



OUTDOOR RECREATION IN WYOMING:

Building It the Way We Want It

APRIL 26TH-28TH

Laramie, WY





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Emerging Issue Forums are a chance to get ahead of an emerging natural resource issue in Wyoming. Held biennially, the forums bring together stakeholders and decision makers to jumpstart collaboration, providing space for the cross-pollination of ideas and solutions.

Outdoor recreation has been a part of life in Wyoming for decades. But with critical growth in the industry, new investments from the state and federal government, and more people than ever participating in outdoor recreation and tourism, change is on the wind. The role and impact of outdoor recreation is at a tipping point. Now—on the cusp of even greater growth—is the time to come together and have the conversations that will shape the future of recreation in this state.

The theme of this forum, “Building It the Way We Want It,” is meant to shift those conversations from the reactive to the proactive. What would it look like to envision and work towards an outdoor recreation future where our communities are thriving? How can Wyoming communities balance the benefits and impacts of growing outdoor recreation—economically, socially, and environmentally?

WITH THESE QUESTIONS IN MIND, THE FORUM AIMS TO:



Provide tools and knowledge that stakeholders can bring back to their constituents



Create space for conversations and relationship-building among participants



Reveal what needs exist. Direct future action and support from the Ruckelshaus Institute and WORTH Initiative

About us...



Haub School of Environment
and Natural Resources
Ruckelshaus Institute

THE RUCKELSHAUS INSTITUTE

The Ruckelshaus Institute, a division of the Haub School of Environment and Natural Resources at the University of Wyoming, advances the understanding and resolution of complex environmental and natural resources challenges in the Mountain West. We support stakeholder-driven solutions to environmental challenges by conducting and communicating relevant research and promoting collaborative decision making.

Learn more at uwyo.edu/ruckelshaus



Wyoming Outdoor
Recreation, Tourism and
Hospitality Initiative
(WORTH)

WYOMING OUTDOOR RECREATION, TOURISM, AND HOSPITALITY (WORTH) INITIATIVE

The mission of the WORTH Initiative is to support, expand, and diversify Wyoming's economy through outdoor recreation, tourism, and hospitality industries. The WORTH Initiative achieves its mission by:

1. Delivering timely and relevant applied research for WORTH industries
2. Supplying diverse workforce training products and services to students and working industry professionals
3. Providing extension and outreach to the tourism industry across Wyoming

Learn more at uwyo.edu/WORTH



WYOMING OFFICE OF OUTDOOR RECREATION

The Office of Outdoor Recreation aims to diversify Wyoming's economy by expanding, enhancing, and promoting responsible recreational opportunities through collaboration, outreach, and coordination with stakeholders, landowners, private industry, and public officials.

Learn more at wyorec.com



LARAMIE COUNTY VISITOR'S CENTER AND THE ALBANY COUNTY TOURISM BOARD

Thank you to the Albany County Tourism Board for your sponsorship of this event.

Learn more at VisitLaramie.org



Agenda

WEDNESDAY, APRIL 26TH - OUTDOOR RECREATION IN WYOMING

Rochelle Gateway Center, 222 S 22nd St, Laramie, WY

Goals: Build a shared sense of the state of outdoor recreation and begin to explore its benefits and impacts at various scales.

8-9am: **Registration and breakfast**

9-9:40am: **Welcome** from the conveners and **Story Circle** at individual tables: Why are you here and why is this important to you?

Birch Malotky (Emerging Issue Initiative Coordinator, Ruckelshaus Institute)

Dan McCoy (Director, Wyoming Outdoor Recreation, Tourism, and Hospitality (WORTH) Initiative)

9:40-10:20am: **Setting the Stage:** The state of outdoor recreation in Wyoming.

Dave Glenn (Interim Director, Wyoming State Parks and Cultural Resources)

10:20-10:35am: **Break**

10:35-11:45pm: **Panel:** Regional Perspectives. What can Wyoming learn from the successes and challenges of other outdoor recreation offices? + Audience Q&A.

Moderator – Patrick Harrington (Manager, Wyoming Outdoor Recreation Office)

Conor Hall (Director, Colorado Outdoor Recreation Industry Office)

Matthew Weintraub (Deputy Administrator, Nevada Division of Outdoor Recreation)

11:45-12:45pm: **Lunch**

12:45-1:50pm: **Panel:** What does the growth of outdoor recreation mean to Wyoming communities? Exploring opportunities, challenges, and the conversations we need to be having in the next several years. + Audience Q&A

Moderator – Steve Smutko (Associate Dean, Haub School)

Amy Grenfell (Chief Operating Officer, Wyoming Business Council)

Brendan Kelly (Recreation Specialist, United States Forest Service)

Patrick Harrington (Manager, Wyoming Outdoor Recreation Office)

Michael Jones (Fremont County Commissioner)

1:50-2:10pm: **Break and room rearrangement**

2:10-5pm: **Concurrent sessions** – Dig into specific topics around the three pillars of sustainable development—economic, social, and environmental. Lightning talks lead into large-group facilitated discussion where practitioners and decision-makers can learn from each other and move the needle on an outdoor recreation issue in Wyoming.

	Social: How can people benefit from the health and quality of life benefits offered by outdoor recreation while preserving the parts of their community that matter most to them? SALON A	Economic: How can we sustainably fund the development and maintenance of outdoor recreation while ensuring economic benefits are captured, leveraged, and documented? SALON B&C	Environmental: How can outdoor recreation be managed in a way that protects the resource from degradation? SALON D&E
2:10-2:30	Capstone Student Presentation: Addressing the mental health of Wyoming youth through education on the benefits of outdoor recreation	Panel/Discussion: Outdoor recreation entrepreneurship Moderator: Dan McCoy (Director, Wyoming Outdoor Recreation, Tourism, and Hospitality (WORTH) Initiative)	Richard Vercoe (Assistant Lecturer, Haub School of Environment and Natural Resources): Recreation Ecology as a tool to assess recreation impacts on natural resources and inform management and protection measures
2:30-2:50	Capstone Student Presentation: Expanding outdoor recreation access and benefits to Wyoming Veterans	<ul style="list-style-type: none"> • Wes Allen (Sunlight Sports) • Mike Lilygren (Maven Outdoor Equipment Co.) • Jaxon King (Jax Outdoor LLC) 	Capstone student presentation: A holistic approach to Wyoming State Park infrastructure
2:50-3:10	Capstone Student Presentation: Addressing and mitigating cultural and community impacts from increased tourism while promoting sustainable outdoor recreation (Case studies: Cody, WY and Capser, WY)	<ul style="list-style-type: none"> • John Kirlin (Co-owner and Race Director, The Dead Swede Hundo LLC; Owner, Cirque Solutions LLC) 	Capstone Student Presentation: Shaping visitor behavior through education and/or enforcement to ensure responsible recreation



3:10-3:30	BREAK	BREAK	BREAK
3:30-3:50	<p>Workshop: Uncovering Meaningful Places Managing conflict in outdoor recreation and tourism development through place meanings and values.</p> <p>Facilitator: Steve Smutko, (Associate Dean, Haub School of Environment and Natural Resources)</p>	<p>Capstone Student Presentation: Maximizing economic impact of outdoor recreation and finding ways to keep outdoor recreation revenue within local communities (Case studies: Casper, WY and Centennial, WY)</p>	<p>Facilitated Discussion: Wildlife-recreation conflict What we know and where we can grow.</p> <p>Facilitator: Birch Malotky (Emerging Issue Initiative Coordinator, Ruckelshaus Institute)</p>
3:50-5	<ul style="list-style-type: none"> • Wes Eaton, (Visiting Professor, Haub School of Environment and Natural Resources) • Curt Davidson (Assistant Professor, Haub School of Environment and Natural Resources) 	<p>Panel/Discussion: New and creative strategies for paying for outdoor recreation</p> <p>Moderator: Dan McCoy (Director, Wyoming Outdoor Recreation, Tourism, and Hospitality (WORTH) Initiative)</p> <ul style="list-style-type: none"> • Taylor Phillips, (Owner, JH EcoTour Adventures and Founder, WYldlife for Tomorrow) • Mike Kusiek (Executive Director, Wyoming Pathways) • Dave Glenn (Interim Director, Wyoming State Parks and Cultural Resources) 	<ul style="list-style-type: none"> • Joe Holbrook, (Assistant Professor, Haub School of Environment and Natural Resources) • Courtney Larson, (Conservation Scientist, The Nature Conservancy Wyoming) • Jesse McCarty, (Wildlife Biologist, USFS) • Jonathan Brooks, (Wilderness and Trails Manager, USFS)

5-6:30pm: **Poster session and reception**

ENR undergraduate capstone students: Case studies of outdoor recreation hot spots and what we can learn from them.

ENR graduate capstone students:

Status and opportunities for Outdoor Recreation Collaboratives in Wyoming

Balancing the needs of wildlife and recreation: Enhancing agency response to conflict

Starting the conversation: Indigenous perspectives on outdoor recreation development in WY

Wyoming State Parks engagement: Building a toolkit for public participation

Leaning into conflict: A case comparison on how conflict can strengthen, rather than weaken, outdoor recreation

Snapshots, The Sinks and Rise: Stories of Migration to Lander, Wyoming

6:30pm: **Dinner**

THURSDAY, APRIL 27TH - BUILDING IT THE WAY WE WANT IT

Rochelle Gateway Center, 222 S 22nd St, Laramie, WY

Goals: Explore a proactive approach to the growth of outdoor recreation Wyoming, where communities envision and work towards mutually agreed-upon futures.

8-8:45am: **Registration and Breakfast.**

8:45-9am: **[RE]Welcome.** Brief reflection and charting the path forward.

Birch Malotky (Emerging Issue Initiative Coordinator, Ruckelshaus Institute)

9-10am: **Keynote** – You Have to Give It Away to Keep It

Ashlee Lundvall (Wyoming Game and Fish Commissioner, Speaker)

10-10:10am: **Break**



10:10-11:40pm: **Panel** – The importance of community-engaged planning and visioning to successful outdoor recreation development. + Audience Q&A

Moderator – Gabby Voeller (Senior Associate, SE Group)
Sarah Brown Matthews (Executive Director, Pilot Hill Inc.)
Erik Dombroski (Chair, Jackson Travel and Tourism Board)
Amy Crawford (Outdoor Recreation Coordinator, Wyoming Outdoor Recreation Office)
Katy Kuhnel (Wyoming Recreation Program Lead, Bureau of Land Management)
Linda Merigliano (Recreation Wilderness Program Manager, United States Forest Service)

11:40-12:40pm: **Lunch**

12:40-2:10pm: **Panel** – Lessons from Wyoming: Looking for and building on the root causes of success, spreading insight for positive change. + Audience Q&A

Moderator – Brynn Hirschman (Outdoor Recreation Coordinator, Wyoming Outdoor Recreation Office)
Scott Kosiba (Executive Director, Friends of the Bridger Teton National Forest)
Angela Emery (Former Executive Director, Platte River Trails)
Tom Ryan (Hot Springs County Commissioner)
Caleb Carter (Manager, Weston County Natural Resource District)
Cassie Castillo (Development Associate, LatinoOutdoors)

2:10-2:20pm: **Break**

2:20-3:30pm: **Panel** – Takeaways and commitments: What will you bring from this forum into your work? + Audience Q&A

Moderator: Birch Malotky (Emerging Issue Initiative Coordinator, Ruckelshaus Institute)
Kristi Murphy (Recreation Program Manager, United States Forest Service)
Sandy Newsome (Chairwoman, House Travel, Recreation, Wildlife, and Cultural Resources Committee, Wyoming State Legislature)
Mike Kusiek (Executive Director, Wyoming Pathways)
Budd Betts (Owner, Absaroka Ranch and Outfitters)
Dan McCoy (Director, Wyoming Outdoor Recreation, Tourism, and Hospitality (WORTH) Initiative)

FIELD TRIP

Options and meeting location are condition-dependent. Final details will be announced on Thursday at the forum and via email.

Limited bike rentals are available in Laramie at the Pedal House (307-742-5533) and All Terrain Sports (307-828-1987).

Option 1: Hike, Bike, or Run at Pilot Hill

Meet 4:15pm at the end of E Willett Drive (Pilot Hill Recreation Area Kiosk)

Google maps link: <https://goo.gl/maps/x5UAWReZttouaY2H6>

Hike, bike, run for ~1 hour

Be prepared for any weather a Wyoming spring could spring at you.

Option 2: Hike or Bike at Curt Gowdy State Park

Meet 4:30pm at Curt Gowdy State Park (Aspen Grove Trailhead)

Google maps link: <https://goo.gl/maps/p2mtn6oUphxJB4Va9>

Hike or bike for ~1 hour

Be prepared for any weather a Wyoming spring could spring at you.

Fees: If you don't have a WY state parks pass, a day pass is \$7/vehicle for residents, \$12/vehicle for non-residents

On-your-own Option: Last of the Wild Film Screening

6:30-7:30pm at Gryphon Theatre (710 E Garfield Street Studio #333)

Google maps link: <https://goo.gl/maps/165cDTxppU1YKcmYA>

View a 25 minute documentary on the Red Desert with Q&A

Free and open to the public

Learn more here: <https://wyomingoutdoorcouncil.org/last-of-the-wild/>

DOWNTOWN HAPPY HOUR

Bond's Brewing Company, 411 S 2nd Street

Featuring Chacho's Tacos Food Truck

Starting at 5pm and continuing through the evening, connect with other forum attendees at an informal happy hour to keep the conversations going.

Space reserved under "Outdoor Rec Forum"



FRIDAY, APRIL 28TH - OUTDOOR RECREATION COLLABORATIVE WORKSHOP

University of Wyoming Conference Center, 2221 Grand Ave, Laramie, WY

Goals: Promote community-building and peer learning, provide tangible project development skills.

8-8:05am: **Welcome**

Amy Crawford (Outdoor Recreation Coordinator, Wyoming Outdoor Recreation Office)

8:05-9am: **Introduction to Collaboration**

Steve Smutko (Associate Dean, Spicer Chair of Collaborative Practice, Haub School of Environment and Natural Resources)

9-9:45am: **The Idea Stage**

Let's Get the Party Started: Translating Vague Ideas into Getting 'Er Done
Deb Kleinman (Lupine Collaboratives)

Making Friends: The Importance of Relationship Building and Trust Building
Zulima Lopez (Director of Parks and Recreation, City of Casper)

Project Budgeting for the Average Joe
Sarah Brown Matthews (Executive Director, Pilot Hill Inc.)

9:45-10pm: **Break**

10-10:45am: **The Planning Stage**

Put it on my Tab: Funding Opportunities for Outdoor Rec Projects
Louisa Lopez (Recreation Grants Manager, Outdoor Recreation. Office & Division of State Parks and Trails)

Gateway Communities: Continental Divide Trail
Helen Wilson (Wind River Visitor Council)

5 Ways to Strengthen your Grant Proposal
Brynn Hirschman (Outdoor Recreation Coordinator, Outdoor Recreation Office)

10:45-11am: **Break**

11am-12pm: **The Clearance Stage**

Navigating NEPA

Rebecca Watson (Special Counsel, Welborn Sullivan Meck & Tooley, P.C.)

12-1pm: **Lunch**

1-1:45pm: **The Construction Stage**

Panel on Non-Motorized Trails

Darran Wells (Associate Professor, Central Wyoming College)

Mike Kusiek (Executive Director, Wyoming Pathways)

Caleb Owen (Non-Motorized Trails Coordinator, Office of Outdoor Recreation)

Jim Fried (Program Director, Wyoming Conservation Corps)

1:45-2:30pm: **Maintenance and Growth Stage**

Case Study: Green River Greenbelt

Tom Wilson (Green River Greenbelt Task Force)

Case Study: Central Wyoming Climbers Alliance

Justin Iskra (Executive Director, Central Wyoming Climber's Alliance, WyoClimbers)

Case Study: Johnny Behind the Rocks

Ami McAlpin (Executive Director, Lander Cycling Club)

2:30-3pm: **Conclusion**

Steve Smutko (Associate Dean, Spicer Chair of Collaborative Practice, Haub School of Environment and Natural Resources)



Speaker and Panel Bios

AMI MCALPIN

Ami is the Executive Director and Jurassic Classic Mountain Bike Festival Coordinator for Lander Cycling Club. The organization works to create a cycling friendly community in Lander. Ami has been with the organization throughout many accomplishments.

AMY CRAWFORD

Amy grew up in Wyoming and received her Bachelor's Degree in Outdoor Studies in 2005 from Alaska Pacific University. After working as an Interpretive Ranger for the National Park Service at the Alaskan Public Lands Information Center in Anchorage, she moved back to Wyoming to raise her family in her hometown of Casper. Amy works as the Outdoor Recreation Coordinator for the Wyoming Office of Outdoor Recreation, where she currently facilitates four Collaboratives, with a fifth Collaborative starting soon.

AMY GRENFELL

Amy is a Wyoming native and holds a marketing degree and MBA from the University of Wyoming. The first 15 years post-college were spent building a private sector career at Accenture where she focused on operations, quality, process, and continuous improvement. In 2013, Amy made a career change to the public sector and was hired as the Director of Administrative Services for a Wyoming municipality where she was exposed to local economic development, historic preservation, and urban renewal. In 2018, Amy accepted a position with the Wyoming Business Council as the Chief Operating Officer where she blends her operational strengths with building resilience in Wyoming's economy. The world of public service fulfills Amy's desire to give back to her state and to "leave her campsite better than she found it."

ANGELA EMERY

Angela Emery moved to Wyoming with her husband, a Casper native, in 1990 and served as the Executive Director for the Platte River Trails Trust organization in Casper for 24 years and now serves as a Wyoming State Parks and Cultural Resources Commissioner. Angela understands the unique beauty and importance of Wyoming's outdoor recreation assets and is excited about the increasing recognition of their value to the quality of life of Wyoming's citizens and our state's tourism industry.

ASHLEE LUNDVALL

Since a paralyzing ranching accident in 1999, Ashlee has been redefining her life. She is a champion for change in the many organizations she works with, encouraging everyone to live to the fullest. A natural outdoorswoman and adventurer with a powerful message of adaptability and perseverance, she energizes audiences around the country with her humor and authentic personal stories. Passionate about accessible outdoor recreation, she lives outside of Cody, Wyoming with her husband and daughter. Depending on the season, Ashlee can be found camping, kayaking, hunting, fly fishing, or hand cycling while making a difference in board rooms, consulting with businesses and mentoring newly injured patients and their families. Ashlee currently serves on the board for First Lady Jennie Gordon's Wyoming Hunger Initiative, the Wyoming Game & Fish Commission, and is the co-host for Able Outdoors, which offers hunting and fishing adventures for people living with disabilities.

BIRCH MALOTKY

Birch Malotky is the Emerging Issues Initiative Coordinator at the University of Wyoming's Ruckelshaus Institute, a division of the Haub School of Environment and Natural Resources. In addition to coordinating activities and stakeholder engagement around emerging natural resource issues in the state of Wyoming, she also writes, edits, produces, and publishes a range of science communication materials for the Haub School.

BRENDAN KELLY

Brendan Kelly, Assistant Regional Trails and Dispersed Recreation Program Manager, has worked 17 years for the Forest Service managing recreation in the Rocky Mountain region. He has been involved with many partners and collaborative groups to maintain and enhance recreational amenities on National Forest lands including campgrounds, day use areas, motorized and non-motorized trails, ski areas, and a variety of winter recreation areas.

BRYNN HIRSCHMAN (MOD)

Raised in the rolling hills of Northeast Ohio, Brynn has always had a passion for the outdoors and animals. Brynn attended the University of Wyoming and received a B.S. in Animal Science in 2018 and a B.S. in Outdoor Recreation and Tourism Management in 2020. During her time at the University, Brynn worked at Vee Bar Guest Ranch year-round and the agricultural industry has had her heart since. She first worked for the State of Wyoming and the Outdoor Recreation Office in 2020 as an OREC Specialist and now works with the southern half of the state.

BUDD BETTS

Budd Betts is owner and manager of Absaroka Ranch in Dubois, Wyoming, a Dude Ranch and Hunting Outfitting business for 40 years. He served in the Wyoming Legislature from 1992 to 2000



and has served on various statewide boards including: Wyoming Community Foundation, Wyoming Stock Growers Land Trust, and Wyoming Outfitters and Guides. He currently serves on the Wyoming Tourism Board that oversees the Wyoming Office of Tourism.

CALEB CARTER

Caleb is the District Manager for the Weston County Natural Resource District. He has been able to combine his passion for outdoor recreation and appreciation for our natural resources with his job as well as through association with the Bent Sprockets club. He is actively involved in educating the public about the benefits and multi-use of our public lands as well as trail maintenance and building as well as hosting events to get people outside on them.

CALEB OWEN

Caleb Owen is the Non-Motorized Trail Coordinator for the Wyoming Office of Outdoor Recreation. Although Caleb's world is in trails for mountain biking, he is also an avid climber and kayaker. Caleb gives valuable advice and consultation for all seven Outdoor Recreation Collaboratives.

CASSANDRA CASTILLO

Cassandra (Cassie) Castillo has been a volunteer for Latino Outdoors (LO) since 2018, spearheading outdoor experiences through a social and environmental justice perspective to reconnect Latine communities to land and nature. Cassie graduated from the Teton Science Schools Place-based Education graduate program in June of 2021 and received a Master of Science in concurrent majors of Natural Science Education and Environment and Natural Resources at the University of Wyoming in 2022. She recently joined LO's national staff team as their Development Associate.

CONOR HALL

Conor hails from the mountains of Southwest Colorado. During his career he has served as a Senior Advisor to Governor John Hickenlooper and Mayor Michael Bloomberg and helped create billions of dollars in public funding for conservation, climate and more equitable access to nature during his time at the Trust for Public Land. In early 2022, he was appointed by Governor Polis to lead the Colorado Office of Outdoor Recreation Industry. He is an avid outdoorsman and proudly serves on a number of boards including Better Together Denver, Stand for Courage and the Colorado Outdoor Equity Fund.

COURTNEY LARSON

Courtney Larson is conservation scientist for The Nature Conservancy. Her research interests are centered around wildlife conservation and human impacts on ecological systems. Currently, her work focuses on recreation and wildlife coexistence, low-tech stream restoration techniques, and mapping

and spatial analysis. Courtney completed a PhD and MS in Ecology at Colorado State University, focusing on the effects of recreation on wildlife. She holds a B.A. in Environmental Studies and International Studies from Colby College.

CURT DAVIDSON

Curt Davidson, PhD, is an assistant professor at the University of Wyoming in the Haub School of Environment and Natural Resources. Curt's love of the outdoors started when he worked as a mountaineering ranger with the United States Forest Service. Since then, he has worked for over a dozen adventure education and guiding programs throughout the globe. His research interests include character education, experiential learning, and mental health and wellness. Curt is the author of several books and projects, including the Behavioral First Responder Certification, Behavior and Group Management in Experiential Education, and the Outdoor Facilitator's Handbook. When not teaching and writing, you can find him skiing, climbing, or sailing.

DAN MCCOY

Dan McCoy became the Interim Director of the WORTH Initiative in March of 2022. Previously he was an Associate Lecturer and Degree Coordinator for the Outdoor Recreation and Tourism Management Degree in the Haub School of Environment and Natural Resources, a degree program he helped create. He has extensive experience in the fields of outdoor leadership, education, and recreation. Previously, Dan ran the University of Wyoming Outdoor Program from 1999 to 2017, building it into a first-class resource for outdoor equipment rentals, outings, and trainings for UW students, staff, and faculty and overseeing the Half Acre Gymnasium climbing wall.

DARRAN WELLS

Darren is a professor at Central Wyoming College in Lander and recently developed the Mountainbike Professional Certification and the Trailbuilding Professional Certification. Darren was the senior faculty and custom education program coordinator at NOLS (National Outdoor Leadership School) from 1999-2007. He is the author of NOLS Wilderness Navigation, a how-to book on using topo maps, compasses and GPS.

DAVE GLENN

Dave has worked professionally in the outdoor recreation, outdoor education, and conservation industry for over 40 years. Dave has worked at marinas, managed a remote fly-in destination lodge in Alaska, cleaned many outhouses, worked over 200 weeks in the field as an instructor for NOLS, and directed the NOLS Rocky Mountain and NOLS Professional Training divisions. Dave currently is acting director of Wyoming State Parks and Cultural Resources, which includes oversight of all WY State Parks and Historic Sites, the WY State motorized trails program, non-motorized trails program, and the WY outdoor recreation office.



DEB KLEINMAN

Deb is the director of the Ruckelshaus Institute's Collaboration Program in Natural Resources (CPNR). Deb is also the Principal of the Lupine Collaborative, a facilitation, consulting, and coaching practice. She lives and works in Laramie.

ERIK DOMBROWSKI

Erik is the Vice President of Sales & Marketing for The Yarrow Group. He has had the pleasure of working in the hospitality industry for over 22 years. Erik is skilled in restaurant and hotel operations and the creation and implementation of strategic marketing and management plans as well as sales, social media, content, and revenue strategies. He is a graduate of Leadership Jackson Hole and serves as the Chair for the Jackson Hole Travel and Tourism Joint Powers Board, and President of the Wyoming Hospitality and Travel Coalition (WHTC).

GABBY VOELLER

Gabby Voeller is a Senior Community Planner with SE Group, a consulting firm where her work focuses on community development in recreation-based economies. She has over 10 years of experience working with rural communities developing plans and facilitating community engagement processes to help them realize their vision. She is passionate about affordable housing, accessible trail development, and equitable community engagement. She lives in Leadville, Colorado with her family.

HELEN WILSON

Helen is the Executive Director of the Wind River Visitors Council. WRVC has the responsibility of investing lodging tax revenues to facilitate wider promotion and marketing of Fremont County and the Wind River Indian Reservation as a tourist and visitor destination.

JAXON KING

Jaxon King is the owner of Jax Outdoors LLC. He is from Saratoga Wyoming, and graduated from the University of Wyoming with a double-major in Outdoor Recreation & Tourism Management and Environment & Natural Resources.

JESSE MCCARTY

Jesse currently leads the wildlife and aquatics programs on the Laramie Ranger District on the Medicine Bow, Routt National Forests and Thunder Basin National Grassland. He served as the WE-Link Chairperson, past president of the Colorado Chapter of The Wildlife Society, and president of MESSA (Math, Engineering, Science Students Association).

JIM FRIED

Jim Fried started with the Wyoming Conservation Corp as a Crew member, and has worked his way to Crew Leader, to Field Supervisor, to Project Coordinator, and is now the Program Director. He holds degrees in Geography and Environment, and Natural Resources. Jim lives in Centennial, Wyoming.

JOE HOLBROOK

Joe is an assistant professor and quantitative wildlife ecologist at the Haub School of Environment and Natural Resources and the Department of Zoology and Physiology at the University of Wyoming. His primary interests lie at the intersection of population and community ecology, as well as the interaction between humans and the environment, which has large implications for policy, land management, and conservation solutions. Outside of work, Joe enjoys hunting, fishing, skiing, and making game calls on his lathe.

JOHN KIRLIN

John Kirlin is a recreation-based entrepreneur in Sheridan, WY. As the founder of the Dead Swede bicycle race, former Executive Director of the Antelope Butte Mountain Recreation Area, and as the founder of Cirque Solutions, a community development consulting firm, John has helped to create outdoor recreation opportunities that provide sustainable economic growth within the Bighorn region of Northern Wyoming.

JONATHAN BROOKS

Jonathan Brooks is the recreation program manager for the Laramie Ranger District of Medicine Bow-Routt National Forest.

JUSTIN ISKRA

Justin is the Executive Director for Central Wyoming Climbers' Alliance (WyoClimbers). Justin moved to Wyoming in 2004 to attend University of Wyoming. It wasn't long after moving that he began spending most his time at Vedauwoo. He visited Lander for Climbers' Festivals during undergrad and was finally convinced to move to Lander in 2013. He has spent innumerable hours in boulder fields over Wyoming and is sometimes seen climbing on a rope.

KATY KUHNEL

Katy Kuhnel is the Bureau of Land Management (BLM) Program Lead for Recreation and Visitor Services, Youth, Education, Interpretation, and National Scenic and Historic Trails. She has worked for the BLM for 6 years and multiple other agencies before finding her fit in Wyoming. Her free time is consumed by her wonderful family- four kiddos, 8 years old and under, a loving husband, Pancho



the Gordon Setter and Bubbles the cat. They play outside as much as possible and love exploring new places in Wyoming and revisiting favorite spots.

KRISTI MURPHY

Kristi Murphy is the Recreation Program Manager for the Medicine Bow-Routt National Forests and Thunder Basin National Grassland. Prior to her current position based in Laramie, Kristi worked in Outdoor Recreation Management on the Superior National Forest, Rio Grande National Forest, National Forests in Mississippi, and in Gunnison, Colorado with the Bureau of Land Management. Over her 30-year public service career she has successfully initiated and completed several large scale outdoor recreation projects, and has improved many recreation opportunities by working closely with and listening to the needs of local communities, recreation visitors, and diverse partner groups.

LINDA MERIGLIANO

Linda started as a volunteer and has worked for the Forest Service in the Jackson Hole area for the past 40+ years. Her work focuses on visitor use planning, partnerships, public engagement, and promoting responsible, respectful use. She serves on the Interagency Visitor Use Management Council and often serves as an instructor for wilderness and visitor use courses.

LOUISA LOPEZ

Louisa is the Recreation Grants Manager for the Outdoor Recreation Office and Division of State Parks and Trails

MATTHEW WEINTRAUB

Matthew Weintraub is the Deputy Administrator of the Nevada Division of Outdoor Recreation. He has over a decade of rural tourism and outdoor recreation policy experience including as the State and Federal Affairs Director for the Oregon Mountain Biking Coalition, and as the Tourism Program Manager for the City of Oregon City. He has worked in urban, suburban, and rural communities across the Pacific Northwest and enjoys creating scalable solutions which improve equitable access to outdoor recreation opportunities. He is a graduate of the University of Washington's College of Forest Resources and Oregon State University's Center for the Outdoor Recreation Economy. In his free time, he enjoys skiing, mountain biking, surfing, and reliving the glory days of the Seattle Supersonics.

MIKE JONES

Mike Jones is a second-term Fremont County Commissioner from Lander. He served as a co-convenor of the Wind River Outdoor Recreation Collaborative from 2019 to 2020. His background is in outdoor consumer products development and distribution. He was CEO of Brunton from 2006 to 2009 and Vice President of Supply Chain for Gerber Legendary Blades 2002 to 2006.

MIKE KUSIEK

Michael Kusiek is the executive director of Wyoming Pathways, where his passion for Wyoming, mental and physical well-being, and community engagement come together. Michael has served on the city council and is the current chair of the Lander Community Foundation. In addition to his love of the outdoors, Michael has been a rugby coach for over 20 years and coaches the Speedgoats of Lander, WY.

MIKE LILYGREN

Thirty plus years as an expedition rock climber have given Mike the vital fundamental skills to be a startup owner. Ten years ago, Mike and two partners started Maven Optics, a direct-to-consumer, high-performance optics brand strategically founded and based in little Lander, Wyoming.

PATRICK HARRINGTON

Patrick Harrington (he/him) is the Manager of the Wyoming Office of Outdoor Recreation and was raised in Wyoming's Bighorn Basin. After graduating from the Haub School of Environment and Natural Resources at UW he directed the Wyoming Conservation Corps before he became the Superintendent of Curt Gowdy State Park. Patrick likes to fly fish, mountain bike, camp, and perform as a singer-songwriter.

REBECCA WATSON

Rebecca Watson, Special Counsel at Welborn Sullivan Meck & Tooley, P.C, brings extensive experience, including having served as the U.S. Department of the Interior Assistant Secretary for Lands and Minerals Management to her work counseling energy, oil and gas, renewable and mining companies on regulatory compliance. Because of her intrinsic knowledge of the intersection of business, law and policy, she is able to assist clients to solve complex and first-of-their kind federal permitting challenges.

RICHARD VERCOE

Richard Vercoe is an assistant lecturer in the Haub School of Environment and Natural Resources at the University of Wyoming. Richard's work focuses on the dynamic interaction of conserving heritage agricultural systems and traditional ecological knowledge in globally important biodiversity hotspots. Richard also has a professional background in outdoor recreation with a focus in ecotourism, working in both South America and the Western US designing and operating youth adventure programs.

SANDY NEWSOME

Sandy Newsome has served in the Wyoming House Representatives and on the TRW committee since 2019. Prior to her service in the House, she owned and operated Cody's premier outdoor store,



Sunlight Sports, with her husband Bob. They sold that business in 2010 but have remained active in promoting outdoor recreation. As a member of the Park County Outdoor Collaborative she works to find funding for projects that are important to her county. Finding a sustainable funding model for the Office of Outdoor Recreation is a priority for her. She says they made progress in this legislative session but there is more work to be done.

SARAH BROWN MATHEWS

Sarah Brown Mathews is a Laramie, WY native with a deep love for her community and the wild places she grew up exploring. She holds a BA in education and MS in Natural Science, and has over 25 years in non-profit management and fundraising. She currently serves as Executive Director for Pilot Hill Inc., managing the 7100-acre Pilot Hill Recreation & Wildlife Habitat Management Area in Albany County WY.

SCOTT KOSIBA

Scott Kosiba is the Executive Director of Friends of the Bridger-Teton, the nonprofit partner to the Bridger-Teton National Forest (BTNF). He holds a PhD in Biological Sciences from Louisiana State University and has lived and worked in Western Wyoming for over a decade. Through his organization's work, Scott has implemented novel methods to educate public lands users, mitigate negative impacts of increased visitation/tourism, and leveraged local lodging tax funds to improve the visitor experience while recreating on the BTNF. In 2022, Friends of the Bridger-Teton was awarded \$1.0 million in funding from the Jackson Hole Travel & Tourism Board (JHTTB) to substantially expand its Ambassadors for Responsible Recreation program.

STEVE SMUTKO

Steve Smutko is a professor and Associate Dean of the Haub School of Environment & Natural Resources at the University of Wyoming and holds a joint appointment in the Department of Agricultural & Applied Economics. Steve's research is focused in three areas: application and efficacy of participatory decision making in natural resources management and policy, decision making in coupled human and natural systems, and environmental leadership. His outreach work is conducted through the Ruckelshaus Institute at UW where he works with local governments, state and federal agencies, and the private and nonprofit sectors to enhance participatory decision-making on complex environmental and natural resource policy issues.

TAYLOR PHILLIPS

As an entrepreneur, Taylor became inspired to consider conservation efforts after his self propelled trek of the 2,100 mile Appalachian Trail and a 1,900 paddle of the Yukon River from source to sea. In 2008, Taylor founded Jackson Hole EcoTour Adventures that provides interpretative and wildlife

viewing opportunities across the Greater Yellowstone Ecosystem. In 2021 he founded in collaboration with The WYldlife Fund, WYldlife For Tomorrow that strives to evolve the wildlife conservation funding model to include wildlife user groups other than traditional hunters and anglers.

TOM RYAN

Tom Ryan has been a Hot Springs County Commissioner for nine years. He also served the Wyoming Department of Transportation TAP commission for nine years and has been president of Ryan Bros. Trucking, Inc. for 38 years.

TOM WILSON

Tom Wilson is a board member of the Green River Greenbelt Task Force. He was recently awarded 2023 Distinguished Citizen of the Year by the Green River Chamber of Commerce and appointed to the Sweetwater County SD2 Board of Trustees. Currently, he is working with the GBTF to create a wheelchair accessible multi use trail system that overlooks Green River.

WES ALLEN

Wes Allen is owner of Sunlight Sports in Cody, a specialty camp/climb/ski retailer that was recognized as the best independent outdoor store in the US in 2018. He is also the former president and current vice chairman for the Grassroots Outdoor Alliance - the national trade association for independently owned outdoor retailers in the US.

WES EATON

Weston M. Eaton is a visiting assistant professor with the Haub School of Environment and Natural Resources at the University of Wyoming. He conducts research and teaches courses on collaborative and community stakeholder driven approaches to managing complex environmental problems including water resource challenges and energy transitions.

ZULIMA LOPEZ

Zulima is the City of Casper's Parks, Recreation, and Public Facilities Director. Coming from a background in Risk Management, Zulima works to improve, maintain, and grow recreation opportunities in Casper, and is a Steering Committee Member for the Natrona County Outdoor Recreation Collaborative.





Wyoming SCORP Recreation Provider Survey

This survey aims to understand the wants, needs and priorities of outdoor recreation providers, regarding outdoor recreation in Wyoming.

We are looking to outdoor recreation **Providers** for help. All participants will be entered to **win a free YETI Roadie Cooler!**

Take This Survey!

Scan the QR code or visit the project website for more information.



www.2023WySCORP.com

Are you a Rec. Provider?

- » Public or Private Land Managers
- » Parks and Rec. Professionals
- » Trail Maintenance/ Management Professionals
- » Recreation Districts
- » Recreation Guides or Outfitters
- » Recreation Businesses and more!

What is a SCORP?

- » A guide for local, state and federal agencies to plan for the future outdoor recreation.
- » A document legally authorized and required by the Land and Water Conservation Fund (LWCF) State Assistance Program.
- » The SCORP identifies the outdoor recreation needs of the citizens and visitors to Wyoming.
- » The SCORP ensures Wyoming's continued eligibility to participate in the LWCF program.

Not a recreation provider? Recreation User Survey coming soon!



Wyoming Statewide Comprehensive Outdoor Recreation Plan



OUTDOOR RECREATION IN WYOMING:

Building It the Way We Want It



HAUB SCHOOL OF ENVIRONMENT AND NATURAL RESOURCES
UNIVERSITY OF WYOMING

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