

## 2018 National Trails System Conference Schedule

Optional / Invite only sessions and meetings					
8:00AM - 5:00PM	PNTS Meetings (by invitation)				
8:00AM - 12:00PM	Leave No Trace Training (pre-registration required)				
4:00 PM	Conference Registration Begins				
6:00 - 9:00PM	Opening Reception				
<b>Morning Plenary</b>					
8:00 - 8:30AM	Welcome and opening				
8:30-9:30AM	<p style="text-align: center;"><b>Carolyn Finney</b></p> <p>Dr. Finney will share thoughts to help the National Trails and Rivers Community to build strategies around developing a greater cultural competency within our Trails Community and organizations, challenge and increase awareness of how privilege shapes who gets to speak to environmental issues and determine policy and action. Her presentation will question our conventional wisdom and ask us to reconsider long-held assumptions regarding the production, representation, and dissemination of knowledge about people, places, and ideas. She will ask us to revisit and challenge the ways we do things – the frameworks we use, the values we attach to particular kinds of knowledge, the forms of expression that have currency in decision-making arenas – in order to invite creativity and maximize the possibility for positive change.</p>				
<b>Morning Break</b>					
9:30 - 10:30AM	Optional USFS Focus Session on development of a 10-Year Trail Challenge				
<b>Concurrent Sessions</b>					
	<b>Track 1</b>	<b>Track 2</b>	<b>Track 3</b>	<b>Track 4</b>	<b>Track 5</b>
	<b>Trail Land Management and Resource Conservation</b>	<b>Engaging New Audiences</b>	<b>Strengthening Your Organization</b>	<b>Creating Strong Trails on the Ground</b>	<b>Innovation and Technology</b>
10:30 - 11:15AM	<p><b>How to Use Federal and State Land and Water Conservation Fund Money to Acquire Land for Your Trail</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>The Federal and State Grant components of the Land &amp; Water Conservation Fund have been used to purchase hundreds of miles and scores of critical sites along national scenic and historic trails. This workshop will focus on creative ways to use this federal funding source to protect land along our national trails. Among the questions to be answered are: How do the Federal agencies buy land using LWCF money? What is "stateside LWCF"? What is SCORPP? How can I use it to get more state support for my national trail? <i>Don King, National Park Service (invited) - John Canella, National Park Service (invited)</i></p>	<p><b>Increasing Diversity Equity and Inclusion (Part 1/2)</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>This panel will bring leaders from the Next100 Coalition to share ideas, strategies, and a sounding board for National Trails Community leaders, Agencies and partners to explore issues surrounding Diversity, Equity and Inclusion program and efforts. The panel will introduce the Next 100 Coalition policy agenda to address issues around public lands access and protections, as well as creating diverse partnerships to promote and implement a more equitable and inclusive public lands and conservation system. The session hopes to create new partnerships and have frank, honest, safe and open conversations about existing efforts to engage the National Trails Community into DEI efforts, and for those yet to launch programs, how to even just get started. <i>Kevin Bryan, Keystone Policy Center</i></p>	<p><b>Recruiting Your Non-Profit Dream Team</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>Great board members don't grow on trees. There has to be a strategy as to where to find them orient them and keep them involved. In this session you will learn: (1) Where to find board members who are different from your current members, even in the smallest of towns (2) How to create a mentoring program (3) How to develop a board orientation that is so terrific your members will want to bring their friends and relatives (4) Also, how to let your trustees go when you no longer need their particular skills, talents or expertise without inciting hurt or a nuclear reaction. (5) Some board members already are passionate about your mission. Some need to be educated. You will learn how to create a "mission moment" (6) How to reinforce the behavior you need while discouraging the inappropriate (7) How to create a board that is mission focus, joyful, productive and has fun. <i>Carol Weisman, Board Builders</i></p>	<p><b>The Potomac Heritage National Scenic Trail</b> <b>[AICP CM]</b></p> <p>The presentation will highlight progress made implementing the Potomac Heritage National Scenic Trail in Prince George's County, Maryland. The Potomac River is a unique national treasure and the presentation will highlight the trail and bikeway improvements along the corridor, as well as the importance of community input and support for the trail. <i>Fred Shaffer, The Maryland-National Capital Park &amp; Planning Commission</i></p>	<p><b>From Historic Trails to Pathways Forward: Best Practices in Federal - Tribal Consultation and Resource Management</b> <b>[AICP CM]</b></p> <p>Building on a case study of Federal-tribal consultation in the NPS, this program explores "best practices" in existing federal programs, identifies elements that inspire fuller public understanding, examines ways to engage new audiences, and analyzes guiding principles and practices in fulfilling agency missions and government-to-government relations. The goal is to facilitate growth in federal agencies, tribes, non-profits, and other stakeholders in collaborative resource management. <i>Bethany Rosenbaum, Trail of Tears Association</i></p>
11:15AM - 12:00PM	<p><b>How to Use Federal and State Land and Water Conservation Fund Money to Acquire Land for Your Trail</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>The Federal and State Grant components of the Land &amp; Water Conservation Fund have been used to purchase hundreds of miles and scores of critical sites along national scenic and historic trails. This workshop will focus on creative ways to use this federal funding source to protect land along our national trails. Among the questions to be answered are: How do the Federal agencies buy land using LWCF money? What is "stateside LWCF"? What is SCORPP? How can I use it to get more state support for my national trail? <i>Don King, National Park Service (invited) - John Canella, National Park Service (invited)</i></p>	<p><b>Increasing Diversity Equity and Inclusion (Part 1/2)</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>This panel will bring leaders from the Next100 Coalition to share ideas, strategies, and a sounding board for National Trails Community leaders, Agencies and partners to explore issues surrounding Diversity, Equity and Inclusion program and efforts. The panel will introduce the Next 100 Coalition policy agenda to address issues around public lands access and protections, as well as creating diverse partnerships to promote and implement a more equitable and inclusive public lands and conservation system. The session hopes to create new partnerships and have frank, honest, safe and open conversations about existing efforts to engage the National Trails Community into DEI efforts, and for those yet to launch programs, how to even just get started. <i>Kevin Bryan, Keystone Policy Center</i></p>	<p><b>Recruiting Your Non-Profit Dream Team</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>Great board members don't grow on trees. There has to be a strategy as to where to find them orient them and keep them involved. In this session you will learn: (1) Where to find board members who are different from your current members, even in the smallest of towns (2) How to create a mentoring program (3) How to develop a board orientation that is so terrific your members will want to bring their friends and relatives (4) Also, how to let your trustees go when you no longer need their particular skills, talents or expertise without inciting hurt or a nuclear reaction. (5) Some board members already are passionate about your mission. Some need to be educated. You will learn how to create a "mission moment" (6) How to reinforce the behavior you need while discouraging the inappropriate (7) How to create a board that is mission focus, joyful, productive and has fun. <i>Carol Weisman, Board Builders</i></p>	<p><b>The Potomac Heritage National Scenic Trail</b> <b>[AICP CM]</b></p> <p>The presentation will highlight progress made implementing the Potomac Heritage National Scenic Trail in Prince George's County, Maryland. The Potomac River is a unique national treasure and the presentation will highlight the trail and bikeway improvements along the corridor, as well as the importance of community input and support for the trail. <i>Fred Shaffer, The Maryland-National Capital Park &amp; Planning Commission</i></p>	<p><b>From Historic Trails to Pathways Forward: Best Practices in Federal - Tribal Consultation and Resource Management</b> <b>[AICP CM]</b></p> <p>Building on a case study of Federal-tribal consultation in the NPS, this program explores "best practices" in existing federal programs, identifies elements that inspire fuller public understanding, examines ways to engage new audiences, and analyzes guiding principles and practices in fulfilling agency missions and government-to-government relations. The goal is to facilitate growth in federal agencies, tribes, non-profits, and other stakeholders in collaborative resource management. <i>Bethany Rosenbaum, Trail of Tears Association</i></p>
<b>Lunch</b>					
12:00 - 1:00PM	Concurrent Sessions				
	<b>Track 1</b>	<b>Track 2</b>	<b>Track 3</b>	<b>Track 4</b>	<b>Track 5</b>
	<b>Trail Land Management and Resource Conservation</b>	<b>Engaging New Audiences</b>	<b>Strengthening Your Organization</b>	<b>Creating Strong Trails on the Ground</b>	<b>Innovation and Technology</b>
1:00 - 1:45PM	<p><b>How to Work with Local, Regional, and National Land Trusts to Acquire Land for Your Trail/Report on Gap Analysis Study</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>Local, regional, and national land trusts are natural partners for national scenic and national historic trail organizations. Why? They save land and conservation values – including trails. This workshop will focus on (1) how land trusts work, (2) what they can do to protect national scenic and national historic trails, and (3) how to make contact with them and work with them to protect key resources and lands along national scenic and national historic trails. Presenters will highlight successful trail protection projects. <i>Don Owen, Partnership for the National Trails System - Brad Paymar, Land Trust Alliance - Kevin Thusius, Ice Age Trail Alliance - Dan Bell, Friends of Columbia Gorge - Caitlin Guthrie, The Conservation Fund - Donald T. King, National Park Service</i></p>	<p><b>Increasing Diversity Equity and Inclusion (Part 2/2) Programs in Practice: Appalachian Trail Conservancy's Next Generation Advisory Council</b> <b>[AICP CM]</b></p> <p>What is a NextGen Advisory Council and how can it benefit your trail organization? Learn about how the Appalachian Trail Conservancy's NextGen Council participants in the A.T.'s cooperative management system, and best practices for creating a more diverse and inclusive trail community. Members will speak about their experiences and the impact they hope to make through advocacy, communication, outreach programs, and advice to trail managers and volunteer leaders. <i>Julie Judkins, Appalachian Trail Conservancy - Amanda Wheelock, Next Generation Advisory Council</i></p>	<p><b>Getting Started with Major Gift Fundraising</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>You know that major gifts can be transformational for your organization but you're not sure where to start. No matter what size your organization is, you can inspire major gifts from donors. You don't need Bill Gates' home phone number – your best prospects are probably supporters that you already know. Come learn the basics of major gift fundraising, including what you need to have in place before you ask, how to find potential major donors, and how to make the ask. <i>Angie Williamson, Mark Waters and Liu Bergeron, Pacific Crest Trail Association</i></p>	<p><b>Use of Health Impact Assessment to Informed Federal Trail Planning</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>Health Impact Assessment (HIA) can inform proposed Federal Trail planning on effects on nearby communities. Studying Trail Enhancement Plans (STEP), one of the first efforts to apply HIA to trail development, was completed for a proposed 32.4 mile re-route of the Continental Divide Trail (CDT) near Cuba NM by a community-academic partnership between 2013 and 2015. STEP-HIA process, findings, and use for environmental assessment will be presented. <i>Richard Kozall, MD, MPH and Sally M Davis, PhD</i></p>	<p><b>Using Geospatial Technologies to Engage &amp; Innovate: A Study of the U.S. National Trail System</b> <b>[AICP CM]</b></p> <p>This session explores research of geospatial technology use by the US National Trails System. How do we build effective GIS tools that enhance decision support when some work members may not be technically savvy or have access across the partner agencies and organizations? We will discuss the study results to inform development and deployment strategies for successful GIS implementation across a network of trail partners. <i>Charlyne T. Smith, Ph.D.</i></p>
1:45 - 2:30PM	<p><b>How to Work with Local, Regional, and National Land Trusts to Acquire Land for Your Trail/Report on Gap Analysis Study</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>Local, regional, and national land trusts are natural partners for national scenic and national historic trail organizations. Why? They save land and conservation values – including trails. This workshop will focus on (1) how land trusts work, (2) what they can do to protect national scenic and national historic trails, and (3) how to make contact with them and work with them to protect key resources and lands along national scenic and national historic trails. Presenters will highlight successful trail protection projects. <i>Don Owen, Partnership for the National Trails System - Brad Paymar, Land Trust Alliance - Kevin Thusius, Ice Age Trail Alliance - Dan Bell, Friends of Columbia Gorge - Caitlin Guthrie, The Conservation Fund - Donald T. King, National Park Service</i></p>	<p><b>Increasing Diversity Equity and Inclusion (Part 2/2) Programs in Practice: Engaging Girls and Women in Outdoor Leadership</b> <b>[AICP CM]</b></p> <p>While the numbers of girls and women outdoors has grown in recent years, women are still vastly underrepresented in outdoor recreation, leadership, and trail stewardship. Shaking off that story to have the courage and confidence to set epic adventure goals, crush them, and inspire other women to do the same requires removing the dynamics of mixed gender activities (at least initially) and skillful instruction and leadership. When we fail to engage girls and women on our trails we no only lose out on 50% of the pool of leaders, volunteers and donors we lose out on the 50% of our population most likely to donate time and money to our organizations. This presentation will include why and how the Arizona Trail Association created their successful Girl Scouts program and the outcomes they are seeing from participants. Session attendees will be given a framework for designing their own programs to engage and empower girls and women on their trails as well as some specific lessons and advice they can incorporate into their programming. Post presentation, participants will be given some time to begin brainstorming a structure and format for their own program ideas with small breakout groups. <i>Sabrina Carlson, Arizona Trail Association</i></p>	<p><b>Getting Started with Major Gift Fundraising</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>You know that major gifts can be transformational for your organization but you're not sure where to start. No matter what size your organization is, you can inspire major gifts from donors. You don't need Bill Gates' home phone number – your best prospects are probably supporters that you already know. Come learn the basics of major gift fundraising, including what you need to have in place before you ask, how to find potential major donors, and how to make the ask. <i>Angie Williamson, Mark Waters and Liu Bergeron, Pacific Crest Trail Association</i></p>	<p><b>Use of Health Impact Assessment to Informed Federal Trail Planning</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>Health Impact Assessment (HIA) can inform proposed Federal Trail planning on effects on nearby communities. Studying Trail Enhancement Plans (STEP), one of the first efforts to apply HIA to trail development, was completed for a proposed 32.4 mile re-route of the Continental Divide Trail (CDT) near Cuba NM by a community-academic partnership between 2013 and 2015. STEP-HIA process, findings, and use for environmental assessment will be presented. <i>Richard Kozall, MD, MPH and Sally M Davis, PhD</i></p>	<p><b>Using Geospatial Technologies to Engage &amp; Innovate: A Study of the U.S. National Trail System</b> <b>[AICP CM]</b></p> <p>This session explores research of geospatial technology use by the US National Trails System. How do we build effective GIS tools that enhance decision support when some work members may not be technically savvy or have access across the partner agencies and organizations? We will discuss the study results to inform development and deployment strategies for successful GIS implementation across a network of trail partners. <i>Charlyne T. Smith, Ph.D.</i></p>
<b>Afternoon Break</b>					
2:30 - 3:30PM	Carol Weisman Organizational Consultations (RSVP Required)				
<b>Concurrent Sessions</b>					
	<b>Track 1</b>	<b>Track 2</b>	<b>Track 3</b>	<b>Track 4</b>	<b>Track 5</b>
	<b>Trail Land Management and Resource Conservation</b>	<b>Engaging New Audiences</b>	<b>Strengthening Your Organization</b>	<b>Creating Strong Trails on the Ground</b>	<b>Innovation and Technology</b>
3:30 - 4:15PM	<p><b>Now That We Have Acquired Land How Can We Get Help To Manage It?</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>Several trail managers have expressed concerns about how they will be able to manage land that has been acquired to protect a national scenic or national historic trail. Many organizations and agencies have successfully faced this challenge. This workshop will feature a variety of different approaches for managing national trail lands including the Appalachian Trail Cooperative Management System and management by Ice Age Trail Alliance volunteers. <i>Morgan Sommerville, Appalachian Trail Conservancy - Kevin Thusius &amp; Gary Werner, Ice Age Trail Alliance</i></p>	<p><b>Art and Technology / Working with Technology to Promote the National Trails</b> <b>[AICP CM]</b></p> <p>A colorful collection of trail stories conveys the unexpected benefits of working with artists and art organizations to promote a sense of stewardship and connection with our national rivers and trails. The priority is for attendees to emerge with practical ideas that can be put to use quickly. <i>Charles Tracy, New England National Scenic Trail</i></p>	<p><b>Stewardship and Retention of Donors, Volunteers, staff and Board Members</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>In this session you will learn (1) Why it is important to know your current donor retention rate. We'll explore how to make friends for life...and beyond. (2) Are your volunteers one and done or do they stay around long enough to really know your trail? Different age and generational volunteers need and want different incentives to do a great job and stay with you. (3) When you lose great staff, it influences your work output and culture. Learn how to keep the best despite not offering Fortune 500 CEO salaries. (4) Great board members don't grow on trees. We will discuss how to keep the best and gracefully get rid of the rest. Do you want or need term limits? <i>Carol Weisman, Board Builders</i></p>	<p><b>The National Forest System Trail Stewardship Partnership Funding Program</b> <b>[AICP CM]</b></p> <p>The National Forest System Trail Stewardship Partnership Funding Program offers trail stewardship organizations funding for trail maintenance on National Forest System trails. Learn more about this new funding opportunity and how your organization can be successful in applying for funds. <i>Randy Welsh, National Wilderness Stewardship Alliance</i></p>	<p><b>Using Geospatial Technologies to Engage &amp; Innovate: A Study of the U.S. National Trail System</b> <b>[AICP CM]</b></p> <p>This presentation will focus on Geographic Information Systems (GIS) technology and how it is being used to support the National Trails System. A large portion of the talk will focus on a new interactive webmap that has recently been developed and how it can be used by managers, partners, and the general public. Other topics covered will include hard-copy maps, story maps, and statistics generated with GIS technology that are available or in-the-works for the National Trails System. <i>Matt Johnson and Peter Borsall, National Park Service</i></p>
4:15 - 5:00PM	<p><b>Now That We Have Acquired Land How Can We Get Help To Manage It?</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>Several trail managers have expressed concerns about how they will be able to manage land that has been acquired to protect a national scenic or national historic trail. Many organizations and agencies have successfully faced this challenge. This workshop will feature a variety of different approaches for managing national trail lands including the Appalachian Trail Cooperative Management System and management by Ice Age Trail Alliance volunteers. <i>Morgan Sommerville, Appalachian Trail Conservancy - Kevin Thusius &amp; Gary Werner, Ice Age Trail Alliance</i></p>	<p><b>Art and Technology / Working with Technology to Promote the National Trails</b> <b>[AICP CM]</b></p> <p>A colorful collection of trail stories conveys the unexpected benefits of working with artists and art organizations to promote a sense of stewardship and connection with our national rivers and trails. The priority is for attendees to emerge with practical ideas that can be put to use quickly. Topics include: storytelling tips to promote our trails and rivers; working with GIS maps and other cool tools; how to use images and video effectively; and an overview of social media options. <i>Bill Buck, National Trails Guide</i></p>	<p><b>Stewardship and Retention of Donors, Volunteers, staff and Board Members</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>In this session you will learn (1) Why it is important to know your current donor retention rate. We'll explore how to make friends for life...and beyond. (2) Are your volunteers one and done or do they stay around long enough to really know your trail? Different age and generational volunteers need and want different incentives to do a great job and stay with you. (3) When you lose great staff, it influences your work output and culture. Learn how to keep the best despite not offering Fortune 500 CEO salaries. (4) Great board members don't grow on trees. We will discuss how to keep the best and gracefully get rid of the rest. Do you want or need term limits? <i>Carol Weisman, Board Builders</i></p>	<p><b>The National Forest System Trail Stewardship Partnership Funding Program</b> <b>[AICP CM]</b></p> <p>The National Forest System Trail Stewardship Partnership Funding Program offers trail stewardship organizations funding for trail maintenance on National Forest System trails. Learn more about this new funding opportunity and how your organization can be successful in applying for funds. <i>Randy Welsh, National Wilderness Stewardship Alliance</i></p>	<p><b>Using Geospatial Technologies to Engage &amp; Innovate: A Study of the U.S. National Trail System</b> <b>[AICP CM]</b></p> <p>This presentation will focus on Geographic Information Systems (GIS) technology and how it is being used to support the National Trails System. A large portion of the talk will focus on a new interactive webmap that has recently been developed and how it can be used by managers, partners, and the general public. Other topics covered will include hard-copy maps, story maps, and statistics generated with GIS technology that are available or in-the-works for the National Trails System. <i>Matt Johnson and Peter Borsall, National Park Service</i></p>
<b>Evening Break</b>					
5:00 - 7:00PM	Rivers and Trails Movie Screenings				
7:00 - 9:00PM	Rivers and Trails Movie Screenings				
<b>Wednesday, October 24th — OFF-SITE — Optional Mobile Workshops</b>					
<b>Morning Plenary</b>					
8:00 - 8:30AM	<p style="text-align: center;"><b>Love Your Park: Mobilizing the Park Community</b></p> <p>The National Park Foundation (NPF) and National Park Service (NPS) are excited to launch the Love Your Park Network. Love Your Park will encourage more Americans to become stewards of their National Parks and unite diverse corps projects, and financial support to parks. For its first pilot theme, Love Your Park is celebrating the 50th anniversary of the Rivers and Trails acts. It is funding a variety of pilot projects to drive additional attention and service to the nation's rivers and trails. We are excited to present the network to members of the rivers and trails communities before publicly launching this work in 2019. Working together, Love Your Park hopes to mobilize the network of partners around shared goals to increase annual contributions of time and money to the parks. In the long term, it hopes to move Americans along the ladder of engagement towards a lifetime of national park stewardship. The network will launch different initiatives every few years around specific rallying cries or anniversaries that are priorities to NPS (e.g., 100th anniversary of women's suffrage; preserving historic structures in parks). Each initiative will allow a wide array of ways to contribute so that diverse types of partners can participate and benefit from the network. During the presentation, we will present an overview of the Love Your Park network, give highlights of the pilots underway, discuss practical steps for groups to take to get involved in the network, and showcase exactly how groups will benefit by joining the network.</p> <p style="text-align: center;"><i>National Park Foundation</i></p>				
8:30 - 9:30AM	<p style="text-align: center;"><b>For All: REI's Approach to Equity in the Outdoors</b></p> <p>In 2017, REI made a bold move to further its commitment to gender equity in the outdoors when it launched Force of Nature, a holistic effort to elevate women across every touchpoint of the co-op's largest join cycling brand. As the CEO of REI, we realized that we needed to ensure that the outdoors can live up to its potential as "the world's largest play field." <i>Nicole Browning, REI</i></p>				
<b>Morning Break</b>					
9:30 - 10:30AM	Optional USFS Focus Session on development of a 10-Year Trail Challenge				
<b>Concurrent Sessions</b>					
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	<b>Trail Land Management and Resource Conservation</b>	<b>Engaging New Audiences</b>	<b>Strengthening Your Organization</b>	<b>Creating Strong Trails on the Ground</b>	<b>Innovation and Technology</b>
10:30 - 11:15AM	<p><b>Protecting National Trail Resources as Corridors in Large Landscapes Module 3)</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>As extensive as they are our national scenic and historic trails traverse numerous large landscapes and they can help protect various natural and cultural resource values of these landscapes. This workshop will introduce BLM's Training Module 3 about how to delineate national trail corridors and will describe large landscape preservation approaches along sections of the Iditarod National Historic Trail and the Continental Divide National Scenic Trail. <i>Kevin Keeler, BLM - Brendo Yankovik &amp; Matt McGrath, USFS (invited)</i></p>	<p><b>Connecting Youth with Nature</b> <b>[AICP CM]</b></p> <p>The Georgia Appalachian Trail Club (GATC) has been active in youth outreach for over ten years reaching out in multiple directions. GATC was the recipient of the 2017 MLK Community Service Award. Their outreach activities include day hikes, backpack trips on the Appalachian Trail and trips to the Hike-Inn. With administrators more interested in test scores and shrinking budgets it is harder to get kids on the trail. This session will cover their activities and how they address these struggles. <i>Joy M Dement - President, Georgia Appalachian Trail Club</i></p>	<p><b>The End of Organizational Membership as We Know It - Converting FB Followers to Active Members and Donors</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>Recent polls show a decline in membership-based organizations nationwide, from school groups to political parties. Perhaps your trail organization is experiencing the same trend. In 2017, the North County Trail Association quit collecting dues after 37 years and ended their member recruitment strategies. Now a year later, the organization has more "members" than ever before and trail promotion is trending upward. Come hear what they have done and what they have learned. <i>Diana C. Cowles, North County Trail Association</i></p>	<p><b>Proactive approaches to National Trail Management (Based on BLM Training Module 4)</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>This training session covers how the BLM manages thousands of miles of National Trails on public lands every day in the context of its multiple use and sustained yield mission. Attendees will become familiar with agency best management practices for National Trails across a wide spectrum of public land resources and uses (such as grazing, fire management, oil and gas, and wilderness), and how to develop or engage in the BLM's Trail Stewardship Program. <i>Jaime Tompkins and Rob Sweeten, BLM</i></p>	<p><b>Connecting, Energizing, and Engaging Community to Support Your Efforts</b> <b>[AICP CM]</b></p> <p>This presentation will be the illustrate story of the work the Bitter Root Cultural Heritage Trust (BRCHT) is doing to engage local community and partners and demonstrate their strategy for working to meet the needs of the trails and also considering the needs of others in our community who are not primarily focused on the trails. This presentation will include successful strategies and tactics for engagement, building energy, raising and leveraging funds, seeking publicity, and...herding. <i>Kris Komar, Bitter Root Cultural Heritage Trust</i></p>
11:15AM - 12:00PM	<p><b>Protecting National Trail Resources as Corridors in Large Landscapes Module 3)</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>As extensive as they are our national scenic and historic trails traverse numerous large landscapes and they can help protect various natural and cultural resource values of these landscapes. This workshop will introduce BLM's Training Module 3 about how to delineate national trail corridors and will describe large landscape preservation approaches along sections of the Iditarod National Historic Trail and the Continental Divide National Scenic Trail. <i>Kevin Keeler, BLM - Brendo Yankovik &amp; Matt McGrath, USFS (invited)</i></p>	<p><b>Connecting Youth with Nature</b> <b>[AICP CM]</b></p> <p>The Oregon California Trails Association (OCTA) created curriculum for students to abandon textbooks and focus on diaries, letters, and maps plus visits to local trail sites, and built a website with 400+ primary source documents, curriculum, and other resources. OCTA's commitment to developing urban retracement trail in KC is part of the education project, and they plan to achieve the nation's first urban retracement trail along an NHT. A 216-page planning document is complete and a 47-mile long trail will connect historic sites. <i>Travis Boley, Oregon California Trails Association</i></p>	<p><b>The End of Organizational Membership as We Know It - Converting FB Followers to Active Members and Donors</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>Recent polls show a decline in membership-based organizations nationwide, from school groups to political parties. Perhaps your trail organization is experiencing the same trend. In 2017, the North County Trail Association quit collecting dues after 37 years and ended their member recruitment strategies. Now a year later, the organization has more "members" than ever before and trail promotion is trending upward. Come hear what they have done and what they have learned. <i>Diana C. Cowles, North County Trail Association</i></p>	<p><b>Proactive approaches to National Trail Management (Based on BLM Training Module 4)</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>This training session covers how the BLM manages thousands of miles of National Trails on public lands every day in the context of its multiple use and sustained yield mission. Attendees will become familiar with agency best management practices for National Trails across a wide spectrum of public land resources and uses (such as grazing, fire management, oil and gas, and wilderness), and how to develop or engage in the BLM's Trail Stewardship Program. <i>Jaime Tompkins and Rob Sweeten, BLM</i></p>	<p><b>Connecting, Energizing, and Engaging Community to Support Your Efforts</b> <b>[AICP CM]</b></p> <p>This presentation will be the illustrate story of the work the Bitter Root Cultural Heritage Trust (BRCHT) is doing to engage local community and partners and demonstrate their strategy for working to meet the needs of the trails and also considering the needs of others in our community who are not primarily focused on the trails. This presentation will include successful strategies and tactics for engagement, building energy, raising and leveraging funds, seeking publicity, and...herding. <i>Kris Komar, Bitter Root Cultural Heritage Trust</i></p>
<b>Lunch</b>					
12:00 - 1:00PM	Concurrent Sessions				
	<b>Track 1</b>	<b>Track 2</b>	<b>Track 3</b>	<b>Track 4</b>	<b>Track 5</b>
	<b>Trail Land Management and Resource Conservation</b>	<b>Engaging New Audiences</b>	<b>Strengthening Your Organization</b>	<b>Creating Strong Trails on the Ground</b>	<b>Innovation and Technology</b>
1:00 - 1:45PM	<p><b>How to Define and Defend National Historic Trail Corridors - Balancing Preservation and Recreation</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>National historic trails are expected to preserve and protect the historic and cultural designation of national significance while providing compatible recreation opportunities. This workshop will describe projects along several national historic trails that are implementing these expectations while addressing questions such as: How do you decide how close to the historic route to locate a recreational trail? How do you determine appropriate, compatible recreational uses for the historic trail that honorize recreation and preservation of the trail resources? How do you determine the extent of a corridor along the trail to preserve to protect the trail's setting? <i>John Canella and John Slaughter, National Park Service (invited) - RG Absher, Overmountain Victory Trail Association</i></p>	<p><b>Engaging Digital Media to Create an Ethic of Responsible Use and Stewardship and Protect America's Natural and Cultural Resources</b> <b>[AICP CM]</b></p> <p>New technology continues to expand opportunities for sharing rivers and trails with Americans and the world. While some are expressing unsustainable amounts of use, others could handle increased visitation. This presentation will explore tips for intentional use of social and digital media to engage and inspire; offer suggestions to cultivate outdoor ethics in a digital age and engage underrepresented groups; and explore some of America's remarkable rivers, trails, and public lands. <i>Alyse Backus, Lissa Eng, Bob Wick, Rachel Wootton, BLM</i></p>	<p><b>Strengthening Your Organization</b></p> <p>Developing a strong volunteer base is critical to mission success. However, you must also move "worker" volunteers into leadership roles if the organization is going to grow and be successful. The workshop will provide best practices on discussing volunteer leaders as well as devolving ways to keep those leaders engaged and effective. <i>Sandi Marra - Marra Consulting, Appalachian Trail Conservancy Board Chair - Don Owen, Partnership for the National Trails System</i></p>	<p><b>Creating Strong Trails on the Ground</b></p> <p>The Arizona Trail Association's Trail Skills Institute was developed in partnership with the American Conservation Experience (ACE) to deliver the kind of professional training experienced by conservation corps participants to Arizona Trail Volunteers. This partnership has developed into a training curriculum that is not only popular among ATA stewards, but also among agency partners looking for skills training on trails. <i>Wendy Lotze, Arizona Trail Association - Mark Loseth, American Conservation Experience</i></p>	<p><b>Innovation and Technology</b></p> <p>In this training session, the BLM shares the fundamentals involved with safeguarding the nature and purposes of congressionally designated national trails while providing and transporting energy for the Nation. Attendees will learn about the nature and purposes of trails; conducting an integrated trail resource inventory for key landscape elements; following trail protocols for informing the NEPA analysis for proposed actions such as oil or gas pipelines or energy transmission lines; and creative ways the agency minimizes, mitigates, and makes efforts to avoid introducing conflicts or permitting substantial interference. <i>Nick Poy and Noelle Glines-Bovio, BLM</i></p>
1:45 - 2:30PM	<p><b>How to Define and Defend National Historic Trail Corridors - Balancing Preservation and Recreation</b> <b>[AICP CM]</b> <b>[LA CES]</b> <b>[NRPAC CEU]</b></p> <p>National historic trails are expected to preserve and protect the historic and cultural designation of national significance while providing compatible recreation opportunities. This workshop will describe projects along several national historic trails that are implementing these expectations while addressing questions such as: How do you decide how close to the historic route to locate a recreational trail? How do you determine appropriate, compatible recreational uses for the historic trail that honorize recreation and preservation of the trail resources? How do you determine the extent of a corridor along the trail to preserve to protect the trail's setting? <i>John Canella and John Slaughter, National Park Service (invited) - RG Absher, Overmountain Victory Trail Association</i></p>	<p><b>Engaging Digital Media to Create an Ethic of Responsible Use and Stewardship and Protect America's Natural and Cultural Resources</b> <b>[AICP CM]</b></p> <p>New technology continues to expand opportunities for sharing rivers and trails with Americans and the world. While some are expressing unsustainable amounts of use, others could handle increased visitation. This presentation will explore tips for intentional use of social and digital media to engage and inspire; offer suggestions to cultivate outdoor ethics in a digital age and engage underrepresented groups; and explore some of America's remarkable rivers, trails, and public lands. <i>Alyse Backus, Lissa Eng, Bob Wick, Rachel Wootton, BLM</i></p>	<p><b>Strengthening Your Organization</b></p> <p>Developing a strong volunteer base is critical to mission success. However, you must also move "worker" volunteers into leadership roles if the organization is going to grow and be successful. The workshop will provide best practices on discussing volunteer leaders as well as devolving ways to keep those leaders engaged and effective. <i>Sandi Marra - Marra Consulting, Appalachian Trail Conservancy Board Chair - Don Owen, Partnership for the National Trails System</i></p>	<p><b>Creating Strong Trails on the Ground</b></p> <p>The Arizona Trail Association's Trail Skills Institute was developed in partnership with the American Conservation Experience (ACE) to deliver the kind of professional training experienced by conservation corps participants to Arizona Trail Volunteers. This partnership has developed into a training curriculum that is not only popular among ATA stewards, but also among agency partners looking for skills training on trails. <i>Wendy Lotze, Arizona Trail Association - Mark Loseth, American Conservation Experience</i></p>	<p><b>Innovation and Technology</b></p> <p>In this training session, the BLM shares the fundamentals involved with safeguarding the nature and purposes of congressionally designated national trails while providing and transporting energy for the Nation. Attendees will learn about the nature and purposes of trails; conducting an integrated trail resource inventory for key landscape elements; following trail protocols for informing the NEPA analysis for proposed actions such as oil or gas pipelines or energy transmission lines; and creative ways the agency minimizes, mitigates, and makes efforts to avoid introducing conflicts or permitting substantial interference. <i>Nick Poy and Noelle Glines-Bovio, BLM</i></p>
<b>Afternoon Break</b>					
2:30 - 3:30PM	Closing Plenary				
3:30 - 4:00PM	Closing				
4:00 - 5:00PM	<p style="text-align: center;"><b>Phil Connors - Fire Seasons and a Song For a River</b></p> <p>Phil Connors will share stories and thoughts from his time as a fire look out in the Gila National Forest and along the Continental Divide Trail, the community he calls home and the first gateway Community along the CDT, and the River that feeds the two places, physically and spiritually. A dozen years into his dream job keeping watch over the Gila National Forest of New Mexico, Phil Connors bore witness to the flood he had always feared; a megafire that forced him off his mountain, by helicopter, and forever changed the forest and watershed he loved. It was one of many transformations that arrived in quick succession, not just fire but the death of a fellow lookout in a freak accident and a tragic plane crash that rocked the community he called home. Mr. Connors will share the ways of water and the ways of fire, the lines tragedy carves on a life, the persistent renewal of green shoots sprouting from ash. He will share a call to action on behalf of things wild and free and the goal for nothing less than permanent protection for that rarest of things in the American West.</p>				
<b>Evening Break</b>					
5:00 - 6:00 PM	Dinner				
6:00 - 9:00 PM	Dinner, Live Auction, Classical Piano Performance by Ben Cosgrove				