

SIERRA CASCADES DIALOG [7]

RECREATION: SOCIAL AND ECONOMIC BENEFITS & IMPACTS

THURSDAY, SEPTEMBER 27, 2012, 10:00-3:00

Two Locations	Sacramento & Bishop, California
Sacramento Registration Required	Online Registration for Sacramento NEW LOCATION! Lions Gate Hotel, Sacramento 3410 Westover Street • Sacramento (McClellan)
Bishop RSVP Required	Only Register with Nancy Upham (nupham@fs.fed.us) Location to be Announced
Who Should Attend	Stakeholders & Forest Service Staff interested in the future of Region 5 National Forests
Meeting Goals	Understand trends in recreation and access Explore the role of recreation and access in realizing the inter-related benefits of the economy, society and environment?

10:00	RECREATION & ACCESS IN FOREST PLANNING Joe Stringer, Director of Ecosystem Planning, Region 5, US Forest Service
10:10	INTRODUCTIONS, WORKING TOGETHER & AGENDA REVIEW Gina Bartlett, Facilitator, Center for Collaborative Policy, California State University, Sacramento
10:20	PRESENTATION: RECREATION IN THE SIERRA CASCADES: TRENDS, CONDITIONS, BENEFITS Emilyn Sheffield, Professor Department of Recreation and Parks Management, California State University, Chico What changing conditions or trends are we seeing with regards to recreation and access: users and activities? What benefits do people derive? What are the benefits to nature? What are the benefits to gateway communities? How will activities and access change given changing conditions?

11:00	TABLE DISCUSSION
11:15	BREAK
11:30	QUESTIONS FOR THE SPEAKER
12:00	LUNCH Sacramento: Lunch Provided Bishop: Bring your own
12:45	PANEL DISCUSSION HOW DO WE GRAPPLE WITH ACCESS AND RECREATION ISSUES IN THE CONTEXT OF THESE CHANGING DRIVERS TO ACHIEVE THE TRIPLE BOTTOM LINE (ECONOMY, SOCIETY & ENVIRONMENT)? Sam Davidson , Trout Unlimited Nicole DeJonghe , Senior Program Director and Director of Geotourism, Sierra Business Council Supervisor Marty Fortney , Inyo County Board of Supervisors Amy Granat , Managing Director, California Off-Road Vehicle Association Tom Ward , California Policy Director, International Mountain Bicycling Association
1:45	BREAK
2:00	FACILITATED DISCUSSION How do we grapple with access and recreation issues in the context of these changing drivers to achieve the triple bottom line (Economy, Society & Environment)?
2:40	LARGE GROUP KEY INSIGHTS AND OBSERVATIONS
2:50	WRAP UP—PLEASE SUBMIT EVALUATION FORMS! Ramiro Villavazo, Director of Public Services, Region 5

2012 DIALOGS
DEC 13: BIOREGIONAL ASSESSMENT

ABOUT THE SPEAKERS

EMILYN SHEFFIELD, PROFESSOR, DEPARTMENT OF RECREATION ADMINISTRATION, CALIFORNIA STATE UNIVERSITY, CHICO
ESHEFFIELD@CSUCHICO.EDU OR 530-570-9855

Emilyn Sheffield is a Professor of Recreation and Parks Management at California State University, Chico, where more than 500 students are preparing for careers in hospitality, parks, recreation and tourism. Since 1986 she has worked with partners to connect people to the natural places that enhance their lives. Her applied research projects and high-energy presentations help natural resource leaders and their partners respond more effectively to changing demographic and lifestyle trends. She is currently investigating community engagement, volunteerism, and conservation stewardship through university service learning throughout California.

Dr. Sheffield works with interdisciplinary teams on complex projects involving scenic byways, heritage tourism infrastructure, and visitor services throughout California and the western United States. These projects share the common goal of increasing access to and support for public lands through branding, identity systems, strategic planning, or product development.

SAM DAVIDSON, TROUT UNLIMITED - SPORTSMEN'S CONSERVATION PROJECT CALIFORNIA FIELD DIRECTOR

SDavidson@tu.org | 831-235-2542

Sam Davidson is the California Field Director for Trout Unlimited (TU). TU is one of America's largest and oldest sportsmen's conservation groups, with some 145,000 members nation-wide and 10,000 members in California. Sam serves as TU's lead for public lands issues in California, and does a combo platter of public policy work, outreach and education, and communications. Previously Sam was Communications Director for TU's Western Water Project and Executive Director of the Access Fund, a climbers' advocacy group.

Sam is a lifelong outdoorsman and native Californian whose outdoor interests include fishing, hunting, horse packing, mountaineering, mountain biking and camping. He has two kids and two horses and a wife named Peggy.

Sam currently resides on an old cattle ranch San Juan Bautista in San Benito County.

NICOLE DEJONGHE, SIERRA BUSINESS COUNCIL SENIOR PROGRAM DIRECTOR

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Currently serving as Senior Program Director for the Sierra Business Council, Nicole directs and oversees a variety of projects including the Sierra Nevada Geotourism project. Nicole's wide range of professional experience includes environmental analysis for Patagonia Inc., launching two businesses, sustainable business practices researcher and consultant, LEED certification project manager, and science teacher. Nicole holds a Masters degree in Environmental Science and Management with a specialization in

Green Innovation and Business, as well as a Masters degree in teaching. Her Bachelors of Science is from the University of Michigan, where she double majored in Environmental Policy and Behavior and Resource Ecology and Management. Nicole brings a passion for working towards a balanced and prosperous Sierra Nevada region and believes in educating and empowering others with the tools necessary to make positive change.

SUPERVISOR MARTY FORTNEY, COUNTY OF INYO BOARD OF SUPERVISORS, FOURTH DISTRICT

Supervisor_Fortney@inyocounty.us

Marty Fortney currently makes a living by owning and operating Aberdeen Resort with his wife. Aberdeen is a Mobile home / RV Park with a store and café. Aberdeen is located in the Center of the Owens Valley and caters to all types of outdoor recreation.

AMY GRANAT, CALIFORNIA OFF-ROAD VEHICLE ASSOCIATION MANAGING DIRECTOR

amy.granat@corva.org | 916-775-4744

Amy Granat is a co-founder of the CORVA Comments Project, dedicated to teaching off-road enthusiasts how to advocate for themselves. She is a Managing Director of CORVA, was previously the Northern California Natural Resource Consultant for CA4WDC. Saving off-road access for our children and grandchildren is her passion, pleasure and profession.

TOM WARD, INTERNATIONAL MOUNTAIN BICYCLING ASSOCIATION CALIFORNIA POLICY DIRECTOR

tom@imba.com | 916-505-6875

Tom works closely with public land managers at the local, state and national levels representing the interests of millions of California mountain bikers. He assists over 60 IMBA affiliate bike clubs and volunteers throughout the state in their efforts to provide sustainable cycling opportunities. In addition to his administrative assignments and his role with IMBA, Tom is an adjunct faculty member for the University of San Francisco, where he teaches in the graduate School of Public Administration. His course specialties are strategic planning, budgeting, performance measurement, leadership, and organization development. Tom's recent work with IMBA has enabled him to uniquely combine his knowledge of administrative functions and government processes with his knowledge and passion for the outdoors.