zion National Park Forever Project</i>			
12:15 pm - 1:45 pm	Lunch Concessions Available <i>See page 24</i>		12:30 pm - 1:30 pm Informal Buyer Meetup (Buyers Only) OCC, C124	
1:30 pm - 2:00 pm	Exhibitor Meeting OCC, Oregon Ballroom 201-203			
Session 3 1:45 pm - 3:00 pm	Maximize the Impact of Your Work <i>Sponsored by Eastern National</i> OCC, B110-B112	The Power of Philanthropy to Transform the Park Experience <i>Sponsored by Eastern National</i> OCC, B113-B114	Trail Accessibility for Hikers with Disabilities OCC, B115-B116	Collaboration and Beyond: A Strategic Toolkit for Public Lands Agencies and Retail Store Partners <i>Sponsored by Eastern National</i> OCC, B117-B119
2:15 pm - 8:00 pm	Exhibitor Setup OCC, Exhibit Hall A-A1 <i>Fern Exposition onsite until 7:00 pm</i>			
3:00 pm - 3:30 pm	Beverage Break OCC, Pre-Function A Lobby			
Session 4 3:30 pm - 4:45 pm	New Product Round Robin <i>Sponsored by Public Lands Interp. Assoc.</i> OCC, B110-B112	National Park Service Partnership Forum OCC, B113-B116		Board Roundtable <i>Sponsored by Eastern National</i> OCC, B117-B119
Free Evening	Hotel Happy Hour Specials <i>See page 23</i>			



TUESDAY, FEBRUARY 28, 2023					
8:15 am - 9:30 am	General Session: Telling the Diverse Stories of the Land OCC, Oregon Ballroom 201-203 <i>Sponsored by National Parks Conservation Association</i>				7:00 am - 9:00 am
9:30 am - 10:00 am	Beverage Break OCC, Exhibit Hall A-A1 <i>Sponsored by Grand Canyon Conservancy</i>				Additional Exhibitor Setup Time
10:15am - 10:45 am	From the Time-Tested to the Cutting Edge—Immersive Visitor Center Experiences to Inspire Visitors and Drive Revenue OCC, B113-B116 <i>Sponsored by TimeLooper</i>				
11:00 am - 11:30 am	Don't Lead Alone: Partnership Book Launch and Conversation with Outstanding Agency and Nonprofit Partnerships in the Field OCC, B113-B116 <i>Sponsored by Potrero Group, LLC</i>				
11:30 am - 1:30 pm	Concessions Available See page 24 <i>Lunch Vouchers Sponsored by Concept 360</i>				9:30 am - 6:30 pm
Session 5 12:45 pm - 2:00 pm	US Fish and Wildlife Service Partnership Forum OCC, B110-B112	Board Members Doing it All When There is No Staff OCC, B113-B114	Financial Practitioners Roundtable OCC, B115-B116	Planning for Perpetuity OCC, B117-B119 <i>Sponsored by Eastern National</i>	Trade Show and Silent Auction Open OCC, Exhibit Hall A-A1 See pages 18 - 22 for Trade Show floor plan and exhibitor list.
2:00 pm - 2:30 pm	Beverage Break OCC, Exhibit Hall A-A1				
Session 6 2:30 pm - 3:45 pm	Bureau of Land Management Partnership Forum OCC, B110-B112	Addressing Public Lands Housing Challenges through Policy and Legislation OCC, B113-B114	Financial Leaders Roundtable OCC, B115-B116	Embedding Justice, Equity, Diversity, Inclusion, and Belonging - Part 1 <i>Sponsored by Great Smoky Mtns. Assoc.</i> OCC, B117-B119	
Session 7 4:00 pm - 5:15 pm	US Forest Service Partnership Forum OCC, B110-B112	Education Roundtable OCC, B113-B114	Building on Yesterday OCC, B115-B116	Give and Take: The Network Holds the Answer OCC, B117-B119	
5:00 pm - 6:30 pm	Trade Show Mixer OCC, Exhibit Hall A-A1 <i>Sponsored by McGovern Outdoor</i>				
Free Evening	Hotel Happy Hour Specials See page 23				

Evaluation Forms: Evaluation forms for individual breakout sessions are available online at <https://bit.ly/PLA2023Sessions> (hard copy forms are also available upon request at the PLA Registration Desk). An overall PLA 2023 evaluation survey will be emailed to you after the convention. Thank you in advance for your feedback which helps us continue to provide quality educational programming.

Session Materials: Presenter session materials are posted to the PLA 2023 online community library as they are received. Check the community periodically during and after the convention for updated session materials: <https://bit.ly/2023SessionMaterials> (login required).

Small Meeting Rooms Available: Want to connect with colleagues and need a place to meet? Visit the PLA Registration Desk to check availability.



WEDNESDAY, MARCH 1, 2023

Session 8 8:15 am - 9:15 am	Membership: Is the Juice Worth the Squeeze? OCC, B110-B112 <i>Sponsored by Great Smoky Mtns. Assoc.</i>	Club de Exploradores and FIND Outdoors: Fighting Inequality on Public Lands OCC, B113-B114	Nonprofit Partners Tackle Housing Challenges OCC, B115-B116	The El Malpais Community Art Project: Crossing Boundaries, Building Bridges OCC, B117-B119	
9:15 am - 9:45 am	Beverage Break OCC, Exhibit Hall A-A1 <i>Sponsored by Eastern Sierra Interpretive Association</i>				
9:15 am - 12:30 pm	Silent Auction Open OCC, Exhibit Hall A-A1				
Session 9 9:45 am - 10:45 am	Creating High Impact Experiences With Low Environmental Impacts OCC, B110-B112	Fundraising Checklist: Building Relationships Through Cultivation Events OCC, B113-B114	How a Collaborative Study of Partner Impact Changes the Conversation OCC, B115-B116	Embedding Justice, Equity, Diversity, Inclusion, and Belonging - Part 2 OCC, B117-B119	9:15 am - 3:00 pm
Session 10 11:00 am - 12:00 pm	Membership Roundtable OCC, B110-B112	How to Fund Transportation and Transit Projects <i>Sponsored by Public Lands Interp. Assoc.</i> OCC, B113-B114	The "Media Studio" Concept OCC, B115-B116	Providing Access to Public Lands for People with Mobility Impairments OCC, B117-B119	Trade Show Open OCC, Exhibit Hall A-A1
11:30 am - 1:30 pm	Lunch Concessions Available See page 24				
Session 11 1:00 pm - 2:00 pm	Social Media Campaigns and Engagement OCC, B110-B112	LGBTQ+ Inclusion Q&A + Outside Safe Space 1-Year Later OCC, B113-B114	Beyond Accessible to Adventure! OCC, B115-B116	What's New in Nonprofit Board Leadership? OCC, B117-B119	See pages 18 - 22 for Trade Show floor plan and exhibitor list.
1:30 pm - 3:00 pm	Silent Auction Payment and Pick Up OCC, Exhibit Hall A-A1				
2:00 pm - 3:00 pm	Sweets and Treats Break OCC, Exhibit Hall A-A1 <i>Sponsored by Hawai'i Pacific Parks Association</i>				
3:00 pm - 7:00 pm	Exhibitor Tear Down OCC, Exhibit Hall A-A1				
3:15 pm - 4:15 pm	General Session: Featured Speaker Rosie Rios OCC, Oregon Ballroom 201-203 <i>Sponsored by Western National Parks Association</i>				
Free Evening	Hotel Happy Hour Specials See page 23				

THURSDAY, MARCH 2, 2023

8:00 am - 1:00 pm	Fort Vancouver National Historic Site Field Trip (ticketed event)
8:00 am - 5:00 pm	Columbia River Gorge National Scenic Area Field Trip (ticketed event)



Sun., Feb. 26

FIELD TRIP: TUALATIN NATIONAL WILDLIFE REFUGE

Time: 8:00 am – 1:00 pm
Meet in Doubletree, Hyatt or Eastlund
Lobby at 7:45 am

Up on Chicken Creek: A Tualatin Dream (If I Ever Did See One)*

The Chicken Creek restoration project is complete. The natural flow of the creek is back and flourishing on the beautiful Tualatin National Wildlife Refuge.

Over 100 years ago, when this land was converted to agricultural use by Europeans, the portion of Chicken Creek that once wound through the present-day refuge before it met the Tualatin River, was altered to become a straight channel, and reduced in length from two miles to 1/2 mile. While this allowed farmers to effectively manage the land for crops and dairy cows, it greatly reduced habitat for fish and wildlife. By restoring the creek's natural curves across the floodplain, and eliminating water management infrastructure, Chicken Creek will once again serve as the lifeblood of its floodplain, while greatly reducing the need for human intervention to sustain the thriving system.

Explore the Tualatin National Wildlife Refuge through the lens of the restoration. We'll enjoy a walking tour of the pivotal points in the renovation (and take in the splendor), while learning about the myriad of partnerships that brought the dream to fruition—a project of people and nature working together to create a sustainable system that supports healthy habitats for wildlife and lovers of wildlife.

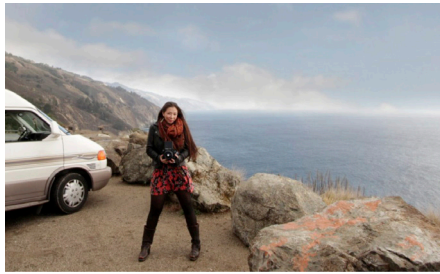
*With apologies to The Band

**Ticketed event: \$70 with convention
registration (\$100 without)**

FEATURED SPEAKER

Time: 5:00 – 6:15 pm

Location: OCC, Oregon Ballroom 201-203



PROJECT 562: Changing the Way We See Native America

Matika Wilbur

The only effort since the 1930s to photograph people from all Native American Tribal Nations, and the only such endeavor by a Native artist: PROJECT 562 is a photographic and narrative celebration of contemporary Native American life and cultures, alongside an in-depth examination of issues that Native people face, by celebrated photographer and storyteller Matika Wilbur of the Swinomish and Tulalip Tribes.

In 2012, Matika Wilbur sold everything in her Seattle apartment and set out on a Kickstarter-funded pursuit to visit, engage, and photograph people from what were then the 562 federally recognized Native American Tribal Nations. Over the next decade, she traveled six hundred thousand miles across fifty states—from Seminole country (now known as the Everglades) to Inuit territory (now known as the Bering Sea)—to meet, interview, and photograph hundreds of Indigenous people.

The body of work Wilbur created serves to counteract the one-dimensional and archaic stereotypes of Native people in mainstream media and offers justice to the richness, diversity, and lived experiences of Indian Country. The culmination of this decade-long art and storytelling endeavor, Project 562 is a peerless, sweeping, and moving love letter to Indigenous Americans, containing hundreds of stunning portraits and compelling personal narratives of contemporary Native people—all photographed in clothing, poses, and locations of their choosing. Their narratives touch on personal and cultural identity as well as issues of media representation, sovereignty, faith, family, the protection of sacred sites, subsistence living, traditional knowledge-keeping, land stewardship, language preservation, advocacy, education, the arts, and more.

- Ten Speed Press

OPENING RECEPTION*

Time: 6:30 – 8:30 pm

Location: OCC, Oregon Ballroom Lobby

Join us in kicking off the start of the convention. Enjoy hors d'oeuvres and a cash bar as you reconnect and network with friends and colleagues from across the country.

Ticketed event: \$55

Reception Co-Sponsored by:



*A vital contribution from an incomparable
artist, Project 562 inspires, educates, and truly
changes the way we see Native America.*

—Ten Speed Press

Mon., Feb. 27

SESSION 1: CASE STUDIES

Time: 8:15 – 9:00 am

Revitalization of El Portal: Partnership, Sustainability, and Community at El Yunque National Forest

Stacy Madalena, Director of Retail South, Eastern National

David Ilse, Public Services Staff Officer, El Yunque National Forest

Juliana Haviv, Merchandise Manager, Eastern National

Taymi Maldonado, Coastal Southeast Assistant Regional Manager, Eastern National

In 2017, Hurricanes Irma and Maria devastated Puerto Rico, causing massive damage to the visitor center, El Portal, at El Yunque National Forest. The U.S. Forest Service collaborated with several partners, including PLA member Eastern National, to re-imagine El Portal and promote environmental and economic sustainability while engaging with the community. Join us as we hear how all aspects of operations were re-conceptualized, including the cooperating association role and the management of the facility.

Location: OCC, B110-B112

Show, Don't Tell: The Power of Visuals in Communications

Wade Wixom, Professional Designer, Zion Forever Project

In this session, we'll highlight the power of visual communication and its primacy over written words when placed in branding and marketing elements. We'll explore a pre-process that your organization can utilize prior to engaging with in-house or 3rd party design firms to ensure you are ready to communicate your vision. And we'll work through a practical checklist that can be used to engage with creatives and ensure there is an under-

standing of the end goal so that you can realize the vision.

Location: OCC, B113-B114

Sponsored by: Great Smoky Mountains Association

Problem Solving through Diverse Partnerships: Enter the Bishop Climbing Rangers

Gena Wood, Program Operations Director, Eastern Sierra Interpretive Association

Bishop, California is a world-class climbing destination, dispersed over three different agencies' resources with little or no funding and experience in managing climbing. What's the solution? The Bishop Climbing Rangers! Nonprofits, agencies, and the community banded together to create the Rangers, who now track visitor patterns, document use, oversee restoration and stewardship, and much more. After three years of the Bishop Climbing Rangers program, there are now real solutions to a myriad of issues. Can we solve more? Join us!

Location: OCC, B115-B116

The Public Lands Buyer/ Vendor Universe: Hot Topics and Takes – Part 1

Kristina Newsom, Owner, Second Generation, Specialties Plus of NC, LLC

Caroline Ward, Chief Relationships Officer, Wildlife Artists, Inc./Nature Planet Inc.

Building on the changes we made last year to spice up this forum, this year we're adding even more spice to the buyer/vendor meetups. We'll be tackling hot topics in the industry, a lot like last year, but with even more interactivity and fun! With pre-suggested topics from the community, you'll chat and share experiences with buyers and vendors alike—enough to embrace the current climate, while therapeutically striving for greater understanding and perhaps, even solutions. We all need to smile now and again!

Location: OCC, B117-B119

NETWORKING BEVERAGE BREAK

Time: 9:00 – 9:30 am
Location: OCC, Pre-function A Lobby
Sponsored by: Deneen Pottery

SESSION 2: CASE STUDIES

Time: 9:30 – 10:15 am

Cooperative Federal/ Nonprofit Partnerships: The Legacy Trails Grant Program

Cathy Corlett, Director of Strategic Communications, Trail Fund Program Director, American Trails

Administered by American Trails for the U.S. Forest Service, the Legacy Trails Grant Program focuses on funding projects that restore, protect, and maintain crucial watersheds on our national forests and grasslands. In this session, we'll hear about how to fund projects that improve water quality and restore aquatic organism passages as well as address climate change. We'll learn who can apply, when to apply, and what is required.

Location: OCC, B110-B112

Caver Quest Academy: Engaging Future Cave Stewards by Video Game

Amanda Keith, Executive Director, Public Lands Interpretive Association

Roberta Archuleta, Program Manager, Public Lands Interpretive Association

Fort Stanton Cave in Lincoln County, New Mexico closed in 2010 because of White-Nose Syndrome. But as adventurers at the Caver Quest Academy, we can still visit! Join us on our virtual trek and learn about the subterranean world into which we descend. Created to educate middle school students in the county, the development of the video game brought together the Public Lands Interpretive

Association, the Bureau of Land Management, caving experts, and video game developers to make the cave virtually accessible to young people.

Location: OCC, B113-B114

Combining Culture and Science: Best Practices From Arctic Village, Alaska

Allyssa Morris, Environmental Education Specialist, US Fish and Wildlife Service

Each year, the US Fish and Wildlife Service hosts a culture and science camp for students in Arctic Village, Alaska—a Gwich'in Athabascan community where residents continue to practice a rich cultural and subsistence lifestyle. Camp Goonzhii, as it's known, brings traditional knowledge and western science together for local students. In this session, we'll look at how working closely with indigenous communities involves strong communication and continued relationship building, focusing on best practices learned from hosting this camp and offering suggestions for others to host similar community events to their indigenous communities.

Location: OCC, B115-B116

The Public Lands Buyer/ Vendor Universe: Hot Topics and Takes – Part 2

Kristina Newsom, Owner, Second Generation, Specialties Plus of NC, LLC

Caroline Ward, Chief Relationships Officer, Wildlife Artists, Inc./Nature Planet Inc

Because 45 minutes isn't enough time in Part 1, come back and join us for Part 2 (and if you missed Part 1, it's not a prerequisite for participating in Part 2).

Location: OCC, B117-B119

NETWORKING BEVERAGE BREAK

Time: 10:15 – 10:45 am

Location: OCC, Oregon Ballroom Lobby

Sponsored by: Sticker Pack

GENERAL SESSION

Time: 10:45 am - 12:15 pm

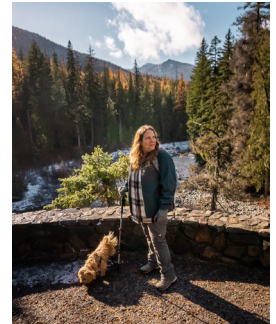
Location: OCC, Oregon Ballroom 201-203

Equity and Access in Outdoor Recreation

TED (Technology, Entertainment and Design) is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks. It's a global community, welcoming people from every discipline and culture who seek a deeper understanding of the world. It believes passionately in the power of ideas to change attitudes, lives and, ultimately, the world.

Through a series of "TED-like" talks, hear from equity advocates who are creating a sense of belonging in the outdoors for their communities and others. Each will convey their stories, thoughts, and efforts in changing lives and attitudes about equity and accessibility in the outdoors.

Disabled Hikers is an entirely Disabled-led organization, celebrating disabled people's experiences in the outdoors—committed advocates for justice, access, and inclusion by working with parks, organizations, brands, and more. It strives to build disability community and justice in the outdoors through an outdoors culture transformed by representation, access, and justice for Disabled and all other marginalized people.



Syren Nagakyrie (they/them), Founder and Director, Disabled Hikers



Lydia Parker, Founder / Executive Director, Hunters of Color

The LGBTQ+ community's diversity in terms of income, age, race, urbanism, gender, sexual orientation, and skills has an impact on the spectrum of outdoor experiences. Therefore, many outdoor groups struggle with how to engage and embrace the LGBTQ+ population in the outdoors due to misconceptions, a lack of knowledge, or overall unease with how to respectfully approach such a diverse community of individuals. Hitesh Tolani's story recounts how, in a matter of months, his desire to meet other outdoor-loving LGBTQ+ people led to thousands of people within the community to share their personal outdoor stories and his vision of how America's Public Lands can help rewrite the narrative for LGBTQ+ acceptance in the outdoors.

Hunters of Color is the "only nationwide hunting nonprofit led by BIPOC, for BIPOC. Its goal is to create accessible, equitable opportunities for Black, Indigenous, and All People of Color (BIPOC) in conservation and hunting by dismantling barriers to entry through educational opportunities, mentorship, and providing educational resources," for the sake of conservation, food sovereignty, and to preserve our ancestral traditions.



Hitesh Tolani, LGBTQ+ activist

Sponsored by:



LUNCH BREAK

Concessions Available: 11:30 am – 1:30 pm

See page 24 for information about lunch concessions available at the OCC.

INFORMAL BUYER MEETUP

Time: 12:30 – 1:30 pm

Location: OCC, C124

Join fellow buyers during the lunch break for informal small group discussions to talk about current issues impacting your purchasing role, share successes and challenges, and grow your network.

Note, this is for buyers only.

EXHIBITOR MEETING

Time: 1:30 – 2:00 pm

Location: OCC, Oregon Ballroom 201-203

Exhibitors are highly encouraged to attend this meeting to learn about important updates related to the Trade Show, such as information about booth setup and tear down.

SESSION 3

Time: 1:45 – 3:00 pm

Maximize the Impact of Your Work: Think Like a System, Act Like a Network, Lead Like a Movement

Cleveland Justis, Principal, Potrero Group, LLC

Daniel Student, Senior Consultant, Potrero Group, LLC

Think. Act. Lead. It seems simple enough. But understanding your desired impact and how it fits into a larger picture, connecting your work to others and finding new collaborators, and bringing those collaborators together and moving

them in a unified direction is never easy. It is essential, however. Essential to developing catalytic funder relationships, an engaged and active nonprofit board, and deep public-private collaborations vital to work in parks and public lands. We will introduce participants to a roadmap of skills, practices, and compelling examples to inspire new possibilities in partnership inside and outside of your organization and maximize the impact of your work.

Location: OCC, B110-B112

Sponsored by: Eastern National

The Power of Philanthropy to Transform the Park Experience

Vickie Mates, Executive Director, Friends Alliance / Director, Team Mates Ventures, LLC

Deb Yandala, President, Conservancy for Cuyahoga Valley National Park/Co-Chair, Friends Alliance

Frank Dean, President, Yosemite Conservancy/Co-Chair, Friends Alliance

Ryan McClure, Executive Director, Gateway Arch Park Foundation

Elizabeth Fien, President and CEO, Friends of Hawai'i Volcanoes National Park

The Friends Alliance enhances support for national park sites by creating a space for collaboration, creativity, and support of philanthropic partnerships between the National Park Service and their official nonprofits. Join a panel of Friends Alliance Steering Committee leaders as they share a variety of ways that philanthropy supports parks including the importance of a strong individual giving program that engages people at all levels, a look at fundraising through a DEI lens, how to work with major donors, and how this work all contributes to a successful capital campaign.

Location: OCC, B113-B114

Sponsored by: Eastern National

Trail Accessibility for Hikers with Disabilities

Syren Nagakyrie, Founder, Disabled Hikers

There is no one-size-fits-all solution to trail accessibility for hikers with disabilities. Access needs vary widely, and what is accessible to one disabled person may not be to another. Join us to explore the various components of trail accessibility, from trail surfaces to rating systems as we work towards making our public lands equitable and accessible to all.

Location: OCC, B115-B116

Collaboration and Beyond: A Strategic Toolkit for Public Lands Agencies and Retail Store Partners

Amanda Rowland, Program Manager Interpretation and Visitor Services, Zion National Park

Jill Burt, Director of Operations and Retail Sales, Zion National Park Forever Project

Both agencies and their nonprofit partners yearn for a "how to" of collaboration—a tool kit of best practices centered on moving forward, remaining relevant and sustaining retail operations through changing visitation, pandemic, and staffing changes. In this session, we'll take a deeper dive into working with partners. We'll review the purpose of the scope of sales and the process for product development, achieved through a gallery walk replete with strategic planning questions.

Location: OCC, B117-B119

Sponsored by: Eastern National



EXHIBITOR SETUP

Time: 2:15 – 8:00 pm
Location: OCC, Exhibit Hall A - A1

Exhibitor badges are required to enter the exhibit area during this time. Fern Exposition will distribute freight they've received to exhibit booths prior to setup. Representatives from Fern will be available onsite for assistance until 7 pm. Exhibitors may hand-carry their items onto the show floor, POV load in and out will be at roll up door B, but the use of material handling equipment is prohibited. Cart service can be purchased at the Fern service desk.

The exhibit area will remain open for exhibitors until 8:00 pm and will reopen on Tuesday morning from 6:30 – 9:30 am for exhibitors to complete any final setups.

NETWORKING BEVERAGE BREAK

Time: 3:00 – 3:30 pm
Location: OCC, Pre-Function A Lobby

SESSION 4

Time: 3:30– 4:45 pm

New Product Round Robin

Kim Olsen, Creative Services Director, Hawai'i Pacific Parks Association

John Fasino, Director of Purchasing and Product Development, Western National Parks Association

Come join us for this popular round robin and learn about the latest products your public lands retail peers have been developing recently. Every attendee contributes in this format, so come prepared for a lively, rich conversation that will allow you to hear and learn about experiences, ideas, and successes directly from your colleagues in the community. Be sure to bring a recently developed product to share with the group!

Location: OCC, B110-B112

Sponsored by: Public Lands Interpretive Association

National Park Service Partnership Forum

Join leadership from the National Park Service to discuss updates and recent developments regarding NPS partnerships.

Location: OCC, B113-B116

Board Roundtable

Cathy Allen, Founder and Principal, The Board Doctor, LLC

David Poteet, President, NewCity (former PLA Board Member)

Boards have issues and concerns that are unique to them. Frequently, it's beneficial to discuss those with others who have walked in the same shoes. Join this structured, facilitated roundtable to discuss front burner board issues and troubleshoot your governance dilemmas. Participants will discuss topics of interest culled from participant surveys, but should also come equipped with questions or challenges to discuss with fellow board members—always a lively discussion in a relaxed, congenial atmosphere.

Location: OCC, B117-B119

Sponsored by: Eastern National

Tues., Feb. 28

GENERAL SESSION

Time: 8:15 – 9:30 am
Location: OCC, Oregon Ballroom 201-203

Telling the Diverse Stories of the Land

Lillian Pitt, Artist/Elder, Confederated Tribes of Warm Springs

Frank Dean, President and CEO, Yosemite Conservancy

Andrew Feinberg, COO and Co-Founder, TimeLooper

The places that are today designated as public lands have long been the subjects of stories, told from diverse perspectives and through various media. Join us as we celebrate and honor the past, present, and future of storytelling in relation to America's public lands. Our presenters will draw from a host of sources, indigenous knowledge to cutting edge technology, to help us think deeper about how we talk about our public lands - and the role that nonprofit organizations have had in sharing those stories for the last century.

Sponsored by:



TRADE SHOW & SILENT AUCTION

Time: 9:30 am – 6:30 pm
Location: OCC, Exhibit Hall A-A1

This is your one-stop opportunity to find new and trending products and services for your retail outlets, education programs, philanthropic initiatives and operational needs. Discover and shop from over 130 companies who share a passion for public lands and are eager to help you achieve your education, outreach and sales goals. Take advantage

of special offers and discounts by placing orders during the show.

Bid on exciting items, services and experiences at the Silent Auction. Proceeds benefit PLA's Education and Scholarship Fund, which provides PLA members with support to attend valuable trainings.

NETWORKING BEVERAGE BREAK

Time: 9:30 – 10:00 am
Location: OCC, Exhibit Hall A-A1

Sponsored by: **Grand Canyon Conservancy**

SPONSORED PRESENTATION: TIMELOOPER

Time: 10:45 – 11:15 am
Location: OCC, B113-B116

From the Time-Tested to the Cutting Edge—Immersive Visitor Center Experiences to Inspire Visitors and Drive Revenue

Andrew Feinberg, COO and Co-Founder, TimeLooper

Yigit Yigiter, CEO and Co-Founder, TimeLooper

Public land visitor demands are increasingly sophisticated, yet their expectations for a fresh experience are often met with an overly familiar one. A relentless pursuit of the site visitor's perspective and re-imagining how your site can engage them leads to a new, unique, and more relevant visitor experience. Strengthen your membership programs, create life-long advocates, and increase revenue along the way. Join us to learn best practices for developing the visitor center of the future and see member institution case studies along the way.

timelooper™

SPONSORED PRESENTATION: POTRERO GROUP

Time: 11:30 am – 12:00 pm
Location: OCC, B113-B116

Don't Lead Alone: Partnership Book Launch and Conversation with Outstanding Agency and Nonprofit Partnerships in the Field

Cleveland Justis, Principal, Potrero Group, LLC

Daniel Student, Senior Consultant, Potrero Group, LLC

We have watched so many great leaders build movements. So, we decided it was time to write a book on it. *Don't Lead Alone: Think Like a System, Act Like a Network, and Lead Like a Movement!* teaches the leadership skills that will help readers understand their desired impact, connect their work to others, and bring collaborators together to make change. We've invited public land leaders to share their first-hand experience using these skills and inspire us to action. Join us!

A book signing of the new book will follow the presentation.



LUNCH BREAK VOUCHERS SPONSORED BY CONCEPT 360

Concessions Available: 11:30 am – 1:30 pm

See page 24 for information about lunch concessions available at the OCC.

Thank you to Concept 360 for sponsoring Tuesday's lunch vouchers for all PLA 2023 participants. Visit Concept 360 in the Trade Show and be sure to extend your thanks to them too!



SESSION 5

Time: 12:45 – 2:00 pm

US Fish and Wildlife Service Partnership Forum

Join leadership from the US Fish and Wildlife Service to discuss updates and recent developments regarding USFWS partnerships.

Location: OCC, B110-B112

Board Members Doing it All When There is No Staff

Cathy Allen, Founder and Principal, The Board Doctor, LLC

Jonathan Poisner, Founder and Principal, Jonathan Poisner Strategic Consulting

Current nonprofit "best practices" suggest that the role of the board of directors is governance whereas the role of staff is programs and daily operations. But what if there is no staff? Or very few staff? How can volunteer board members effectively handle their governance responsibilities when they are busily carrying out programs and taking care

of administrative matters? Join us as we explore practical strategies that board members of small organizations can use to get the work done, avoid burnout, and position the organization for long-term success.

Location: OCC, B113-B114

Financial Practitioners Roundtable

Morris Peacock, Partner, HintonBurdick CPAs and Advisors

Kipp Lewis, CPA / Manager, HintonBurdick CPAs and Advisors

Are you the finance director? Accountant? CFO? Bookkeeper? Treasurer? Join your colleagues to discuss the hot topics that affect financial practices, results and your organization's sustainability. In this roundtable we will discuss two to three of the key financial issues identified by participants and presenters. We'll break-out in small groups to tackle these topics — by budget size and organizational purpose. Agency partners are also encouraged to participate to better understand how your nonprofit partners build a financially responsible and sustainable organization to support your site.

Location: OCC, B115-B116

Planning for Perpetuity: The Key to the Future

Michael Caldwell, Associate Director of Park Planning, Facilities and Lands, National Park Service

Reginald Chapple, Division Chief, Office of Partnerships and Philanthropic Stewardship, National Park Service

Tamara Delaplane, Program Coordinator, Major Construction Division, National Park Service

Tara Pettit, Program Analyst - Planner, National Park Service

The National Park Service is just 100 years into an experiment in perpetuity. Do expectations formed in the last

century serve us well today? Join us in this interactive session that frames the challenges, urgency, and solutions the NPS is implementing to improve its financial, operational, and environmental sustainability. Hear updates on the Great American Outdoors Act, data that informs decisions, project scrutiny, and how partners can help.

Location: OCC, B117-B119

Sponsored by: Eastern National

NETWORKING BEVERAGE BREAK

Time: 2:00 – 2:30 pm

Location: OCC, Exhibit Hall A-A1

SESSION 6

Time: 2:30 – 3:45 pm

Bureau of Land Management Partnership Forum

Tom Heinlein, Acting Assistant Director, National Conservation Lands and Community Partnerships Unit, Bureau of Land Management

Hilary Zarin, Program Manager, Bureau of Land Management

Join leadership from the Bureau of Land Management to discuss updates and recent developments regarding BLM partnerships. BLM's new History Initiative will also be shared along with opportunities for how partners can contribute ideas and interests in developing the program's charter and vision.

Location: OCC, B110-B112

“Is Housing Available?”: Addressing Public Lands Housing Challenges through Policy and Legislation

Mike Caldwell, Associate Director, Park Planning, Facilities and Lands, National Park Service

Emily Douce, Director, Operations and Park Funding, National Parks Conservation Association

Dan Puskar, President and CEO, Public Lands Alliance

What employer has not been confronted with that question when hiring permanent or seasonal staff at public lands sites in locations with low housing inventory and high demand? This session will highlight the housing challenges land management agencies and their operational partners are confronting, as well as recent policy strategies and legislative efforts to address them - especially within the national park system. Learn more about PLA's updated advocacy priorities for 2023-24 and its emphasis on housing challenges.

Location: OCC, B113-B114

Financial Leaders Roundtable

Morris Peacock, Partner, HintonBurdick CPAs and Advisors

Kipp Lewis, CPA / Manager, HintonBurdick CPAs and Advisors

During this roundtable, CFOs, financial staff and board members are invited to discuss the most salient financial topics that bridge the gap between programs and money. We'll narrow down the discussion from a wide range of topics suggested by the participants that helps us answer questions about organizational accountability and sustainability along with our crucial agency partnerships. We tackle these topics at tables of our peer—by budget size and organizational purpose. Agency partners—come understand how your partners build a financially responsible and sustainable partner for your site.

Location: OCC, B115-B116

Embedding Justice, Equity, Diversity, Inclusion, and Belonging (JEDI&B) into Organizational Culture and Operations: Part 1

Susan Schroeder, Board Member, Eastern National

Marie Buck, Chief Executive Officer, Western National Parks Association

Kevin Kissling, Chief Executive Officer, Eastern National

Deb Yandala, Chief Executive Officer, Conservancy for Cuyahoga Valley National Park

Theresa McMullan, Chief Executive Officer, Grand Canyon Conservancy

Jeff Lindeman, Chief People, Culture and Capability Officer, WD-40 Company

National Park Foundation's "Strong Parks, Strong Communities" grant program is helping to advance their strategic priority to embed JEDI&B into organizational culture, policies, and practice. This facilitated discussion will feature the progress and lessons learned by grant recipients Eastern National and Western National Parks Association as they begin this work, as well as highlight the efforts of others taking strides to integrate JEDI&B into their operations.

Location: OCC, B117-B119

Sponsored by: Great Smoky Mountains Association

SESSION 7

Time: 4:00 – 5:15 pm

US Forest Service Partnership Forum

Toby Bloom, National Program Manager of Travel, Tourism, and Interpretation, US Forest Service

Join leadership from the US Forest Service to discuss updates and recent developments regarding USFS partnerships.

Location: OCC, B110-B112

Education Roundtable

Daniel Huecker, Field Institute Director, Sequoia Parks Conservancy

Sarah Witt, Desert Institute Program Director, Joshua Tree National Park Association

Developing successful educational programming at your site is an elaborate process, requiring numerous steps as well as checks and balances along the way. Are there fresh ways, new ideas, or traps to avoid for building and sustaining a program? Join us for an enlightening discussion in which we'll take a holistic look at educational programming on our public lands, addressing common issues, including a look at how we've been affected by and are recovering from, the pandemic.

Location: OCC, B113-B114

Building on Yesterday: Preserving, Conserving and Growing Through Historic Rehabilitation

Mary Rose, Executive Director, Friends of Fort Vancouver National Historic Site

Jeff DeBell, Board Vice President, Wind River Trust

Two separate nonprofits from the Pacific Northwest are demonstrating creative solutions for the use of aging buildings on or near their resource. One organization is in the early stages of planning, one has fully realized their project. Come hear about the successes and speed bumps on their separate journeys – the research, the funding, the partnerships – while keeping their eyes on the prize, whether it's a new revenue source, new housing or a new opportunity for growth.

Location: OCC, B115-B116

Give and Take: The Network Holds the Answer

Vickie Mates, Executive Director, Friends Alliance / Director, Team Mates Ventures, LLC

Sarah Unz, Vice President of Community Partnerships, National Park Foundation

Deb Yandala, President, Conservancy for Cuyahoga Valley National Park / Co-Chair, Friends Alliance

Frank Dean, President, Yosemite Conservancy / Co-Chair, Friends Alliance

Bess Averett, Director, Friends of Vicksburg

The Friends Alliance mission centers on creating spaces for collaboration between the National Park Service and their official philanthropic partners. This session will share the latest data on the collective impact of national park partners. Participants will then experience the value of facilitated networking with Friends Alliance Steering Committee leaders to tap the collective intelligence of your peers. Topics for small group discussion will be selected based on participant interest during the session. The range of choices could include concepts like sustainable organizational growth, philanthropic partners as educators, engaging the next generation of stewards in this work, and sustainability and climate resilience.

Location: OCC, B117-B119

TRADE SHOW MIXER

Time: 5:00 – 6:30 pm

Location: OCC, Exhibit Hall A-A1

Join convention participants and trade show exhibitors for light refreshments and a cash bar at the Trade Show. This complimentary event for all PLA 2023 participants is a celebration of public lands and the public and private sectors who support them, and also offers over an hour of dedicated time to shop the trade show!

Sponsored by:



Wed., Mar. 1

SESSION 8

Time: 8:15 – 9:15 am

Membership: Is the Juice Worth the Squeeze?

Caroline Lochner, Regional Program Manager, Western National Parks Association

John Todd, Operations Manager, CA/NV/UT Region, Western National Parks Association

PLA members across the country are struggling with whether the return is worth the work with their memberships programs. Join this interactive discussion and learn how one PLA member implemented a new membership model to align with their goals of: building an inclusive community, turning customers into long-term donors, connecting park visitors with public lands beyond their visit, providing access to educational resources, promoting all American stories, and creating a predictive stream of revenue. You'll leave with tips, tools, and inspiration to develop or transform your membership program.

Location: OCC, B110-B112

Sponsored by: **Great Smoky Mountains Association**

Club de Exploradores and FIND Outdoors: Fighting Inequality on Public Lands

Clay Wooldridge, Education Director, FIND Outdoors

Cata Norena, Club de Exploradores Program Supervisor, FIND Outdoors

Club de Exploradores was developed by FIND Outdoors in an effort to challenge the inequality gap between who use and don't use our public lands (specifically

the Pisgah National Forest in western NC). Follow the journey the organization took in developing an adventure program designed for middle school students from their rural gateway community. We will discuss the challenges and successes as well as program evaluation and scalability.

Location: OCC, B113-B114

Nonprofit Partners Tackle Housing Challenges

Andy Hall, Executive Director, Alaska Geographic

Dan Puskar, President and CEO, Public Lands Alliance

Estee Rivera Murdock, Executive Director, Rocky Mountain Conservancy

Nonprofit partners face growing challenges to house their own employees within or near many public lands sites, while at the same time fielding land management agency request to help secure lodging for government employees. This session will offer insights from nonprofit leaders whose organizations are employing novel approaches to address the housing crunch. Join this discussion-oriented forum ready to share your challenges, and the tactics you're using to address them.

Location: OCC, B115-B116

The El Malpais Community Art Project: Crossing Boundaries, Building Bridges

Amanda Keith, Executive Director, Public Lands Interpretive Association

Roberta Archuleta, Program Manager, Public Lands Interpretive Association

Art in its many forms can build bridges to bring people together and cross boundaries to promote the beauty and power of public lands. Such is the case with the El Malpais Community Art Project, a collaborative initiative to connect people to the stunning desert landscapes of El Malpais National Conservation

Area. In this session, we'll explore how partnerships with local indigenous communities can serve as inspiration to build better relationships with agencies and nonprofits, through art.

Location: OCC, B117-B119

TRADE SHOW

Time: 9:15 am – 3:00 pm
Location: OCC, Exhibit Hall A-A1

This is the final day of the Trade Show, so be sure to take advantage of this time with exhibitors to place orders and explore ideas for new products and services.

SILENT AUCTION

Time: 9:15 am – 12:30 pm
Location: OCC, Exhibit Hall A-A1

Make sure to place your final bids today! Lots of amazing items, services and experiences are available at the Silent Auction, benefiting PLA's Education and Scholarship Fund.

Winning bids can be paid for and picked up between 1:30 - 3:00 pm. Cash, check and credit card payments accepted.

NETWORKING BEVERAGE BREAK

Time: 9:15 – 9:45 am
Location: OCC, Exhibit Hall A-A1

Sponsored by: **Eastern Sierra Interpretive Association**

SESSION 9

Time: 9:45 – 10:45 am

High-Impact/Low-Impact: Creating High Impact Experiences With Low Environmental Impacts

Julie Lewis, Retail Operations Manager, Central Coast State Parks Association

Consumers are trending away from the mindset of material buys to an "experience economy." This mindset switch gives buyers opportunities to shift

“tchotchke” practices to be more environmentally sustainable. In this session, we'll discuss utilizing unique and thrilling experiences our parks offer, and use that knowledge to transform dated spaces into areas which create a unique, repeatable experience, are financially profitable, and are inherently interpretive.

Location: OCC, B110-B112

Fundraising Checklist: Building Relationships Through Cultivation Events

Laurie Ward, Chief Executive Officer, Washington's National Park Fund

Successful fundraising programs run throughout the year with the actual “ask” being but one of the key steps. The KEY step – and quite honestly, the most enjoyable – is the one where you spend time getting to know donors, sharing your success stories, and spending time in the great outdoors. Join us as we explore various types of cultivation activities and ways of involving both donors and prospects through an assortment of opportunities. We'll discuss whether actual events play a part and, if so, how. Of course, there's the necessity of building cultivation into the budget, but we'll also explore the importance of stewarding donors following the ask.

Location: OCC, B113-B114

How a Collaborative Study of Partner Impact Changes the Conversation

George Loyer, President, California League of Park Associations

The California State Park system is supported by an ecosystem of park partners. During 2022 the California League of Park Associations (CALPA), Parks California and the California State Parks Foundation collaborated with our agency, the California Department of Parks and Recreation to create a study with the help of the Potrero Group. We analyzed data from nonprofits across the state, interviewed key members of the ecosystem

individually and in focus groups, and wrote a report on the state of partnership in California state parks. The recommendations have been reviewed by our agency and we are working together to take action on the key recommendations. The conversation between partners and the agency has deepened and become more directed. We will talk about how to make this happen, why it's important to bring your ecosystem together and what it means to bring the words to life in your parks.

Location: OCC, B115-B116

Embedding Justice, Equity, Diversity, Inclusion, and Belonging (JEDI&B) into Organizational Culture and Operations: Part 2

Marie Buck, Chief Executive Officer, Western National Parks Association

Christine Horvath, Chief Financial Officer and Executive Vice President of Operations, Western National Parks Association

Marlene Andrews, Associate Director of Human Resources, Western National Parks Association

Caroline Lochner, Associate Director of Regional Programming and Community Outreach, Western National Parks Association

Kevin Kissling, Chief Executive Officer, Eastern National

Megan Shelley, Chief Operating Officer, Eastern National

Meredith McClatchy, Director of Human Resources, Eastern National

Theresa McMullan, Chief Executive Officer, Grand Canyon Conservancy

Jeff Lindeman, Chief People, Culture and Capability Officer, WD-40

Following the panel discussion in Part 1, panelists and representatives from several organizations will lead roundtable discussions to take a deeper dive into JEDI&B implementation, share best practices, and practical tools. The diversity of the organizations leading the round-

table discussions will demonstrate there are a variety of ways to imbed JEDI&B practices. Discussions will be tailored to participant needs.

Location: OCC, B117-B119

SESSION 10

Time: 11:00 am – 12:00 pm

Membership Roundtable

Courtney Lyons-Garcia, Executive Director, Public Lands Foundation

Caroline Lochner, Regional Program Manager, Western National Parks Association

Are you curious what's working for other membership-based organizations? Have others experienced fluctuations in their new acquisition and renewal rates the past several years? Or are you rethinking your membership program with respect to organizational efficiencies and larger development strategies and considering a completely new membership model? Come discuss what you're experiencing and hearing as we strive to figure out what it takes to make and maintain successful membership programs.

Location: OCC, B110-B112

Road to Success: How to Fund Transportation and Transit Projects In and Near Public Lands

Emily Douce, Director, Operations and Park Funding, National Parks Conservation Association

Christina Hazard, Legislative Director, National Parks Conservation Association

We all understand the importance of advocacy in securing additional resources for our public lands. With the passage of the Infrastructure Investment and Jobs Act, there are several pots of funding available to support transportation and

transit projects in public lands and gateway communities. Come join NPCA and partners to hear about a transportation toolkit that walks you through the different funding opportunities and how best to navigate the bureaucratic process

Location: OCC, B113-B114

Sponsored by: Public Lands Interpretive Association

The “Media Studio” Concept: Building Pathways for More Successful Public Lands Collaboration

Stephanie Kyriazis, Chief of Resource Education, Great Smoky Mountains National Park

Karen Key, Design Team Manager, Great Smoky Mountains Association

Public land management agencies and their nonprofit partners are constantly challenged to provide high-quality interpretive services to protect valuable resources, regardless of size. So Great Smoky Mountains National Park staff devised a way to collaborate more efficiently on projects with educational park partner Great Smoky Mountains Association. Public lands agencies and organizations of any size can learn how the Media Studio concept can streamline communication, resulting in more sustainable business models and increasingly effective park partnerships.

Location: OCC, B115-B116

Tow and Go: Providing Access to Public Lands for People with Mobility Impairments

Steve Furst, CEO, David’s Chair Outdoor Mobility Systems

Seth Miller, Executive Director, Oregon Parks Forever

Electric all terrain trackchairs enrich the lives of mobility impaired people by empowering them to engage in outdoor

activities they previously were unable to and the chairs are beginning to appear on public lands across the country, including Oregon’s state parks. However, the operational logistics – storage, reservations, and routine maintenance among them – could sometimes prove to be a challenge to already time-strapped organizations. The answer? Partnerships! Come learn about “Tow and Go,” an alternative approach devised by the nonprofit David’s Chair that enables independence and freedom for users, free of charge.

Location: B117-B119

LUNCH BREAK

Concessions Available: 11:30 am - 1:30 pm

See page 24 for information about lunch concessions available at the OCC.

SESSION 11

Time: 1:00 – 2:00 pm

Social Media Campaigns and Engagement (Advice From a Professor)

Courtney Lyons-Garcia, Executive Director, Public Lands Foundation

Newsletters, mailings and everything else on paper are increasingly being cast aside in favor of online and social media messaging. Whether we are ready or not, our interaction with our audience over the coming years will be online. This session, taught by a social media professor, will show you how to create an effective social media campaign, engage with your audience and create a social community that adds value to your work.

Location: OCC, B110-B112

An LGBTQ+ Inclusion Q&A and Outside Safe Space—One-Year Later

Mikah Meyer, Founder, Outside Safe Space

One year after his national parks and LGBTQ+ keynote for PLA 2022, Mikah Meyer returns to answer your questions and consult about anything related to your organization’s LGBTQ+ inclusion efforts. Take this opportunity to get guidance specific to your needs as you continue building on diversity themes or consider new ones. Plus, get an update on the Outside Safe Space program he described at the finale of his 2022 presentation.

Location: B113-B114

Beyond Accessible to Adventure!

Georgena Moran, Co-Founder, Access Recreation

Sharon Mitchell, Co-Founder, Access Recreation

Debbie Timmins, Communications Team, Access Recreation

Jared Strawderman, Stewardship and Community Engagement Specialist, Columbia Gorge Refuge Stewards

Patrick Stark, Communications Specialist, Portland-Vancouver Urban Refuge Program, US Fish and Wildlife Service

People of all abilities like to hike and experience recreation opportunities. Having basic information on all trails allows people to decide for themselves if a trail is usable and will meet their desired experience. Printed materials and online resources vary greatly in the information provided and often neglect critical content useful for people with different types of disabilities. Join us as we explore actionable and practical recommendations and replicable examples for nonprofits, agency partners and recreation managers to implement.

Location: OCC, B115-B116

What's New in Nonprofit Board Leadership?

Cathy Allen, Founder and Principal, The Board Doctor, LLC

Models of nonprofit board governance have been evolving rapidly. Younger generations of thought leaders have demonstrated that traditional nonprofit governance practices are rife with inequities and biases. The changes they are proposing are interesting and could substantially transform the role of the board of directors as we currently know it, as well as the organization's relationship to the community it serves. How can board members uphold their legal responsibilities while simultaneously jettisoning norms and "leading practices" that are no longer productive? We'll explore the evolving role of the board and discuss what impact the new thought leadership might have on our organizations and partnerships in the future.

Location: OCC, B117-B119

SILENT AUCTION PICK UP

Time: 1:30 – 3:00 pm
Location: OCC, Exhibit Hall A-A1

Return to the Silent Auction area to find out if you are the winning bidder of any items.

Winning bids must be paid for and picked up by 3:00 pm. Cash, check and credit card payments accepted.

SWEETS & TREATS NETWORKING BREAK

Time: 2:00 – 3:00 pm
Location: OCC, Exhibit Hall A-A1

Sponsored by:



EXHIBITOR TEAR DOWN

Time: 3:00 – 7:00 pm
Location: OCC, Exhibit Hall A-A1

Exhibitor badges are required to be in the exhibit area during this time. Fern Exposition will be onsite to assist with end-of-show logistics. Exhibitors who have prefilled out BOL's in Oneview (www.fernoneview.com) will receive it Wednesday morning along with pre-printed shipping labels. Exhibitors who have not set up outbound shipping (either with Fern or another carrier) and do not have outbound shipping info entered in Oneview will need to stop by the Fern service desk to obtain a BOL request form.

More information will be provided onsite about the donation of exhibitor products and supplies at the end of the Trade Show. Exhibitors may box up and leave clearly mark items for donation in their booths. Fern will then gather donation boxes from exhibitor booths.

GENERAL SESSION

Time: 3:15 – 4:15 pm
Location: OCC, Oregon Ballroom 201-203



Rosie Rios, Chair, United States Semiquincentennial Commission

Rosie Rios was designated as the chair for the United States Semiquincentennial Commission in July 2022, following her prior appointment by Congress as one of the Commission's 16 private citizens. From 2009 to 2016, Rios served as the 43rd Treasurer of the United States and just completed her term as a Visiting Scholar at the Radcliffe Institute for Advanced Study at Harvard University. She is most recently known for initiating and leading the efforts to place a portrait of a woman on the front of U.S. currency for the first time in over a century. Upon her resignation in 2016, she received the Hamilton Award, the highest honor bestowed in the U.S. Department of the Treasury. Rosie was the longest serving Senate-confirmed Treasury official beginning with her time on the Treasury/Federal Reserve Transition Team in November 2008 at the height of the financial crisis.

Sponsored by:

Western
National Parks
Association

Thursday, March 2

FIELD TRIP: FORT VANCOUVER NATIONAL HISTORIC SITE

*Time: 8:00 am – 1:00 pm
Meet in Doubletree, Hyatt or Eastlund
Lobby at 7:45 am*

Onward to Fort Vancouver: A Snapshot of the History of the Pacific Northwest

Located on the north bank of the Columbia River, in sight of snowy mountain peaks and a vibrant urban landscape, Fort Vancouver National Historic Site has a rich cultural past. From a Native American trading ground (for 10,000 years prior to foreign contact), to a frontier fur trading post, a powerful military legacy, the magic of flight, and the origin of the American Pacific Northwest. As the official end of the Oregon Trail, Fort Vancouver holds stories of transition, settlement, conflict, and community.



National Park Service

Join the Friends of Fort Vancouver, National Park Service and US Forest Service as we travel back (figuratively, of course), to the people and places, to the events and stories that make up the diverse milieu that was, and is, Fort Vancouver

Through consultation with over 35 different American Indian tribes and Native Hawaiian Organizations, Fort Vancouver NHS is committed to presenting authentic and fair historical narratives about all groups involved with the history of this site.

Time will also be available to visit and shop the Friends of Fort Vancouver's Bookstore and Gallery for specialty gifts, unique interpretive products, and Native American-made items.

Ticketed event: \$70 with convention registration (\$100 without)

FIELD TRIP: COLUMBIA RIVER GORGE NATIONAL SCENIC AREA

*Time: 8:00 am – 5:00 pm
Meet in Doubletree, Hyatt or Eastlund
Lobby at 7:45 am*

Gorge Towns to Trails: Making Big Vision Come to Life Together

The Columbia River Gorge is a breathtaking river canyon, 80 miles long and up to 4,000 feet deep, that meanders past cliffs, spires, and ridges set against nearby peaks of the Pacific Northwest's Cascade Mountain Range. Join us on this spectacular trip as we explore its expansive beauty through the Friends of the Columbia Gorge's Gorge Towns to Trails initiative. As we experience the splendor of the largest National Scenic Area in the country, we'll take a deep dive into the strong partnerships between public land managers, nonprofits, ports and cities so important to the project. We'll weave together a stop for lunch at a local brewery and a short hike near Mosier Falls with opportunities to learn about big-vision projects happening on public lands, including the connection of communities by trails and alternative transportation solutions, as well as community partners providing the resources to make these projects creatively come to life. We'll learn about the history of the area and see the largest concentration of waterfalls in North America as we soak in the magnificence of the Columbia River Gorge.

Ticketed event: \$120 with convention registration (\$150 without)



Photo by Sean Estergaard

Trade Show Hours

Tuesday, February 28, 9:30 am - 6:30 pm

Wednesday, March 1, 9:15 am - 3:00 pm

Silent Auction Area

114, 116, 118
Impact
Photographics

219, 318
Legacy/League

217 OrcaSong
Farm
(NEW) 316 Farcountry
Press

215, 314
MasterPieces, Inc.

317 California
Pacific
Designs 416 Sea to Sky
Photography
(NEW)

315 Big Hairy
Dog Info.
Systems 414 Wild Cloud
(NEW)

425 Macmillan
Publishers 524 Outdoor Eats
(NEW)

423 Parks
Project 522 Geographic
Locations
International

311 Bronwen
Jewelry LLC 410 Kolling Cards
and Things
Made Here!

309 Stamp
Your Way
USA 408 Noso
Patches

307 The
Charleston
Mint 406 National
Geographic

419 Outpatch
(NEW) 518 Nature Cast

415, 417
L. W. Bristol
Classics 516 T.R.
McTaggart

514 Authentic
Cards

106, 108, 110
Xplorer Maps

111, 210
Wildlife Artists, Inc. /
Nature Planet Inc.

109 Homeplace
Apparel
(NEW) 208 American
Photographics
(NEW)

107 Kastlifel
(NEW) 206 Ranger
Doug's
Enterprises

207, 209, 211
Falcon
Guides 310 **Travel**
Stamps

308 My Travel
Stickers

306 **Eagle**
River
Designs

411 Wildthings
Snap-Ons 510 Mountaineers
Books

407, 409
Eastern
National 506, 508
Specialties
Plus of NC

102 The Jonsteen
Company

100 M&W Design
Company
(NEW)

103 PWEST
Associates
LLC 202 Swiftwick
(NEW)

101 Sierra Sage
Herbs 200 Landway

203 Waterford
Press 302 Tour-Mate
Systems

201 Klean
Kanteen
(NEW) 300 Scenic
Highways

303 Folkmanis,
Inc. 402 Benchmark
Maps

301, 400
Pigment & Hue, Inc.

403 The
Landmark
Project 502 Mountain
Press

401, 500
Lantern Press

Silent Auction Hours

Tuesday, February 28, 9:30 am - 6:30 pm

Wednesday, March 1, 9:15 am - 12:30 pm

(pick up and pay 1:30 - 3:00 pm)

Convention and Trade Show Sponsors

Thank you to the companies (bolded) who provided additional support to enhance this year's Convention and Trade Show.



517 The Corps Network (NEW)	616 Tough Cutie (NEW)
515 U R Stickers	614 Hike America

625 Blue Moose Metals (NEW)	724 Patchmarks (NEW)
623 Travel Posters	722 Icy Hot Hydration

717 Good & Well Supply Co. (NEW)	816 Avenza Systems Inc. (NEW)
715 Button Pin Fun LLC	814 Lone Pine Publishing

825 NAISMA - PlayCleanGo	924 Everyone Loves Buttons (NEW)
823 Joshua Tree Products	922 EarthArt- Sue Coccia

917 Outdoor Element	1016 All Pack Specialists, Inc.
915 Wild West Shirt Co.	1014 Peak State Coffee (NEW)

1023, 1025 Good Land Supply Co. (NEW)
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615, 617, 619, 714, 716, 718 Concept360
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817, 819 WW Norton	918 Penguin Random House
	916 Friesens Corporation
815 Adventure KEEN	914 Pinnacle Designs

909, 911 Hogeye Inc.	1010 PamPeana
	1008 The San Francisco Chocolate Factory (NEW)
907 Wild Routed (NEW)	1006 Simple and Sylvan

1019 Eco-Counter (NEW)
1017 Ranger Trek
1015 Alaska Wild & Free

511, 610 Impulse Souvenirs	
507, 509 Boston Exclusives	608 University of Utah Press
	606 David Howell and Co.

611 Cats Meow Village	708, 710 Your True Nature
609 B Hawley Sales: Scholastic, Simon, Hachette, Klutz	
607, 706 Sticker Pack	

711 Zhen Zhu	810 Steamer Lane Design
709 Earth Sun Moon Trading Company	808 Whistle Creek
707, 806 The Petting Zoo	

807, 809, 811 Ingram Publisher Services	906, 908, 910 American Backcountry
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1007, 1009, 1011 McGovern Outdoor

503 ChicoBag & To-Go Ware	602 Close 2 UR Heart (NEW)
501, 600 Wild Tribute	

603 Potrero Group	702 Pacific North Nest Designs
601, 700 TimeLooper	

703 American Needle (NEW)	802 Arcadia Publishing
701, 800 Jr.RangerLand	

803 Fell	902 Exhibit Arts LLC
801, 900 Wild Republic	

903 Buck Creek Restoration	1002 Poppy & Quail (NEW)
901 National Park Geek	1000 Travel Tees (NEW)

1003 Window Gems (NEW)
1001 Education Outdoors Inc.

ENTRANCE

TRADE SHOW EXHIBIT HALL A-A1

2023 TRADE SHOW EXHIBITORS

Convention and Trade Show Sponsors

Thank you to the companies (bolded) who provided additional support to enhance this year's Convention and Trade Show.

PLA Corporate Partners

We thank our Trailblazer, Explorer and Steward Corporate Partners who support the work of PLA on behalf of the public lands community.

(New)

Please join us in welcoming these companies who are first-time PLA exhibitors.

AdventureKEEN	815	Trailblazer
Alaska Wild & Free	1015	Explorer
All Pack Specialists, Inc.	1016	
American Backcountry	906, 908, 910	Trailblazer
American Photographics (New)	208	
American Needle (New)	703	Explorer
Arcadia Publishing	802	Steward
Authentic Cards	514	Trailblazer
Avenza Systems Inc. (New)	816	
B Hawley Sales: Scholastic, Simon, Hachette, Klutz	609	Explorer
Benchmark Maps	402	Explorer
BetterMagnets.com BY: Everyone Loves Buttons, Inc. (New)	924	
Big Hairy Dog Information Systems	315	Trailblazer
Blue Moose Metals (New)	625	
Boston Exclusives	507, 509	Trailblazer
Bronwen Jewelry LLC	311	

Buck Creek Restoration, LLC	903	
Button Pin Fun LLC	715	Trailblazer
California Pacific Designs / BAMBOO Jewelry	317	Steward
Cats Meow Village	611	Explorer
ChicoBag & To-Go Ware	503	Steward
Close 2 UR Heart (New)	602	Explorer
Concept360	615, 617, 619, 714, 716, 718	Trailblazer
David Howell and Company	606	Trailblazer
Eagle River Designs	306	Trailblazer
Earth Sun Moon Trading Company	709	Steward
EarthArt - Sue Coccia	922	
Eastern National	407,409	Member
Eco-Counter (New)	1019	
Education Outdoors Inc.	1001	Trailblazer
Exhibit Arts LLC	902	Steward
Falcon Guides	207, 209, 211	Trailblazer

Farcountry Press	316	Steward
Fell	803	Steward
Folkmanis, Inc.	303	Steward
Friesens Corporation	916	Steward
Geographic Locations International	522	Steward
Good & Well Supply Co. (New)	717	
Good Land Supply Co. (New)	1023, 1025	
Hike America	614	Explorer
Hogeye Inc.	909, 911	Trailblazer
Homeplace Apparel (New)	109	
Icy Hot Hydration	722	Steward
Impact Photographics	114, 116, 118	Trailblazer
Impulse Souvenirs	511, 610	Trailblazer
Ingram Publisher Services	807, 809, 811	Trailblazer
Joshua Tree Products	823	
Jr.RangerLand	701, 800	Trailblazer
Kastlfel (New)	107	
Klean Kanteen (New)	201	
Kolling Cards and Things Made Here!	410	Steward
L. W. Bristol Classics	415, 417	Trailblazer
Landway	200	Explorer
Lantern Press	401, 500	Trailblazer
Legacy/League (New)	219, 318	Steward

Lone Pine Publishing	814	Explorer
M&W Design Company (New)	100	
Macmillan Publishers	425	
MasterPieces, Inc.	215, 314	Explorer
McGovern Outdoor	1007, 1009, 1011	Trailblazer
Mountain Press	502	Steward
Mountaineers Books	510	Explorer
My Travel Stickers	308	Trailblazer
NAISMA - PlayCleanGo	825	
National Geographic	406	Trailblazer
National Park Geek	901	Trailblazer
Nature Cast	518	Explorer
Noso Patches	408	Steward
OrcaSong Farm (New)	217	
Outdoor Eats (New)	524	
Outdoor Element	917	
Outpatch (New)	419	
Pacific North Nest Designs	702	Explorer
PamPeana	1010	
Parks Project	423	
Patchmarks (New)	724	
Peak State Coffee (New)	1014	
Penguin Random House	918	Steward
Pigment & Hue, Inc.	301, 400	Trailblazer
Pinnacle Designs	914	Steward
Poppy & Quail (New)	1002	Steward

Potrero Group	603	Explorer
PWEST Associates LLC	103	
Ranger Doug's Enterprises	206	Explorer
Ranger Trek	1017	
Scenic Highways	300	Trailblazer
Sea to Sky Photography	416	
Sierra Sage Herbs	101	
Simple and Sylvan	1006	Steward
Specialties Plus of NC	506, 508	Trailblazer
Stamp Your Way USA	309	Steward
Steamer Lane Design	810	Steward
Sticker Pack	607, 706	Trailblazer
Swiftwick (New)	202	
T.R. McTaggart	516	Trailblazer
The Charleston Mint	307	Trailblazer
The Corps Network (New)	517	
The Jonsteen Company	102	
The Landmark Project	403	Steward
The Petting Zoo	707, 806	Trailblazer
The San Francisco Chocolate Factory (New)	1008	
TimeLooper	601, 700	Trailblazer
Tough Cutie (New)	616	
Tour-Mate Systems	302	
Travel Posters	623	Steward

Travel Stamps	301	Trailblazer
Travel Tees (New)	1000	
U R Stickers	515	Steward
University of Utah Press	608	Steward
W.W. Norton	817, 819	Trailblazer
Waterford Press	203	Steward
Whistle Creek	808	Steward
Wild Cloud (New)	414	
Wild Republic	801, 900	Trailblazer
Wild Routed (New)	907	Steward
Wild Tribute	501, 600	Trailblazer
Wild West Shirt Co.	915	Steward
Wildlife Artists, Inc. / Nature Planet Inc.	111, 210	Trailblazer
Wildthings Snap-Ons LLC	411	Trailblazer
Window Gems (New)	1003	Steward
Xplorer Maps	106, 108, 110	Trailblazer
Your True Nature	708, 710	Trailblazer
Zhen Zhu	711	Explorer





HOTELS

Doubletree by Hilton Portland

1000 NE Multnomah St., Portland, OR 97232

Phone: (503) 281-6111

PLA participants staying at the Doubletree will receive Grab-and-Go Breakfast tickets with their key packets when they check-in at the hotel. Tickets can be used for one complimentary breakfast item at the Grab-and-Go Station by the Multnomah Grill from 6-8 am Monday - Wednesday. Details and restrictions provided by the Doubletree at check-in.

Gather Happy Hour: Receive a \$2 discount on beverages from 5-6 pm and 9-10 pm.

Hyatt Regency Portland

375 NE Holladay St., Portland, OR 97232

Phone: (971) 222-1234

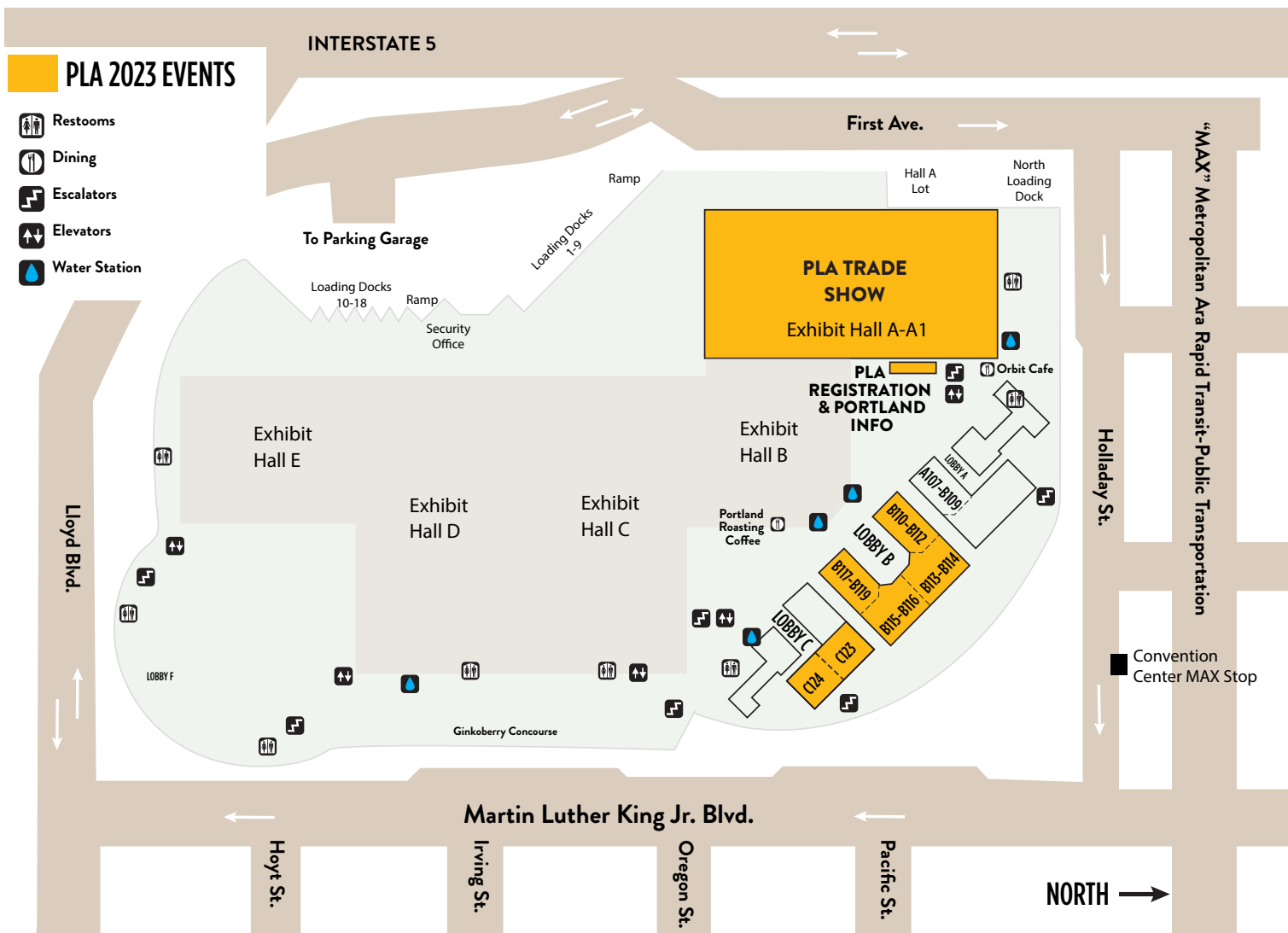
PLA participants staying at the Hyatt will receive a voucher when checking in at the hotel for each night of their stay between February 27 - March 1 for a coffee, tea or water and one pastry or breakfast sandwich. Vouchers can be used at Market from 6-8 am Monday - Wednesday. Details and restrictions provided by the Hyatt at check-in.

Hotel Eastlund

1021 NE Grand Ave., Portland, OR 97232

Phone: (503) 235-2100

The wine bar Amphora Wine Merchant at Hotel Eastlund is offering a \$2 off each pour for those that show their PLA name badge. Met Tavern, the hotel roof top bar/restaurant offers daily happy hour pricing each night from 4-6 pm and 9 pm - close.



LEVEL ONE

Food Concessions and Lunch Vouchers

Concessions will be available Monday through Wednesday at the following OCC outlets (cash and credit cards accepted)

- Portland Roasting Coffee
7:00 am - 2:30 pm

- Orbit Cafe
10:00 am - 2:30 pm

- Concession Carts
10:00 am - 2:30 pm
(Tuesday and Wednesday only in Exhibit Hall A-A1)



Tuesday lunch vouchers for all PLA 2023 participants are sponsored by Concept 360. Tuesday lunch vouchers will be provided with registration materials upon check-in at the PLA Registration Desk. Be sure to visit Concept 360 in the exhibit hall to thank them!

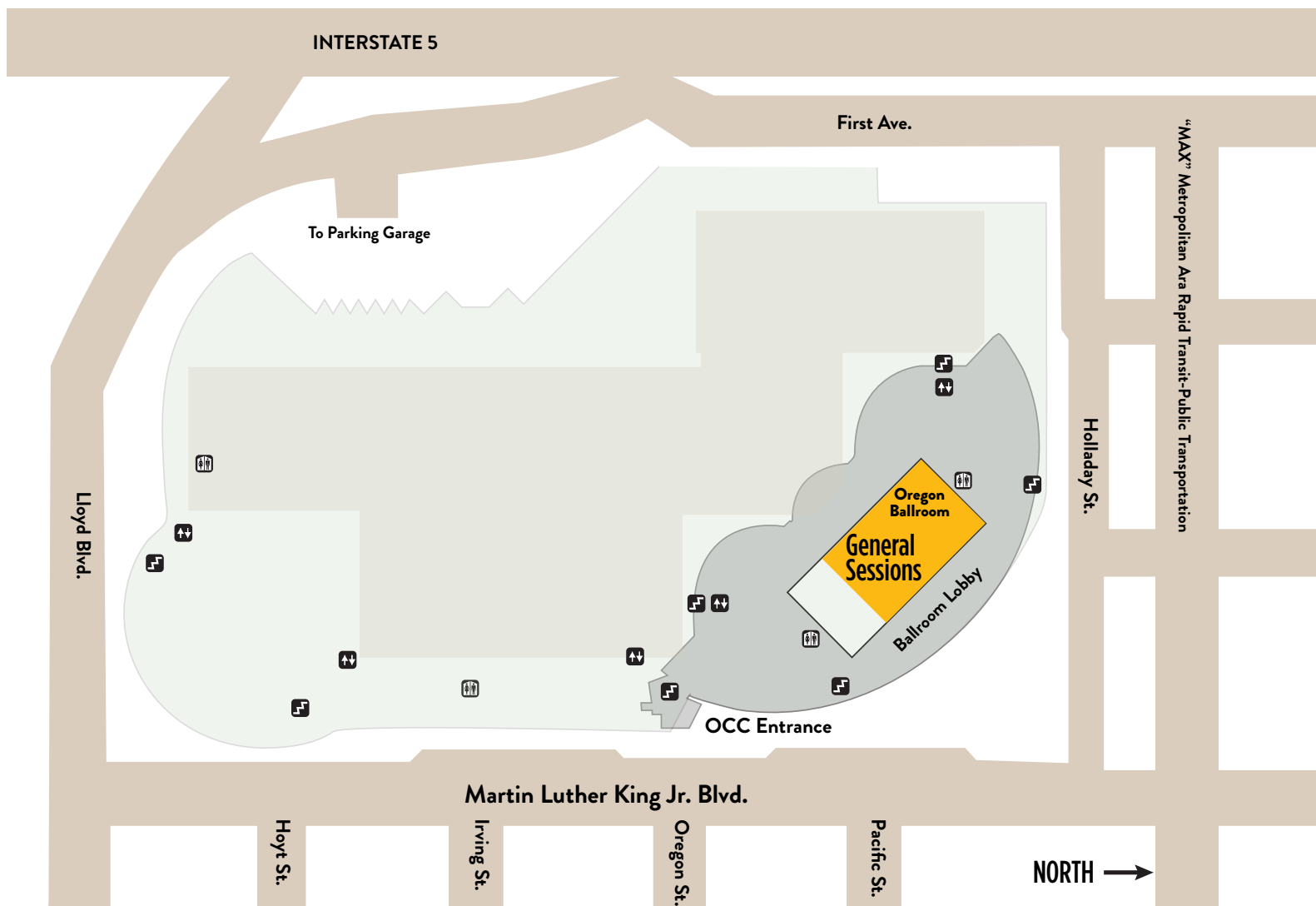
Wednesday lunch vouchers will be provided to all full convention attendees and companions.

Tuesday and Wednesday lunch vouchers can be used at any of the outlets listed above between 10:30 am - 2:30 pm. Vouchers are nontransferable, not redeemable for cash, and will not be replaced if lost.

Portland Information Desk

Stop by the Portland Information Desk to speak with a volunteer about local recommendations and to pick up maps and brochures.

Sunday, February 26	12:00 pm - 5:00 pm
Monday, February 27	8:00 am - 5:00 pm
Tuesday, February 28	8:00 am - 5:00 pm
Wednesday, March 1	8:00 am - 3:00 pm



LEVEL TWO

Oregon Convention Center and Sustainability

The Oregon Convention Center (OCC) has long held a leadership role in green building and other environmentally responsible business practices. In 2004, OCC was the first convention center to earn the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED®) for Existing Buildings certification. In 2008, the facility was re-certified at the Silver level. In 2014, the OCC reached its biggest milestone yet by earning LEED® Platinum, the highest level of certification.

The OCC is also the only convention center in the United States to have earned a level 4 APEX/ASTM certification, the first standards created specifically for green meetings and events.

Learn more at www.oregoncc.org/about/sustainability.

Art at the OCC

The OCC houses a unique and diverse collection of art. Stop by the Visitor Information Center for a copy of a self-guided art walking tour or download one at <https://bit.ly/3YBEaoD>.

Shipping

OCC does not provide any shipping services. The nearest shipping services are available at FedEx Office Print & Ship Center.

1605 NE 7th Avenue, Portland, OR 97232

Phone: (503) 284-2129

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Open Water

Sticker Pack

BRONZE

Bryce Canyon Association

Cape Clasp

David Chandler Company, Inc.

Eagle River Designs

Hogeye Inc.

Impulse Souvenirs

Peaks, Plateaus and Canyons
Association

Public Lands Interpretive
Association

Travel Portland

Travel Stamps

Wild Routed

SAVE THE DATES FOR 2024 AND 2025!



San Francisco, CA | Hilton San Francisco Union Square
Tuesday, March 6 - Saturday, March 10, 2024

Las Vegas, NV | Westgate Las Vegas
Sunday, February 2 - Thursday, February 6, 2025