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ORIR-Hosted Recreation Leadership Session with Secretary Zinke
Revised Agenda
April 23-24, 2016 at Skyland, Shenandoah National Park

April 23

- 3:00 PM Meeting with Nicole Reynolds (540 395 5068) and Skyland Resort conference team at Conference Hall
- 4 PM Set up at Skyland Conference Hall (AV, WiFi, indoor banners, etc.)
- 4 5 PM Placement of large exhibits near Conference Hall
- 6 PM Countdown meeting: Conference Hall
- 7:00 PM Informal dinner – Pollock Hall, Skyland Lodge

April 24

- 7:00 AM Meeting room set up and AV
- 7:30 AM Breakfast hosted by RVIA for Presenters: Tap Room, Skyland Lodge
- 7:30 AM Hang outside banners and related materials (Delaware North maintenance)
- 8:00 AM Coffee, continental breakfast at 8 AM. Displays of key industry communications programs including *Take Me Fishing, Go RVing, Take a Friend Snowmobiling, Discover Boating.*

9:00 AM -- Conversation with USDA Forest Service Deputy Chief Leslie Weldon and NPS Acting Director Mike Reynolds: Conference Hall (45 minutes)

10:00 AM -- Secretary Ryan Zinke Arrival

1. Welcome and Introductions, coordinated by Hugelmeyer (10 minutes)
2. The Recreation Industry Today: A Powerful and Positive Force in America (20 minutes)
 - a. Why ORIR was created (Hugelmeyer)
 - b. Our Numbers (Roberts)
 - c. An Industry Built on Innovation, Partnerships (McAninch)
 - d. Key Challenges – Infrastructure and Access (Vasilaros)
3. Comments by the Hon. Ryan Zinke: Goals, Opportunities and Challenges at the U.S. Department of the Interior (15 minutes)
4. Recreation CEO Panel: **American Jobs Unlocking America's Great Outdoors** (35 minutes of comments and discussion)
 - a. Bob Martin, Thor
 - b. Jim Houser, Delaware North
 - c. KC Walsh, Simms Fishing
 - d. Marshall Funk, Safe Harbor Marinas
 - e. Paul Vitrano, Polaris

11:20 AM - Break with coffee and visits to outside displays (20 minutes)

5. **ACTION – discussion led by Derrick Crandall, Chris Edmonston (55 minutes)**
PROVIDING MORE ACCESS FOR MORE PEOPLE, MORE FUN AND MORE JOBS CONNECTED TO THE GREAT OUTDOORS

6. **NEXT STEPS**, including possible June events: Secretary Zinke and Frank Hugelmeyer

12:35 PM Adjourn for lunch and follow up discussions, end by 1:30 pm. Lunch will be reception like: outdoors (weather permitting), with food not requiring knives and forks. Group picture to be taken at appropriate time.

4/21/17