



# National Forest Recreation Association

74th Annual Recreation Conference

February 27, 28 and 29, 2024

Online via Zoom – Pacific Time

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## Tuesday : February 27

**8:15 – 8:30**      **Session Welcome and Agenda Overview**

[Warren Meyer](#)

President ~ National Forest Recreation Association

President ~ Vista Recreation

**8:30– 9:30**      **View from the Top – Forest Service Programs and Recreation Outlook**

[Gordie Blum](#)

Director ~ Recreation, Heritage and Volunteer Resources

Forest Service, Washington D.C

Priorities and Issues for the Forest Service

General Recreation Trends & Policies from the Washington Office.

Overview of National Recreation Initiatives, Funding Programs and More.

Meet the Forest Service: [USDA Forest Service – Managing for Recreation](#)

**9:30 – 10:00**      **NFRA Ranger of the Year – Rick DeLappe - Award Presentation**

[Trisha Spear](#)

NFRA Board of Directors

Owner, Recreation Resource Management of America

[Warren Meyer](#)

President ~ National Forest Recreation Association

[History of the Ranger of the Year Awards](#)

**10:00 – 11:00**      **ExplorUS Experience: Merchandising & Retail Stores**

[Frank Pikus](#)

Chief Executive Officer ~ ExplorUS

[Steffan Sonneveldt](#)

Chief Operating Officer ~ ExplorUS

[Kelly Sighel](#)

Vice President, Forest Operations ~ ExplorUS

Overview, benefits, customer enhancements

Meet [ExplorUS](#)

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**Tuesday : February 27** (Continued)

**11:00– 12:00**      **Insurance Update: Emergency Response in Remote Locations**

**Steven Williams**

**Executive Vice President ~ InterWest Insurance Services**

**Jay Berkowitz**

**Director, Business Performance & Analytics, Claims & Risk Management Services  
InterWest Insurance Services**

Overview of the status of Property and Liability Insurance, changes due to wildfires, and availability of coverage.

Learn about **InterWest Insurance**.

**12:00**                      **Session Wrap-up ~ Warren Meyer**



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**Wednesday : February 28**

**8:15 – 8:30                      Session Welcome and Agenda Overview**

**Kevin Garden**  
**Washington DC Representative ~ NFRA**  
**Managing Director ~ The Garden Law Firm, PC**

**8:30 – 10:00                    News from the Washington Office Recreation Special Uses Program**  
**“Ask the Permit Pros”**

**Ben Johnson**  
**Assistant Director, Recreation, Heritage, & Volunteer Resources ~ Forest Service**

**Amanda Noyes**  
**Assistant Recreation Special Uses Program Manager ~ Forest Service**

**Sadie Wehunt**  
**Assistant Recreation Special Uses Program Manager ~ Forest Service**

What’s happening in Recreation Special Uses including information on policy updates, property insurance, and more. Responses to questions submitted for the ‘Permit Pros.’

Meet the Forest Service: **[USDA Forest Service – Managing for Recreation](#)**

**10:00 – 11:00                    Social Media – How to Choose & What to Use**

**Annie Wagner**  
**Associate Social Media Manager ~ KPS3**

What’s new, what’s old, best use of time and what attracts customers.

Learn About **[KPS3](#)**



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**Wednesday : February 28** (Continued)

**11:00 – 12:00**      **Recreation.gov, Collaboration Continues**

**Tommy Drake**

**Program Manager - Recreation One Stop (R1S), Recreation.gov**

**Griffin Schireman**

**Forest Service Program Manager - Recreation One Stop (R1S), Recreation.gov**

**Susan Valente**

**Forest Service Program Manager - Recreation One Stop (R1S), Recreation.gov**

**Kristi Bray**

**Public Affairs - Recreation One Stop (R1S), Recreation.gov**

We are pleased to present program highlights. Explore [Recreation.gov](https://www.recreation.gov)

**12:00**                      **Session Wrap-up ~ [Kevin Garden](#)**



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**Thursday : February 29**

**8:15 – 8:30**            **Session Welcome - Agenda Overview**

[Steve Werner](#)  
NFRA Board of Directors  
President ~ American Land & Leisure

**8:30 – 9:30**            **The Outdoor Recreation Economy - Worth Trillions!**

[Chris Perkins](#)  
Vice President of Programs ~ Outdoor Recreation Roundtable

[Who and What is ORR?](#) Overview

Rural Development Toolkit, Bureau of Economic Analysis, GAOA, Recreation Funding, Legislation favoring recreation: EXPLORE, SOAR, SHRED & others,

**9:30 – 10:30**            **Do's & Don'ts When Buying or Selling Term Permit Facilities Appeals: When Is It Worth It?**

[Kevin Garden](#)  
Managing Director ~ The Garden Law Firm  
NFRA Washington DC Representative

Learn about: [The Garden Law Firm, PC](#)

**10:30 – 11:15**            **Smokey Bear's 80<sup>th</sup> Birthday at the 2024 Rose Parade**

[Jen Roeser](#)  
Owner ~ Roeser Livestock and Equipment / 8 Mile Ranch  
Inyo County 4<sup>th</sup> District Supervisor  
NFRA Board of Directors

Learn more about [Smokey's Birthday at the Rose Parade](#)

**11:15 – 12:00**            **Cashless Businesses – How, Why, Pros and Cons**

[Dave Fields](#)  
President and General Manager ~ Snowbird Resort

How and why did Snowbird transition to a completely cashless resort

Learn more about [Snowbird](#)

**12:00**                    **Session Wrap-up ~ [Steve Werner](#)                    Announcements ~ [Warren Meyer](#)**

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